

# YOUR ORGANISATION GUIDE TO

## THE MAY 50K

Thank you for leaving your limits behind and bringing us one step closer to a future free from MS.



*#KissGoodbyeToMS*



# WE THINK YOU'RE AMAZING!



## Firstly, congratulations!

You've taken the first step and registered your organisation to leave its limits behind and take on The May 50K challenge.

Every kilometre your organisation logs, takes us one step closer to stopping MS in its tracks.

In this guide you'll find all the information you need for your organisation to get the most out of The May 50K. We're here for you every step of the way too, so if you have any workplace related queries, please email [kristin.paton@msplus.org.au](mailto:kristin.paton@msplus.org.au)

We are so excited to have you on board and simply couldn't Kiss Goodbye to MS without your support, so from the bottom of our hearts, thank you.

Now, let's leave our limits behind!

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# WHAT IS THE MAY 50K?

The May 50K is a fun virtual fitness and fundraising challenge that raises life-changing funds for MS research.

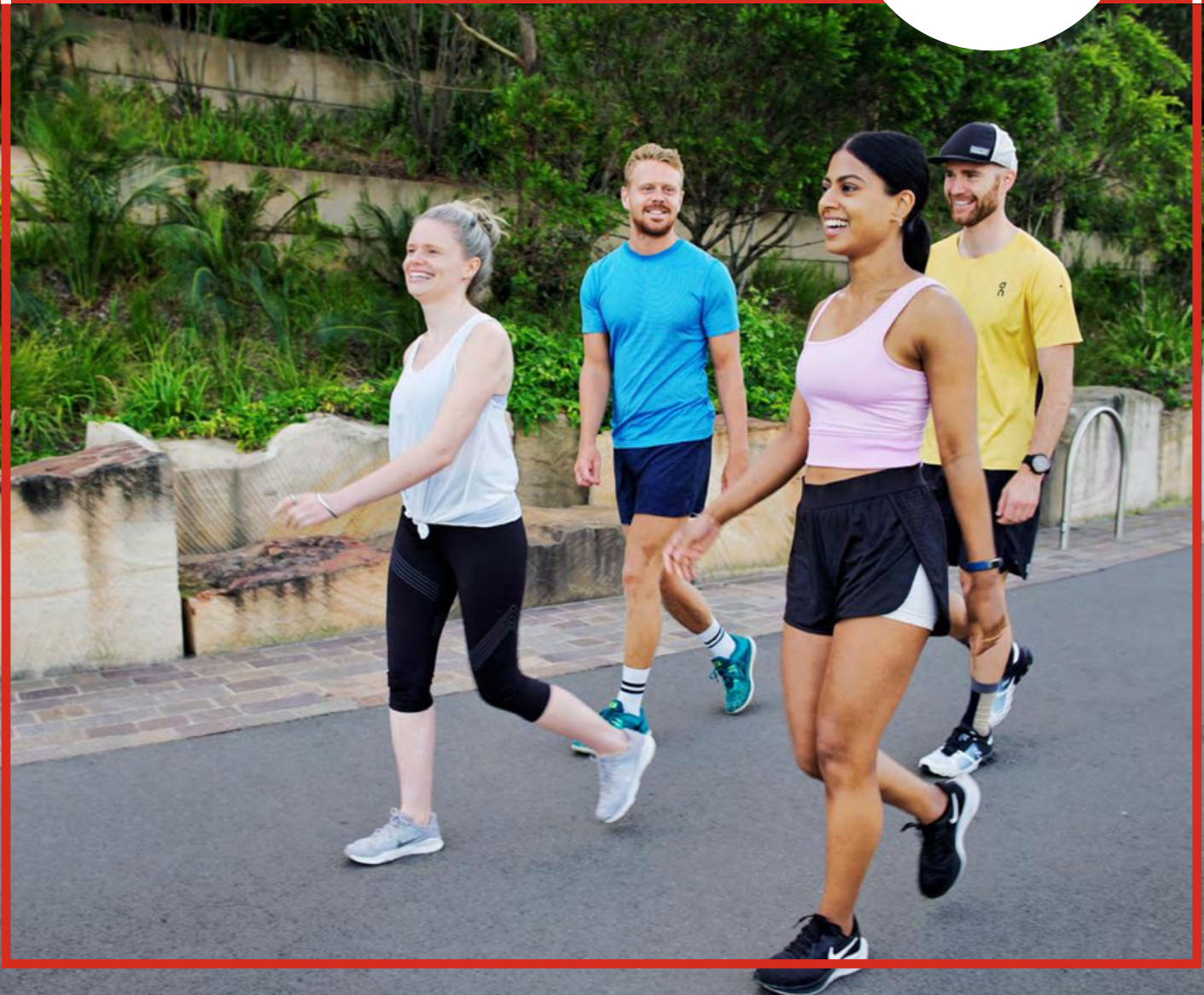
It is a great workplace team engagement activity, creating unity within your organisation, encouraging physical and mental wellbeing, as well as virtual connectivity. It can also act as a great motivator to get your colleagues fit and spark a bit of healthy competition too!

