

**YOUR ORGANISATION GUIDE TO**

# **THE MAY 50K**

Thank you for leaving your limits behind and bringing us one step closer to a future free from MS.





# WHAT IS THE MAY 50K?

A global movement challenging you and your colleagues to run or walk 50km (or more!) in May and raise funds to leave MS where it belongs, behind us. As a virtual fitness challenge, you can log your kilometres when, where and how you like, with every step taking us closer to finding a cure for multiple sclerosis.

## CHOOSE YOUR CHALLENGE:

# 50

**The OG**  
**50KM**

Take on the original 50km challenge and smash your goals to leave MS behind.

# 100

**Double Up**  
**100KM**

Double Up to 100km and take it to the next level to make MS a thing of the past.

# 150

**Triple Threat**  
**150KM**

Reach triple threat status and conquer 150km to show MS who's boss.

# WHAT IS MS AND WHY SHOULD YOUR WORKPLACE SUPPORT FINDING A CURE?

Multiple Sclerosis (MS) is a chronic disease that attacks the central nervous system. The immune system attacks the myelin – a protective sheath surrounding nerve fibres of the central nervous system. When myelin is damaged, this interferes with messages between the brain and other parts of the body. Thankfully, research has come a long way in the last two decades, and there are now 14 disease-modifying therapies available for MS in Australia.



**In 2025 organisations raised**

**\$327,789**

In 2025, 220 organisations across Australia joined The May 50K, raising over \$325,000 to help leave MS where it belongs—behind us. When your organisation signs up, we provide personalised support every step of the way, including dedicated account management, exclusive leaderboards and workplace fundraising tools to help engage and motivate your employees.

# RAISE EMPLOYEE PRODUCTIVITY

Signing up your organisation is a great chance to look after your team's health and wellbeing, increase energy levels, keep your colleagues connected and in turn raise productivity whilst raising funds for research into the prevention, better treatments and ultimately a cure for MS. We've got you covered with all the resources you need to make The May 50K everyone's favourite workplace activity.

## When is it?

It starts on the 1st of May and runs for the whole month!

## Where does it take place?

It's a virtual challenge so you can do it anywhere – simply download our App to log your km's and share your progress.

## How much does it cost?

It's FREE to participate.





## BRINGING A VIRTUAL CHALLENGE TO LIFE

We bring The May 50K to life by providing an exciting mix of rewards, resources, and engagement opportunities to keep participants motivated throughout the month.

Fundraisers can unlock exclusive rewards for hitting fundraising goals, including a tote bag, a t-shirt, socks, and even a hoodie! To support fundraising efforts, we provide personalised resources, expert tips, and engaging competitions to inspire and challenge participants!

Throughout May, we keep the energy high with regular updates, community stories, and interactive content, ensuring participants feel supported and celebrated as they move 50 kilometres to raise vital funds for MS research.



# YOU'RE IN? HOW DO YOU GET STARTED?

The first step is to head to [may50k.org](https://may50k.org) and register for The May 50K. As the Organisation Captain, you'll complete your own registration and create your organisation as part of that process. This will set up your dedicated organisation page, where all fundraising and team members will roll up into one collective total.

Once your organisation is live, it's time to rally your team. Invite colleagues to sign up, select your organisation during registration, and join your team. From there, you can start building momentum — set a fundraising target, share the challenge internally, and encourage some friendly competition. You're officially on your way to leading an incredible May 50K effort!



# HOW TO GROW YOUR TEAM

The more team members you can sign up, the greater your chance of making it to the top of the organisation leaderboard and the bigger the impact you'll be making to those living with MS – not to mention the bragging rights!

There are lots of fun and easy things you can do to get your colleagues to register and start fundraising. Some of our favourites include:



## Spread the Word

Get each colleague who signs up to sign up five other colleagues (or family), and then ask each of them to do the same – you'll be surprised how quickly you can grow your team!



## Run a Competition

See how many team members or sub teams you can get to sign up in one or two days – the team with the most wins!



## Ask Leadership to Take Part

This will encourage more staff to join and have a huge impact on your participation and fundraising!



## Get competitive!

Inside your workplace and out – can your internal business units take on each other? What about your competitors?



## Ask About Dollar Matching

This will double your team members fundraising efforts.



## Incentivise Taking Part

Prizes are great motivators. What about a new drink bottle for anyone who signs up early?

## TIPS & TRICKS

Here are some easy tips and tricks for you and your team to get you well on your way to reaching your fundraising goals!

Upload a photo and update your fundraising page story.

Donate to yourself to show everyone that you are committed to your challenge.

Use our email signatures and Zoom backgrounds to shout about your challenge.

Share your unique fundraising page link with your family, friends and colleagues, via email and social media, asking them to sponsor you.

Log your kilometres manually or download our TM50K app to record your fitness activity and track your progress across the month.

Ask your workplace to match what you raise dollar for dollar. You can find out more about matched giving on the next page.

# MATCHED GIVING

Ask your workplace to dollar match what you raise dollar or to make a company donation.

If successful, let your team members know and share the 'Matched Donations' email template with them, available in the 'Ask for Support' section on your dashboard.

You can also update your organisation's fundraising page blog and share your page with friends and family to ask for their support - highlighting that every dollar donated will be doubled!

We're always available to support you and your team to help you reach your goals!





## NEED SOME HELP?

If you have any workplace questions or require assistance, please contact us:

**E** [events@msplus.org.au](mailto:events@msplus.org.au)

**P** 1300 733 690

**LET'S LEAVE MS WHERE IT BELONGS, BEHIND US.**

**THE MAY 50K**