



Big Freeze 9 Sharing Guide



This year, we're going **all in** to fight against Motor Neurone Disease (MND).

It takes everyone's combined efforts to raise vital funds for research – so that one day, we can live in a world free of MND.

Every bit of support helps to champion hope, find better treatments, and takes us one step closer to finding a cure for MND.



**ALL IN
FIGHT**

**WHO IS
FIGHTMND?**

About FightMND

The 'Beast' (or MND) is an insidious, terminal illness that gradually takes away a person's ability to speak, eat, move, and eventually breathe. The average life expectancy from diagnosis is just 27 months.

There is no cure. **Yet.**

Former Essendon player and Melbourne Football Club Coach, Neale Daniher, was first diagnosed with MND in 2013. Neale's continued determination to face the Beast with courage and humour is truly inspiring to all. Each day, Neale continues to defy his 27 month prognosis.

Since 2014, FightMND has led the fight against the Beast for all Australians. FightMND works tirelessly to find effective treatments and ultimately a cure for MND.

This year, we're going **all in**.



A SNAPSHOT OF **FIGHTMND** RESEARCH FUNDING SINCE 2014



\$69.32M total
fund committed
to MND research



14 Clinical Trials



24 new drugs
in pipeline



3 new drugs
progressed from the
lab to clinical trial



8 sites
collecting clinical
and genetic data
from MND clinics
across Australia



Stem-cell motor
neurons from **150 MND**
patients banked for
drug screening



Opportunities for
555 patients to
participate in
FightMND
funded trials



7 sites conducting
clinical trials, including
WA, and Tasmania
for the first time

656 attendees
at FightMND
Australasian MND
symposiums



Our impact to date

Since being founded in 2014, FightMND has invested \$69.3M into vital MND research.

From donations and Beanie sales, to entry fees and ice bucket challenges, every bit of support helps to achieve our mission of a world free from MND.

The money raised goes toward [finding better treatments](#), care – and ultimately, a cure for MND.

**ABOUT BIG
FREEZE 9**

What is the Big Freeze?

Held on the Kings' Birthday long weekend during the Melbourne vs. Collingwood game (Monday 12th June), the Big Freeze signals that the fight against MND is on. It's a chance for us all to have fun and bring a bit of light to a very dark disease. A record breaking \$19.8M was raised throughout Big Freeze 8 in 2022, and we hope to raise even more this year, with Big Freeze 9.

How can I help?

There are many ways you can get involved and support us this Big Freeze 9, such as:

- Buying a Big Freeze 9 Beanie and highlighting on your platform that Beanies are now on sale (purchase link [HERE](#))
- Donating to FightMND (link [HERE](#))
- Sharing our message with your members and supporters via your social media platforms

Every bit counts in the battle against the Beast.



RESOURCES

Key messages

How we talk about Big Freeze 9:

- To fight MND, join the all in fight.
- To FightMND is an all in fight. Together, we must unite and stand in the face of the Beast.
- Don a Big Freeze 9 Beanie and join us. It takes people to beat the Beast.
- Fight for Neale. Fight for those who have fought and continue to fight. Fight for a cure.
- Join the all in fight against MND by purchasing a Big Freeze 9 Beanie at Coles, selected Coles Express stores, Bunnings, or online at fightmnd.org.au.
- Every donation helps to fund vital MND research, taking us another step closer to finding a cure.
- MND is relentless, but so are we.





Long-form messaging

- FightMND's vision is a world without Motor Neurone Disease (MND).
- MND is a disease of the motor neurones which control our muscles. These motor neurones don't work properly and shrivel and die, rapidly reducing the ability to move, walk, talk, and ultimately breathe.
- Currently, more than 2,000 Australians are living with MND, with an average life expectancy of just 27 months. Whilst the disease itself is rare, the impact it has across the community is huge.
- Today, two Australians will die from MND, and two more will be diagnosed.
- The best weapon against the MND is research. But research is expensive and takes time. That's why this year, now more than ever, we are calling on Australia to join the all in fight and help us beat this Beast.

Example captions

We've drafted some suggested captions below to help you share all things Big Freeze 9 on your social media!

Make sure to tag @FightMND in any post you share, and use the hashtags #BigFreeze9 #allinforMND.

- Join the all in fight today by purchasing a Big Freeze 9 Beanie at @Coles, @Coles Express, or @Bunnings stores nationwide.
- I'm #allinforMND. Are you?
- @FightMND exists to rally hope and lead the fight against Motor Neurone Disease. Join the #allinforMND fight today.
- The Big Freeze 9 is here! Swipe up, and purchase your Beanie today.





Content tips and tricks

How to communicate Big Freeze 9 on social media:

- Keep videos short. 30 seconds should be your target.
- Have a clear subject. A quality portrait shot, or an up-close shot of 2-3 people enjoying the day is great!
- Use natural light. If your image is too dark, it's harder to see.
- Make sure there's enough contrast. Contrast provides balance, is easier to read, works better in black and white environments, and is more accessible.
- Keep it simple. Try not to fit too many things in one image!
- Capture emotion and make it personal. A picture can say a thousand words!

IT TAKES PEOPLE

Thank you for joining the fight this Big Freeze. Your support helps us raise funds for vital MND research and brings us closer to finding a cure.

One day, when we live in a world free of MND, you can stand proud knowing you joined the fight.

Regards,
The FightMND team.