The May 50K is flexible and allows you and your organisation to complete the challenge whenever, however and wherever suits you best, whether that's a walk/run

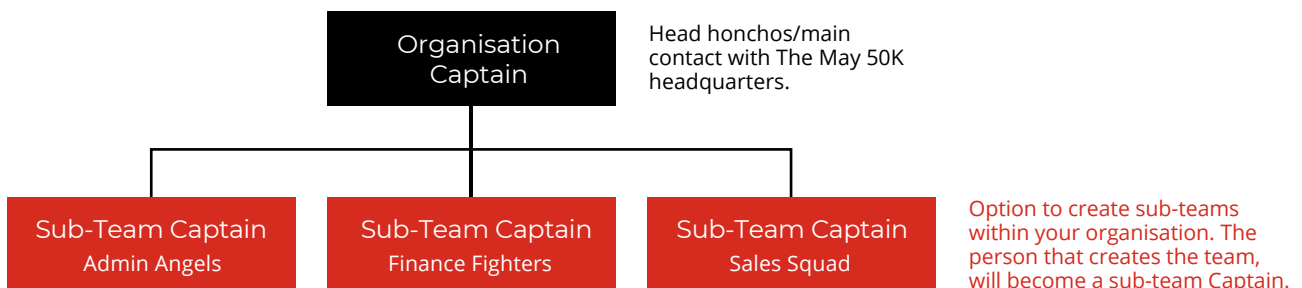
around your building at lunchtime, a ride around your local suburb or clocking your steps throughout the day.

We thank you for raising life-changing funds for MS research and making a lasting impact to over 33,000 Australians living with MS.

Find out more  
[themay50k.org](https://themay50k.org)



# ORGANISATION CAPTAINS & WORKPLACE CAPTAINS



Both the Organisation Captains and Team Captains will be asking for support for your challenge and recruiting people anywhere and everywhere (think conversations in the kitchen, mentions in your morning Zoom meetings and chats in the coffee line).

Captains will also be sending communications and updates to your organisation or their particular team, celebrating the successes, and cheering on fellow colleagues – both prior to the start of the challenge and throughout the month of May.

Don't worry – we've done all the hard work for both the Captains and Team Captains and have put together everything they need to smash their goals this May and make it to the top of the leaderboard!



# HOW TO GROW YOUR TEAM

## Think BIG!

The more team members you can sign up, the greater your chance of making it to the top of the organisation leaderboard and the bigger the impact you'll be making to those living with MS – not to mention the bragging rights!

There are lots of fun and easy things you can do to get your colleagues to register and start fundraising. Some of our favourites include:



### Spread the Word

Get each colleague who signs up to sign up five other colleagues (or family), and then ask each of them to do the same – you'll be surprised how quickly you can grow your team!



### Run a Competition

See how many team members or sub teams you can get to sign up in one or two days – the team with the most wins!



### Ask Leadership to Take Part

This will encourage more staff to join and have a huge impact on your participation and fundraising!



### Get competitive!

Inside your workplace and out – can your internal business units take on each other? What about your competitors?



### Ask About Dollar Matching

This will double your team members fundraising efforts.



### Incentivise Taking Part

Prizes are great motivators. What about a new drink bottle for anyone who signs up early?

# HOW TO USE YOUR DASHBOARD

When you register, you'll automatically be directed to your very own interactive dashboard where you can access your public fundraising page. It can also be accessed by clicking on your name in the top right hand side corner. Here you will be able to easily click through to your page, your team's page and your organisation's page.

If you are the Organisation Captain, you will be able to view your whole workplace (and any teams in your workplace), to easily keep track of everyone's progress. You can also invite others to join your organisation in The May 50K from your 'My Organisation' dashboard.

