



BIG FREEZE 10
DIY

SUPPORTING FIGHTMND

IT TAKES A TEAM!

We've fearlessly fought the Beast that is MND for 10 years, and it wouldn't be possible without our team of FightMND supporters.

When we are up against it, the team's strength allows us to move forward. It's everyone, you, me, your mates, your workplace, your club, everyone.

THANK YOU FOR TEAMING UP FOR BIG FREEZE 10!

CONTENTS

- 6. CAMPAIGN MESSAGE
- 7. HASHTAGS AND TAGS
- 8. KEY MESSAGES
- 9. BRANDING
- 10. IMAGERY
- 11. PRINT ASSETS
- 12. PRINT ASSETS - SOCKS & BEANIES
- 13. DIGITAL ASSETS
- 14. SOCIAL MEDIA ASSETS
- 15. INSTAGRAM GUIDE
- 16. FACEBOOK GUIDE
- 17. COMMUNICATIONS SUPPORT



“IT’S NOT WHAT YOU
SAY, IT’S WHAT YOU
DO THAT MATTERS.”

- NEALE DANIHER



This year, our message is **simple**



“Let our actions speak louder than words...
Let’s team up for Big Freeze 10”

HASHTAGS AND TAGS

#BigFreeze10
#TeamUpForBF10
@fightmnd

KEY MESSAGES

- We've fearlessly fought the Beast that is MND for 10 years, but there's more to do.
- Let our actions speak louder than words... lets team up for Big Freeze 10
- It takes a team to beat the Beast
- All money raised brings us one step closer to a cure, so team up for Big Freeze 10 and DO your bit to beat the Beast that is MND!
- We go again

WHY WE GO AGAIN...

When we are up against it, it is the strength of the team that allows us to move forward. And it's in these moments of fight, that we discover the true measure of our collective power.

This fight needs everyone playing in harmony, as a team. Not just those who are directly involved like those fighting the disease on the field, the doctors, the specialist, the therapists. Its everyone off the field too; you, me, your mates, your colleges, you school, everyone.

BRANDING

ON DARK BACKGROUNDS, USE:



ON LIGHT BACKGROUNDS, USE:



COLOURS

PRIMARY BLUE

PMS 2736 C
CMYK 95 93 0 0
RGB 37 38 169
HEX #2526A9

IMAGES - DIY BIG FREEZE 10

RECOMMENDED IMAGERY FOR YOUR DIY ACTIVATION - SPORTING CLUBS, SCHOOLS AND WORKPLACES



PRINT ASSETS

TEAM UP FOR BIG FREEZE 10

Scan the QR code below to show your support

Help us fight the Beast that is MND!

#DIYBigFreeze10

BIG 10
FREEZE 10
DIY
SUPPORTING FIGHT MND

This print asset features a blue background with a cracked ice texture. The text 'TEAM UP FOR BIG FREEZE 10' is rendered in large, white, 3D-style letters. Below the main text is a white box containing a QR code placeholder and the text 'Help us fight the Beast that is MND!'. At the bottom left, there is a small QR code placeholder, the hashtag '#DIYBigFreeze10', and a logo for 'BIG 10 FREEZE 10 DIY SUPPORTING FIGHT MND'.

SIZE: A3 & A4

TEAM UP FOR BIG FREEZE 10

Scan the QR code below to show your support

Help us fight the Beast that is MND!

#DIYBigFreeze10

BIG 10
FREEZE 10
DIY
SUPPORTING FIGHT MND

This print asset features a blue background with a cracked ice texture. The text 'TEAM UP FOR BIG FREEZE 10' is rendered in large, white, 3D-style letters. Below the main text is a photograph of four boys in basketball uniforms posing on grass. Below the photo is a white box containing a QR code placeholder and the text 'Help us fight the Beast that is MND!'. At the bottom left, there is a small QR code placeholder, the hashtag '#DIYBigFreeze10', and a logo for 'BIG 10 FREEZE 10 DIY SUPPORTING FIGHT MND'.

SIZE: A3 & A4

TEAM UP FOR BIG FREEZE 10

Scan the QR code below to show your support

Help us fight the Beast that is MND!

#DIYBigFreeze10

BIG 10
FREEZE 10
DIY
SUPPORTING FIGHT MND

This print asset features a blue background with a cracked ice texture. The text 'TEAM UP FOR BIG FREEZE 10' is rendered in large, white, 3D-style letters. Below the main text is a photograph of six girls in basketball uniforms posing on grass. Below the photo is a white box containing a QR code placeholder and the text 'Help us fight the Beast that is MND!'. At the bottom left, there is a small QR code placeholder, the hashtag '#DIYBigFreeze10', and a logo for 'BIG 10 FREEZE 10 DIY SUPPORTING FIGHT MND'.

SIZE: A3 & A4

PRINT ASSETS – SOCKS AND BEANIES BULK

TEAM UP FOR BIG FREEZE 10
Let your actions, speak louder than words

PRE-ORDER YOUR BULK SOCKS TODAY!

Scan here to place your order

\$15

FOOTBALL SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7)

\$15

CREW SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7)

Min order 20 socks

BIG 10 FREEZE 10 DIY
SUPPORTING FIGHTMND

SIZE: A3 & A4

TEAM UP FOR BIG FREEZE 10
Let your actions, speak louder than words

PRE-ORDER YOUR BULK SOCKS AND BEANIES TODAY!

