How to create a concept to connect, inspire and convert.







Examples

















ONE FOOT FORWARD









Event phases

Phase 1: Creating the concept

- Name
- Tagline and messaging
- Event type
- Activity (and target)
- Timing and length
- Forecasting

Phase 2: Bringing it to life

- Identity
- Strategy
- Creative
- Website and assets

Phase 3: Launching to the market

- Public launch
- Acquisition activity
- Comms and journeys
- Stewardship

Intent

To have the mind, attention, or will concentrated on something or some end or purpose.

If you have intent, you have a motive or purpose.

Name (and tagline)



ONE FOOT FORWARD

the walk for mental health



Remember those we've lost, and stand with those who are fighting to survive.



Name





Leverage your assets

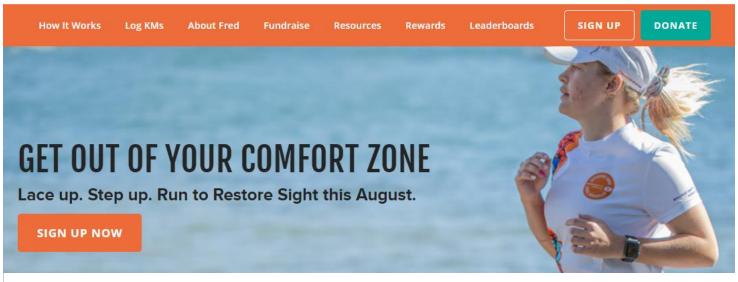
- Stats, facts and figures
- Dollar handles
- Mission and brand identity
- Market / fundraising trends
- Key days and dates
- Community, audience and ambassadors
- Organisation size
- Physical location
- People







Find a friend Q LOGIN





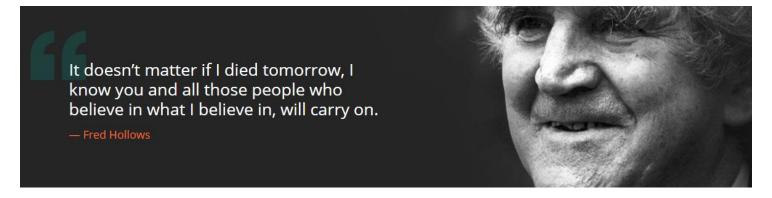
\$1,783,225
RAISED TO CONTINUE FRED'S WORK



71,329
PEOPLE WILL HAVE THEIR SIGHT RESTORED



7,320
PEOPLE ARE STEPPING UP THIS AUGUST



My Achievements



































THE BLOODY



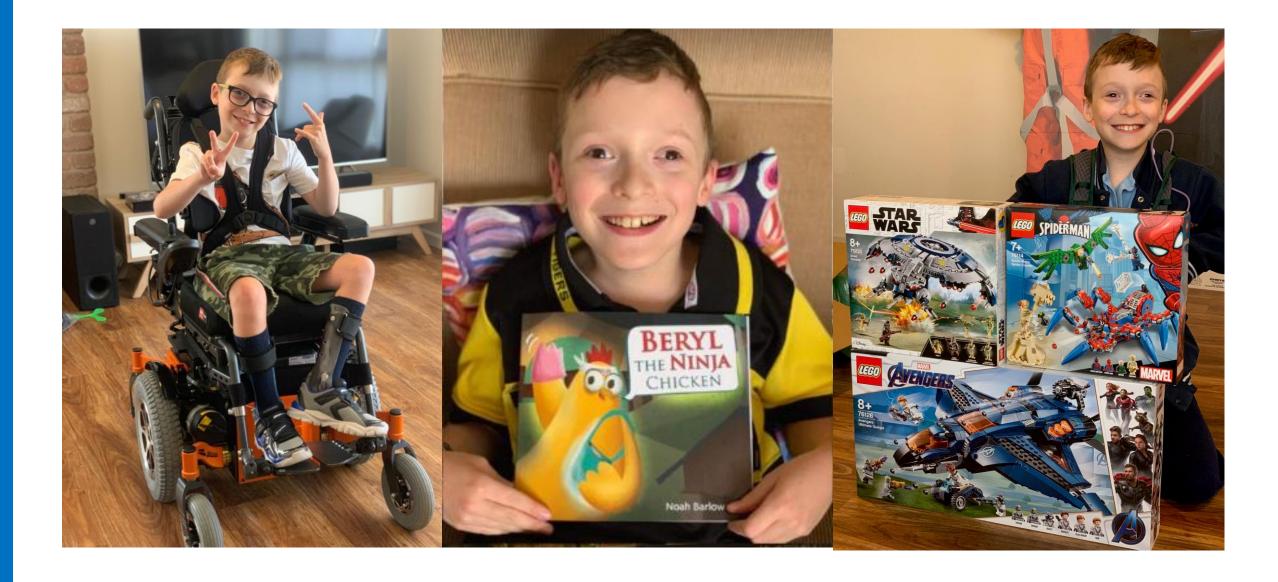


Welcome to the Mito Movement!













86K FOR A CURE



Find a friend

Register

Donate



How it works

Resources

How to log KMs

Impact

Dedication Wall

Leaderboards

FAQs

Conquer 86km for kids with cancer

Walk or run 86km this March for the 86 kids diagnosed with cancer every month in Australia.

Register Now



How it works



1. Register

Commit to walk or run 86km this March for the 86 kids who are diagnosed with cancer each month in Australia.



2. Share

Share your challenge and raise funds to support research and help find a cure for childhood cancer.



3. Conquer

Track your kilometres and conquer 86km throughout March to show kids with cancer that they're not alone.