If you are a Team Captain, you will have a specific dashboard with your team's progress which updates you on how your team is tracking. You can also grow your team by sending your team fundraising page link via social media or email.

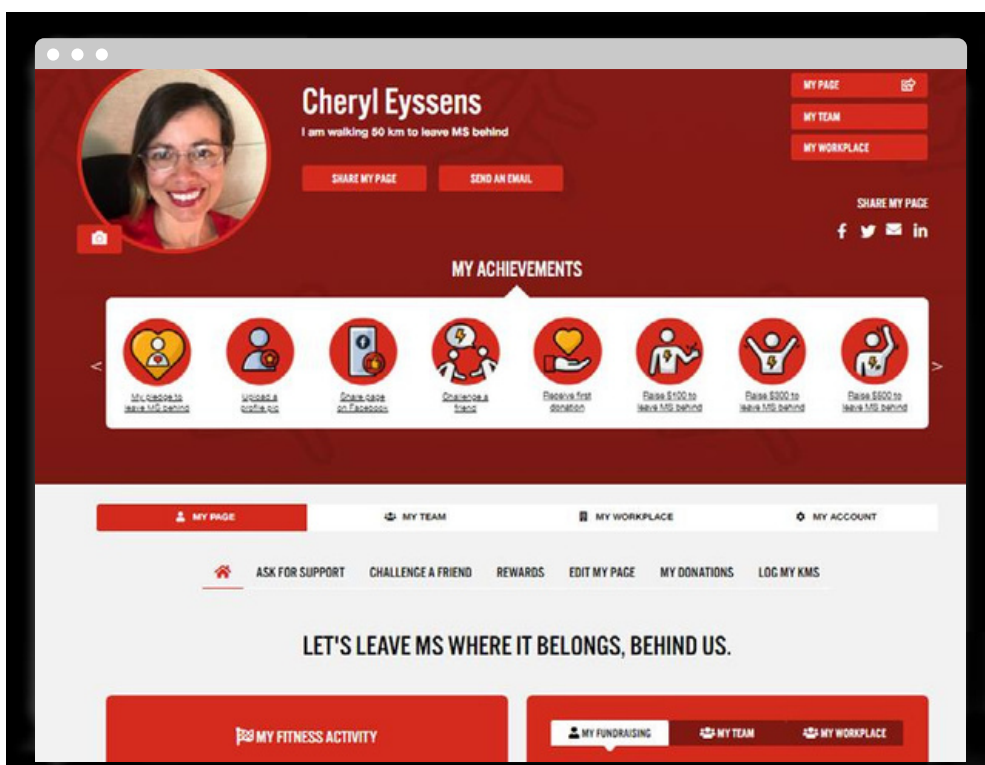
To help navigate the dashboard, here are some handy hints.

## If you're a Organisation Captain

Your dashboard shows you how your organisation is tracking against their fundraising goal and shows you the average amount raised across the entire challenge.

You'll also be able to see how you're tracking against other organisations within your sector!

To check how you're tracking against all participating organisations, view the online leaderboards.





The screenshot displays a web interface for a fundraising challenge. At the top, a navigation bar includes links for 'ASK FOR SUPPORT', 'CHALLENGE A FRIEND', 'REWARDS', 'EDIT MY PAGE', 'MY DONATIONS', and 'LOG MY KMS'. The main content area is titled 'USE YOUR SOCIAL NETWORK' and instructs users to 'Send out links to your personal fundraising page asking for support.' Below this are three buttons: 'ASK ON FACEBOOK', 'ASK ON TWITTER', and 'ASK ON LINKEDIN'. A text input field contains the URL 'https://www.themay50k.org/1/74525/0004', followed by a red button labeled 'Your share URL'. Below this section, the heading 'OR SEND EMAILS TO FRIENDS, FAMILY AND TEAM MEMBERS' is followed by three tabs: 'SEND EMAILS' (highlighted in red), 'VIEW SENT EMAILS', and 'MY CONTACTS'. The 'SEND EMAILS' form includes a dropdown menu for 'Choose a pre-written email' with 'Support my challenge' selected. Below is a text input field for 'Enter email addresses (add a comma in between addresses if sending to more than one person)' and a red 'MY CONTACTS' button. The 'Email Subject' field contains the text 'Support my 50km challenge'.

## Ask for Support

In this section, you can easily share your organisation page URL via social media and send emails to your team members with one click (no need to fill in everyone's email address!). There are email templates ready for you to edit and send.

