

**Are you thinking  
about helping us to  
Kiss Goodbye to MS?**



# Welcome

Firstly **THANK YOU!** Because of amazing people like you wanting to do your bit to raise funds and awareness for multiple sclerosis you are helping us to support almost 4000 people in New Zealand with advocacy to improve their lives! Not only that but your donations also support regional organisations to support people living with MS in your community and international research to help improve the lives of millions of people world wide. *You can be a hero!*

We only have one rule for the campaign...

Whatever you do, have **FUN** and raise as much as you can doing it.

Everyone can do something whether it is small or large, **YOU** can make a difference! Three things to remember as you decide what you would like to do:

1) *Have fun!*

Choose an activity or event that you will enjoy, it's amazing how people will get involved when you are having fun and excited about what you are planning.

2) *Keep it simple*

Simple ideas are often the most effective. Choose a fundraising idea that suits you and your lifestyle...or...push yourself to do something you wouldn't usually do.

3) *Share the love*

Let people know what you are doing and **WHY** you are doing it! If you are doing this for a personal cause close to your heart **SHARE** that with them. People want to know why they should support you and what it means to you.

New Zealand's main Kiss Goodbye to MS campaign launches in May each year. However, we encourage people to participate all year round so really you can hold or take part in an event all year round and we will be here to support you all the way.

Once you register your fundraising adventure you will have access to our 'Fundraising Toolkit', a guide that will provide advice on how to get started with raising money, ideas for fun events, how to help others in your community get involved and useful resources that you can use in your fundraising.

To inspire you to join us to Kiss Goodbye to MS, we have included some inspirational ideas next on how to get involved.



Remember this is your campaign, you decide what you want to do and how, and **HAVE FUN!!**

## Wear

It's easy – just wear **red**! This can be as much or as little as you want.

Wear something surprising, to tell people about the campaign and your fundraising efforts! For example:

- Wear **red** lipstick or nails for a month!
- Feeling brave? Dye your hair **red**!
- Wear a **red** shirt
- Hold a mufti day at your school or workplace. Everyone pays a fee to wear a **red** item of clothing.



## Dare

Dare yourself to do something out of your comfort zone and get sponsored for it. Here's a tip - The harder, bigger or more embarrassing the dare the easier it is to get sponsorship. Why not dare someone else, or a team, to do the challenge with you?

Stuck for inspiration? Here are some ways that you can dare yourself or other people:

- Run a 5km, 10km, half marathon or full marathon whichever is a challenge for you (a sporting achievement is good because people can follow the training).
- A group challenge (sharing and celebrating other people's efforts can act as inspiration and drive them to get involved too).
- A battle of the bands challenge.
- Men could wear **red** lipstick, **red** nails or even **red** high heels for a day, a week or the whole month.
- Something extreme that you've never dared do, such as a bungee jump, shave your head, or abseiling!
- Ask your friends what they want to challenge you to do and how much they'd be willing to pay to make you do it...!



## Share

Amplify everything you do by sharing it with your communities on social media, your colleagues, friends, family - and beyond!

Creating national and international buzz around Kiss Goodbye to MS is important – it builds the community, attracts new fundraisers and rewards those taking part. Whenever you share use these hashtags to join the global movement:

**#kissgoodbyetoms**  
**#kissgoodbyetoms\_global**  
**#newzealand**







### A few more ideas to inspire you

- Sponsored *Give It Up* – tea, coffee, sugar, smoking, drinking, for a set period of time or permanently.
- Take part in a *race* – 5km, 10km, half marathon, full marathon – whatever you can challenge yourself to achieve.
- Do a *bungee jump* or *sky dive* and feel the adrenaline pumping.
- Take the opportunity for some peace and quiet, whether at home, work or at school with a *sponsored silence*.
- Release that inner hero and run a *Super Hero* dress day at work, school or club.
- Get those creative juices flowing and compile all your favourite family recipes into your own *cookbook*.
- Like to see your work mates homes, how about *through the keyhole* where each staff member brings in a photo and you have to match the home with the staff member.
- Have a Kiss Goodbye to MS Mother's or Father's Day celebration event
- Wear **red** heels at work (a great one for the guys).
- *Dress down, up, in red* or whatever you want for a *mufti day* at work or school.
- Get the excitement going with a local *Treasure Hunt*.
- Fill your car full of footballs and run a *Guess how many...* competition.
- Lighten the mood and hold an *Office Olympics*, with games of speed typing, synchronised chair swivelling, timed coffee making, upstairs/downstairs races.
- Like to see the boss on reception or delivering the post? Run a *Swap Roles* campaign.
- Organise a flash mob in a public place and get noticed.



- **Red lipstick** challenge for all! Do it for a day, a week or how about the whole month!
- Get the local spirit going with a *tug of war* between sports teams or schools.
- We all have one of those photos! Hold a *guess the baby* competition or a “*caption that*” photo competition.
- Auctions and raffles are fantastic ways to raise funds and they don’t have to be of grand expensive items, think about really useful everyday things that we all use, how about an auction of *IOU’s*, for example, an IOU of cutting the grass for a month.
- Want to have a laugh and some fun with your group of friends, challenge them to creating a themed *calendar* that can then be sold to raise funds.
- Hold a *morning tea*, a *bake sale* or *host a dinner party, breakfast or lunch*. Got a birthday coming up? Have a *party* with donations in lieu of gifts.
- Have the popcorn ready by holding a themed *movie night* at your local cinema.
- Organise a **red** themed *quiz night*.
- Or go big and organise a fundraising ball.



## What next?

When you are ready head over to our website and click the ‘START FUNDRAISING’ red box. Once you have registered your event you will have access to the FUNDRAISING TOOLKIT which has lots of helpful advice about how you can raise the most and have the best fun with your Kiss Goodbye to MS adventure.

The registration portal has lots of handy tools to easily help you:

- Register your fundraising event
- Register a team challenge
- Upload images/videos of your fundraising journey
- Email friends, family, work mates and potential sponsors to tell them about your challenge and help you fundraise

Want to help Kiss Goodbye to MS but not sure what to do? Or have an idea but want some advice? Contact us at [info@msnz.org.nz](mailto:info@msnz.org.nz) and we’re happy to have a friendly chat.

And finally...

**THANK YOU**

for helping us to Kiss Goodbye to MS. As a small organisation fundraisers like you are vital in enabling us to continue to provide the advocacy and support we do. *You are amazing!*