Scan here to place your order

\$15

FOOTBALL SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7)

\$25

ADULT BEANIES

\$15

CREW SOCKS
Large Socks (size 8-13)
Small Socks (size 4-7)

\$20

KIDS BEANIES

Note: Min order 20 for socks and kids Beanies. Min order 50 units for Adult Beanies

BIG 10 FREEZE 10 DIY
SUPPORTING FIGHTMND

SIZE: A3 & A4

LET OUR ACTIONS SPEAK LOUDER THAN WORDS... LET'S TEAM UP FOR BIG FREEZE 10
Here is your chance to design your own Big Freeze Beanie.
Use your creativity to make it **bold and cool!**

Name:

School:

BIG 10 FREEZE 10 DIY
SUPPORTING FIGHTMND

SIZE: A4

DIGITAL ASSETS

FACEBOOK EVENT BANNER



[CLICK HERE TO LEARN HOW TO UPLOAD A FACEBOOK EVENT BANNER](#)

EDM HEADER



EMAIL SIGNATURE



[CLICK HERE TO LEARN HOW TO ADD A BANNER ON YOUR EMAIL SIGNATURE FOR OUTLOOK](#)

[CLICK HERE TO LEARN HOW TO ADD A BANNER ON YOUR EMAIL SIGNATURE FOR GMAIL](#)

SOCIAL MEDIA ASSETS

PRE-EVENT



CAPTION SAMPLE TEXT:

We are super excited to be teaming up for Big Freeze 10 to beat the Beast that is Motor Neurone Disease (MND).

This year we are (insert event details)

Actions speak louder than words.

Visit the link in our bio to help us fight MND.

#DIYBigFreeze10

EVENT DAY



CAPTION SAMPLE TEXT:

Go time!

We are teaming up for Big Freeze 10 to beat the Beast that is MND.

Actions speak louder than words.

Visit the link in our bio to help us fight MND!

#DIYBigFreeze10

POST-EVENT



CAPTION SAMPLE TEXT:

Thank you.

We teamed up for Big Freeze 10 to beat the Beast that is MND and raised \$XX

Actions DO speak louder than words!

Vist the link in our bio to donate if you haven't already.

#DIYBigFreeze10

SOCIAL MEDIA HOW-TO GUIDE – INSTAGRAM

POST – FROM THE WEBSITE

1. Click  create on the left of the page
2. Click **Select from computer** and choose a photo, or drag and drop a photo file*.
 - *The supported file formats are jpg, png and heic/heif.
 - Select the size of your photo, then click **Next** in the top right.
 - Click **Filters** or **Adjustments** at the top to edit your photo.
 - Click **Next** in the top right.
3. Add your caption:
 - Refer to FMND DIY guidelines for recommended captions.
4. When you've finished, click **Share** in the top right.

POST – FROM THE APP

- To upload a photo or take a new one via the Instagram **app**:
1. While in the app, tap  and select **Post** from available options.
 - To upload a photo from your phone's library, select the photo that you'd like to share
 - To take a photo*, tap 
 - When you're happy with the photo, tap **Done**, then **Next**.
 3. Add your caption:
 - Refer to FMND DIY guidelines for recommended captions.
 4. When you've finished, tap **Share**.

STORY – (APP ONLY – IOS & ANDROID)

To upload a photo or video to your story via the Instagram **app**:

1. While in the **app**, tap  at the bottom of your screen, or swipe right anywhere on the feed.
2. Scroll to **Story** at the bottom.
3. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's gallery or camera roll, swipe up anywhere on the screen.
4. Tap  to draw, **Aa** to add text, or  to add a sticker to your photo or video. To remove text or a sticker, drag and drop it on  at the bottom of the screen.
5. When you're ready to share, tap **Your story** in the bottom left.

POST – OPTIONAL FEATURES

1. Add your location (great option when sharing an event):
 - Click **Add location**
 - Type your location, then select it from suggestions.
 - Click **Share**
3. Add alternative text (support people with visual impairments)
 - Click **Accessibility** to write alternative text
4. Switch comments off
Click **Advanced settings** and click next to Turn off commenting to turn off comments on your post.

STORY NOTES

- When you share a video up to 60 seconds long to your stories, it will appear as one clip. Longer videos will be broken up into multiple clips and can be edited using the video trimmer at the bottom. The video trimmer is currently only available on iOS devices.
- Stories will disappear from your profile, Feed and Direct inbox after 24 hours, unless you add them to your profile as story highlights.

POST – FROM WEBSITE OR APP

To share something on Facebook via the web browser or app:

1. From the top of your News Feed, click **What's on your mind?**
2. Add your caption:
 - Refer to FMND DIY style guide for recommended captions.
3. Add a picture or video:
 - Click  at the bottom of the pop up
 - Click on **Add Photos/Videos** box to choose a photo from your computer or drag and drop a photo file.
4. Click Post.

OPTIONAL

1. Add your location:
 - Click  at the bottom of the app pop up
 - Type your location, then select it from suggestions.
2. Tag a friend:
 - Click  at the bottom of the pop up
 - Type your friends name, then select it from the suggestions.
 - Click **Done.**

COMMUNICATIONS SUPPORT

WORD TEMPLATE



POWERPOINT TEMPLATE





A FIGHT ~~MND~~ EVENT