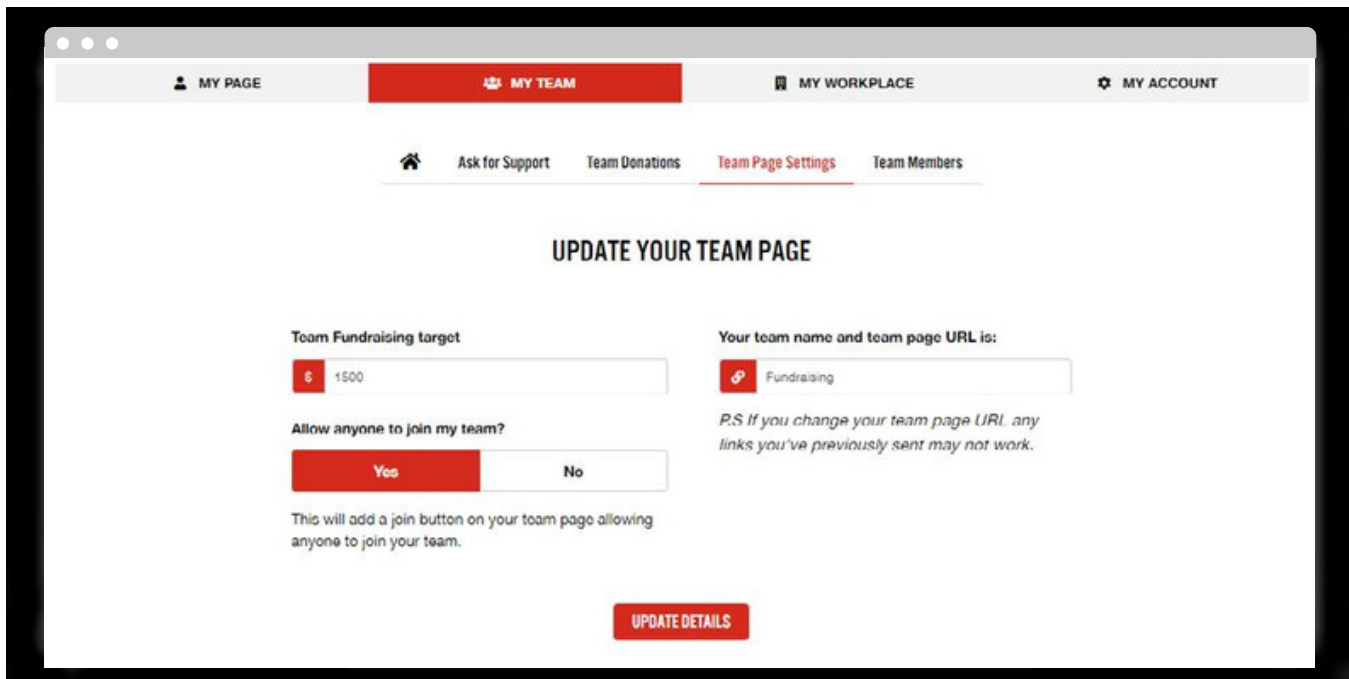
To help keep track of your communications throughout the challenge, you can also view sent emails and see how many were opened.