	2022 Forecast	2022 Actual	% of Target
Fundraising:	\$430,920	\$1,378,872	+320%
Participants:	4,033	3,224	-20%

67% fundraising activation rate

\$573 average amount raised



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86K

1. Regist

Commit to walk or run 86km thi kids who are diagnosed with car Australia.

Why take part?

Cancer devastatingly kills more children in Australia than any other disease.

By joining 86K for a Cure, you are supporting the 86 children who are diagnosed with cancer each month.

Like you, we believe that a life should be long. That every child should get the chance to plan exciting futures, chase their dreams, and fulfil their potential.

Children's Cancer Institute exists solely to put an end to childhood cancer through medical research, so that not only they survive, but their hopes and dreams do too.

This March, every kilometre you conquer will be dedicated to funding critical research to help find a cure and better treatments for the 86 children diagnosed with cancer each month, and ultimately, save lives.

Register Now



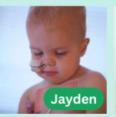






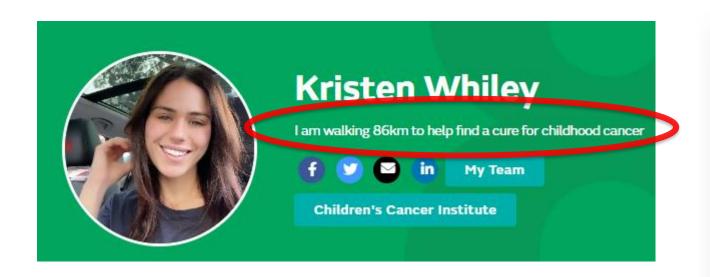














Go Kristen!

CONGRATULATIONS on kicking off your 86km challenge!

Every kilometre you conquer will be dedicated to the 86 children who will be diagnosed with cancer this month.



The real heroes





Acquisition





Organisations

Raised Children's Cancer Institute Sponsor \$25,974 Raised **Brickworks Sponsor** \$13,775 Raised ALM Sponsor \$6,368 Raised Steadfast Sponsor \$5,713 Raised Audi Sponsor \$5,671 Raised Nectar **Nectar Mortgages Sponsor** \$5,656

Individuals

Teams

Organisations

Gamification and levels













RAISED \$86 SOLIDARITY LEVEL

By raising \$86, you're helping us find a cure for childhood cancer and create safer more effective treatments.

> Plus, you'll receive your FREE t-shirt.



RAISED \$240 HOPE LEVEL

\$240 to provide DNA sequencing to identify leukaemia markers in 2 children who are living with cancer.



RAISED \$500 COURAGE LEVEL

\$500 to provide 6 months of antibodies to detect abnormal proteins driving cancer growth to potentially identify more effective treatment(s) for a child.



RAISED \$750 BRAVERY LEVEL

\$750 to provide a 'gene expression array' test, to monitor how children's genes drive cancer growth and test potential treatments.



RAISED \$1000 STRENGTH LEVEL

\$1000 to provide a whole transcriptome which will detect changes in the structure, function and expression of a child's genes.

Resources















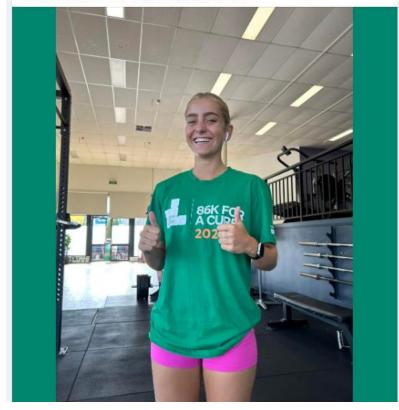


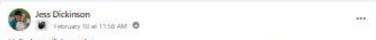
Community



Hey guys!,

I'm Charlotte and I'm from Perth. I don't personally know anyone affected by cancer but I still want to participate this march as I think this is a great initiative and opportunity to get people raising awareness for such an important cause through fitness!



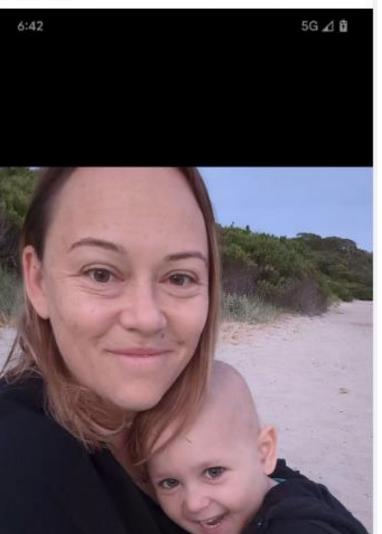


Hello beautiful people,

I'm Jess and I'll be gathering the biggest team possible to walk on behalf of my greatest little hero, my son Wyatt.

Wyatt was diagnosed with Acute Lymphoblastic Leukaemia last year, at just three years old. He is strong, inspiring and incredibly resilient.

We want to pay it forward every single chance we get, for the rest of our lives as a means of thanking and supporting the amazing people who work tirelessly to help find cures and treat our beautif. See more





100

Hey everyone, this is my second year or being involved in 86k for a cure. Last year I doubled the distance and made it 172km and I'm hoping to go further again this year. I'll also be dressing up in rainbow clothes including colorful socks, tutu, fairy wings and unicom hom!

I'm doing this to raise much needed funds and awareness about childhood cancer, but most importantly I'm doing it in honor of my beautiful daughter Izzy.

Izzy was diagnosed with DIPG in September 2020 ... See more



View insights 238 post reach >

So...

Will YOU join us and conquer 86km for kids with cancer?

It starts next week. (じ)



Questions?

