

#TeamMigraine

# Fundraising guide



the  
**migraine**  
trust

## Thank you

Thank you so much for choosing to fundraise for The Migraine Trust. We truly appreciate your support. By joining **#TeamMigraine** you are helping to transform the lives of people affected by Migraine.

## The Migraine Trust

The Migraine Trust was founded in 1965 and is the UK's only research and support charity for people affected by migraine. Our aim is to fund and promote new research into migraine, provide day-to-day support for people affected and campaign for change.

The Migraine Trust is completely reliant on the generosity of people like you. Every year **#TeamMigraine** do amazing things to improve the lives of people affected by migraine and help us to take a step closer to finding a cure for this complex, painful, debilitating and exhausting brain disease.



## About migraine

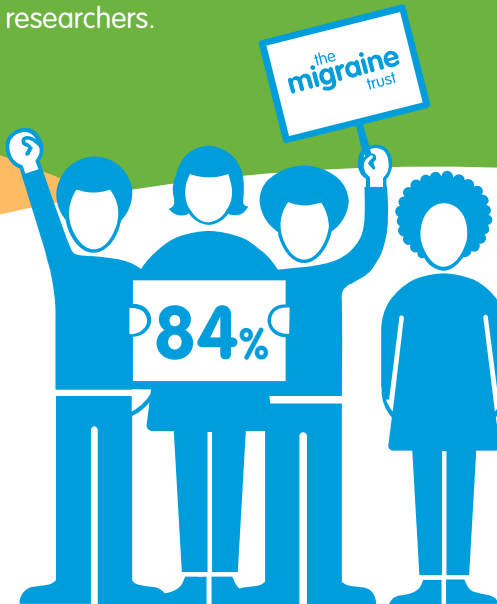
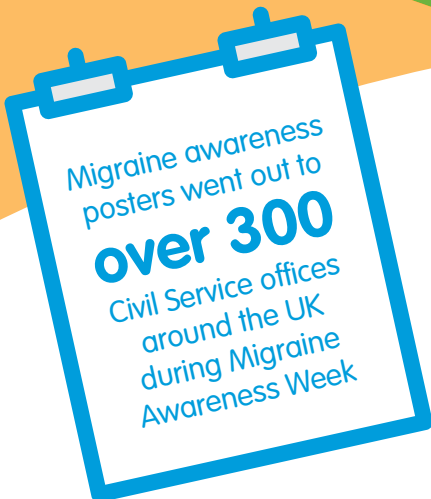
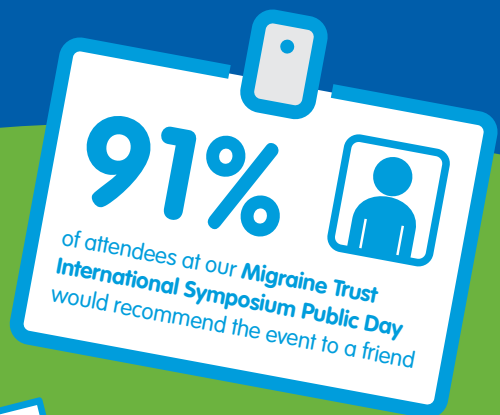
Migraine is a complex, painful, debilitating and exhausting brain disease that affects an estimated 10 million people in the UK, that is one in seven people. It is one of the most disabling lifetime conditions and causes 190,000 attacks every day. Yet migraine is one of the most misunderstood and underfunded medical conditions in modern medicine.

Sadly, migraine is often trivialised – it does not attract the sympathy or attributed seriousness as comparable conditions. Many individuals struggle for years to manage their migraine and the enormous burden it can have on work, family and social lives.

The Migraine Trust is working to change this.



Since 1965 we have funded over **130 medical research projects** that have improved our understanding of migraine and encouraged new researchers.



of **our supporters** believe we are a leader of the migraine community



We are currently funding **UK pioneering migraine research projects** in the UK

We help over



**two million people** through our website every year with life-changing information.



## Our fundraising top tips



### Kick start your fundraising by self-donating

Show your commitment to The Migraine Trust by kick starting your fundraising by being the first to donate to your fundraising effort.

### Share the link to your online fundraising page

Let everyone know what you are doing and why you are choosing to support The Migraine Trust.

- Add to your email signature.
- Share your link on social media, email, WhatsApp.

### Set up an online fundraising page

Setting up an online fundraising page is one of the easiest ways to fundraise for The Migraine Trust. To help increase your fundraising make sure you personalise your page by following these steps:

- 1. Add a photo**
- 2. Tell your story**
- 3. Set a fundraising target**
- 4. Keep your page updated with your progress**
- 5. Add any money you've raised offline**





## Social media

Share your fundraising updates on social media using **#TeamMigraine**

## Say thank you

Don't forget the little things, like saying thank you to your donors. Whether that is on social media, text, email or face to face. It will make a huge difference!

## Get snappy

Take lots of pictures of you having fun whilst fundraising and don't forget to share these on social media using the **#TeamMigraine**. We always love to see your photos.

## Local press

A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your page address, it will be really easy for readers and listeners to support you.

## Awareness

Raising awareness of migraine is vital as there is still little awareness of the condition and how it is a serious neurological condition and not just a bad headache. You can find more information about how we can promote your fundraising activities in our media pack here [migrainetrust.org/media-pack-for-supporters](https://migrainetrust.org/media-pack-for-supporters)



## Gift aid

If your donors are UK taxpayers they could add an extra 25p to every £1 they donate at no extra cost. All they need to do is confirm we can claim Gift Aid on their donation, either when donating online or on your sponsorship form.

*giftaid it*

## Matched funding

Lots of companies will have a Matched Funding scheme, talk to your employer to see if they operate a scheme to match what you raise. Don't forget to let them know that it will be tax efficient for them whilst supporting The Migraine Trust.





## Fundraising materials

Get in touch if you want any fundraising advice or would like us to send you any fundraising materials. We have items including collection tins, posters, balloons available for you to use.

## Sending in your sponsorship money

You can send your sponsorship money to The Migraine Trust in one of the following ways.

### Online

If you are raising money on an online fundraising page, your donations will automatically come through to The Migraine Trust. So you don't need to worry about transferring this to us.

### Post

Please send your cheque (payable to The Migraine Trust) along with a note with your name, address and what your donation is for to: **The Migraine Trust, 4th Floor Mitre House, 44-46 Fleet Street, London, EC4Y 1BN.**

### Phone

You can pay by card over the phone, please call us on **0203 9510 150.**





## We are here to help

If you have any questions or would like to discuss any of your fundraising plans please get in touch.

@ fundraising@migrainetrust.org

📞 0203 9510 150

🌐 migrainetrust.org

📘 facebook.com/themigrainetrust

🐦 @MigraineTrust

#TeamMigraine