



MND VICTORIA –

Keep Us Moving: 2025 Tax Appeal Campaign

Motor Neurone Disease (MND)
Victoria's Keep Us Moving campaign
aimed to raise vital funds for people
living with MND while deepening
emotional engagement with donors.

**The appeal centred on the
association's Equipment Delivery
Service, which provides essential
aids such as wheelchairs,
communication devices, and
respiratory support, helping
maintain dignity
and independence.**

**By aligning the gift
directly with the
organisation's mission,
MND Victoria ensured
emotional relevance and
reinforced donor purpose.**

942%
return on
marketing
investment
(ROMI).



MND Victoria's Equipment Delivery Service



mnd 
Victoria

Until there's a cure, there's care



Until there's a cure, there's care



Visual
Media
Association

The campaign sought to:

Increase fundraising revenue and donor engagement.

Reconnect lapsed donors and inspire larger contributions.

Strengthen donor understanding of how their support tangibly impacts lives.

More than a campaign, Keep Us Moving reconnected donors with the human impact of their generosity, ensuring no Victorian faces MND alone.

The campaign used segmentation and personalisation to deliver impact.

Active donors, major donors, and lapsed donors each received tailored messaging, donation forms, and a brochure.

Testing was integrated into the campaign with select segments receiving a gift: an emergency medical card, symbolising urgency, care, and practical support.

All creative was produced in-house by MND Victoria and GH2 Design, printed and mailed throughout Victoria.

By aligning the gift directly with the organisation's mission, MND Victoria ensured emotional relevance and reinforced donor purpose.

The appeal achieved exceptional outcomes:

15.83% year-on-year revenue growth.

941.6% return on marketing investment (ROMI).

Average gift value increased by 29%, and lapsed donors who received the gift were 2.5 times more likely to donate.

we deliver
to over
300
suburbs in
Victoria

15.83%
year-on-year
revenue
growth

456
clients
currently have
equipment



"The service is a fantastic resource for us to draw on as we need. As a retiree, I would find it very hard to afford the special equipment and wouldn't know where to start re-selecting appropriate items to buy. The service takes a lot of the anxiety out of trying to plan for an uncertain but difficult future."
Shirley - lives in Heidelberg



Until there's a cure, there's care