## If you're a Team Captain

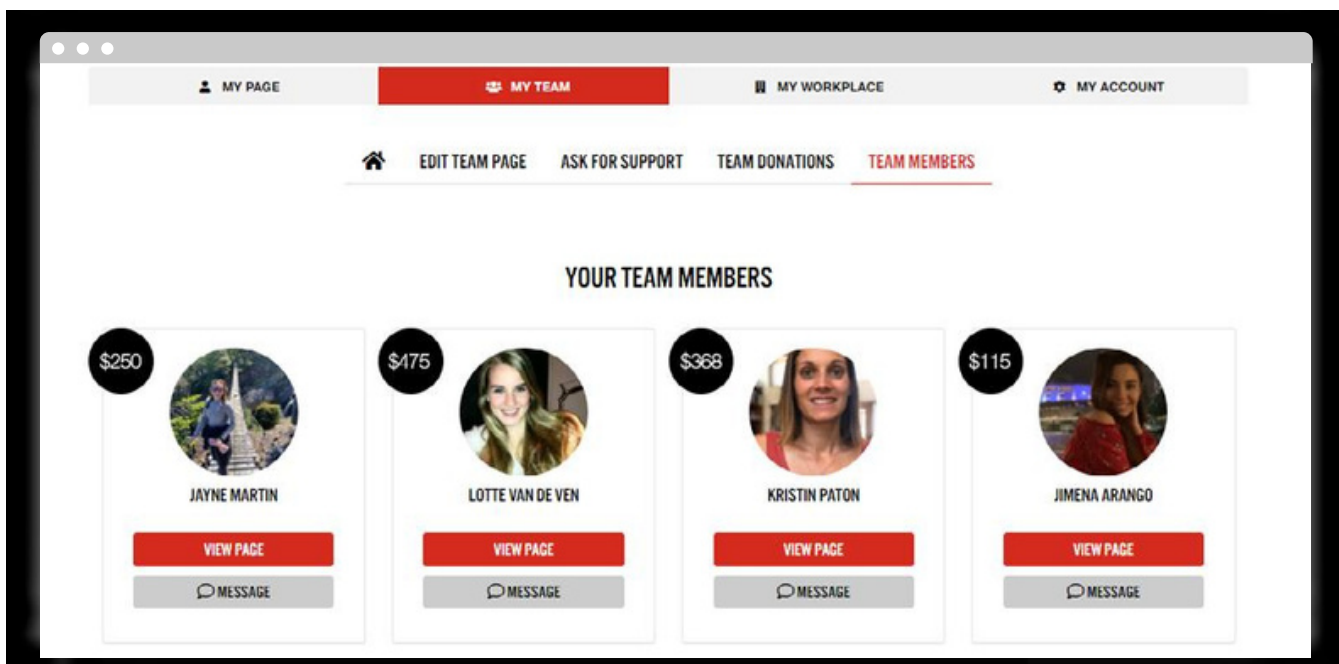
### Team Page Settings

Is your team smashing your fundraising target and you want to aim higher? Fabulous, this is where you can change and increase your team target. You can also update your team blog with a screenshot of your latest virtual team run via Zoom or post general updates via the blog. Yes – you can also add photos to the gallery to make your team page even more engaging and fun!



### Team Members

Want to see how your team members are tracking? Head to this section and you'll see an overview of all members, including their amount raised so far. You are also able to easily view their personal pages from here and even send individual messages to them. You are also able to invite others to join your team from here.





# DOWNLOADABLE RESOURCES

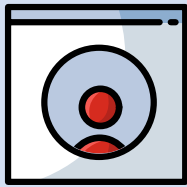
Our online resources have been designed to help you promote and drive your challenge within your organisation and ask for support from friends, family and colleagues.



Email signatures



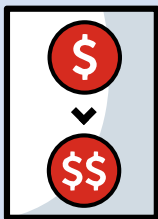
Zoom backgrounds



Social posts



Recruitment tips



Dollar matching tips



FAQs



## TIPS & TRICKS

Here are some easy tips and tricks for you and your team to get you well on your way to reaching your fundraising goals!

Upload a photo and update your fundraising page story.

Donate to yourself to show everyone that you are committed to your challenge.

Share your unique fundraising page link with your family, friends and colleagues, via email and social media, asking them to sponsor you.

Use our email signatures and Zoom backgrounds to shout about your challenge.

Log your kilometres manually or [download our TM50K app](#) to record your fitness activity and track your progress across the month.

Ask your workplace to match what you raise dollar for dollar. You can find out more about matched giving on the next page.





# MATCHED GIVING

Ask your workplace to dollar match what you raise dollar or to make a company donation. Use our helpful [email templates](#).

If successful, let your team members know and share the 'Matched Donations' email template with them, available in the 'Ask for Support' section on your dashboard.

You can also update your organisation's fundraising page blog and share your page with friends and family to ask for their support - highlighting that every dollar donated will be doubled!

We're always available to support you and your team to help you reach your goals!





## GOOD LUCK!

And we can't wait to watch you and your team smash your workplace challenge!

Don't forget to get as many people to sign up as possible, get them fundraising & have fun!!!

Kristin Paton

Fundraising Manager, The May 50K

If you have any workplace questions or require assistance, please contact Kristin directly on:

E [kristin.paton@msplus.org.au](mailto:kristin.paton@msplus.org.au)

T 03 9845 2724

Connect with us

 [@themay50k](https://www.instagram.com/themay50k)

 [@KissgoodbyetoMS](https://www.facebook.com/KissgoodbyetoMS)

[themay50k.org](https://www.themay50k.org)

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