



**GET BUSY
FOR MND**



Fund raising
Media Toolkit 2021
v1.0

A bit about All Paul Together



Who is Paul

Paul Smith, happily married to Natasha for 17 years, is dad to two amazing and healthy children, Holly and James. He's a scientist, a sportsman, a true family man, and a great friend to many of us. On the 19th of April 2021 Paul's life was turned upside down when he was diagnosed with Motor Neurone Disease (MND).



MND

Motor Neurone Disease is a Neuro Degenerative Disease (NDD) which prevents the central nervous system from sending signals to motor neurones, which are critical to the movement and control of limbs. For 50% of sufferers, life expectancy from diagnosis is less than 3 years and the disease will gradually impact movement, speech, and the ability to breath unaided.



The Irish Motor Neurone Disease Association (IMNDA) is the only organisation of its kind in Ireland. They are dedicated to working on behalf of people living with MND and rely wholly on public donations. They have given – and continue to give – Paul tremendous support and advice since his diagnosis, which is why 25% of everything raised by *All Paul Together* will go directly to them.



GoFundMe is the fastest and safest way to fundraise for *All Paul Together*. Whether you're organising a huge sponsored walk with family and friends, or creating your own little virtual challenge, GoFundMe is simple to set-up, easy to share and a really good way of keeping track and thanking people for their donations.

Fundraising Ideas



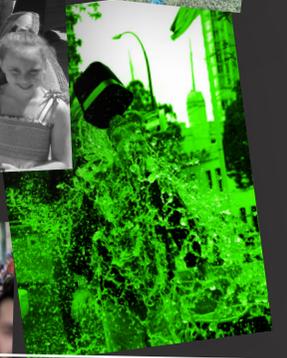
GET BUSY FOR MND

From completing a 500-mile bicycle ride, to knitting a 5-metre-long scarf, however you decide to get busy for MND, we're with you all the way, everyone together, pulling for Paul.

Anything and everything you can do is appreciated. If you're thinking of organising your own event but are stuck for inspiration, here's some ideas:

- Coffee mornings (or beer evenings).
- Quiz night (in-person or virtually through our newfound discovery of Zoom/Teams).
- Ugly jumper party (either the worst face with the highest jump, or your standard fashion-based sweater).
- Themed costume parties (you could do a historical theme-based party like coming as the last Man Utd team to win anything significant, for example).
- Pay to play charity football, rugby or golf tournaments.
- Sponsored runs, walks, climbs or hops.
- Best/worst dancer competition.

Anything goes, so feel free to take on one of the above or come up with your own original fundraiser and let us know all about it!



It's time to All Paul Together

Spread the word & promote your event



Don't be shy.

Be loud, be proud and spread the love!

The more people you tell about your shenanigans, the more people that can help Paul. So, hit those social media channels harder than a vinegar-soaked conker and let's get *All Paul Together* out there.

Social Media

1. Use Facebook, Instagram, Twitter, and LinkedIn to encourage people to attend your event
2. Don't forget to ask people to donate
3. Share the *All Paul Together* GoFundMe page
4. Post piccies and videos before during and after the event
5. Tag #AllPaulTogether in on anything and everything you do

Press

Local press are always up for a great story, so get in touch with your local paper and share yours!

Our social media handles are:

- | | | |
|---|-----------|------------------|
|  | Twitter | @allpaultogether |
|  | Instagram | @allpaultogether |
|  | Facebook | @allpaultogether |
|  | LinkedIn | @allpaultogether |
|  | TikTok | @allpaultogether |

#AllPaulTogether

All Paul Together Artwork

Logo Files

Choose between these two logos to promote your event. If you've downloaded this document, then you've already got them. The green version is perfect for anything on-screen (social media posts etc).

The files are available as JPEGs and PNGs and there are also versions of the strap line. "get Busy for MND"



file name: APT Primary Logo RGB

The primary logo is the first call for any social media posts or things that appear on screen. Let's get that bright green to the masses!



file name: APT Logo Mono Black RGB

The Mono Black logo will be useful for when you want a little more subtlety and may be more appropriate for smaller applications like printing black and white.

Font

If you're really fancy and want to help build our brand, then using the same font as below would really help.

Rubik

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

Light
Bold

Regular
Black



file name: All Paul Together Get Busy For MND colour logo 1 RGB



file name: All Paul Together Get Busy For MND colour logo 2 RGB



file name: APT Get Busy For MND strap line colour RGB



file name: APT Get Busy For MND strap line MONO Black

Ideas for promotions

Here are some fun ideas on how you could promote your event, and ways to use the APT brand.



Logos for Print DIY at home

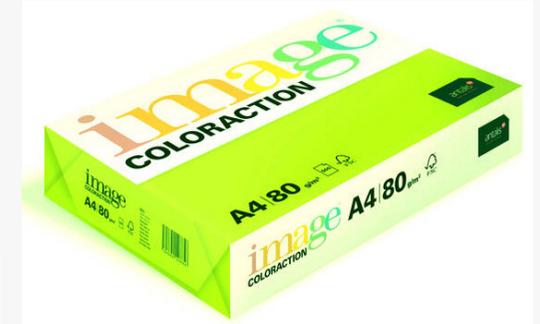


Making things at home...

If it's easier to print black & white, why not get busy and add that POP of colour manually with green highlighters. Look what you can do when you get colour in with fluorescent green!

Alternatively, printing straight onto Day-glo paper, or speaking to a printer about Day-glo paper options could really help it stand out!

If you're handwriting your text, you could use a green highlighter there too! It's all part of getting busy for Paul....



**Thank you
so much for
your support.
Good luck!**

