

Your guide to Fundraising Success



the
migraine
trust

Thank you for being a quitter!

Thank you for signing up to take part in our Be a Quitter challenge! By quitting something you love for a month, you're helping to support The Migraine Trust's mission to improve the lives of people living with migraine.

Migraine affects over 10 million people in the UK, yet it remains a misunderstood and underfunded condition. The funds you raise will help us provide crucial support, drive research for better treatments, and campaign for better awareness and care.

Together, we can make a real difference for those impacted by migraine. Whether you're quitting caffeine, sugar, or something else you enjoy, taking on this challenge will inspire others to support this cause.

We've put together this fundraising pack to make your journey simple, fun, and migraine-friendly. Inside, you'll find:

- tips to start your fundraiser
- resources like posters and social media templates and a sponsor form

Thank you again for quitting for people with migraine. We can't wait to see what you achieve!

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 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

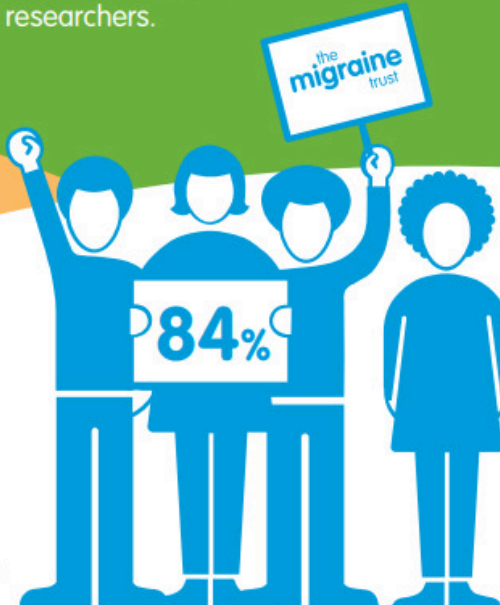
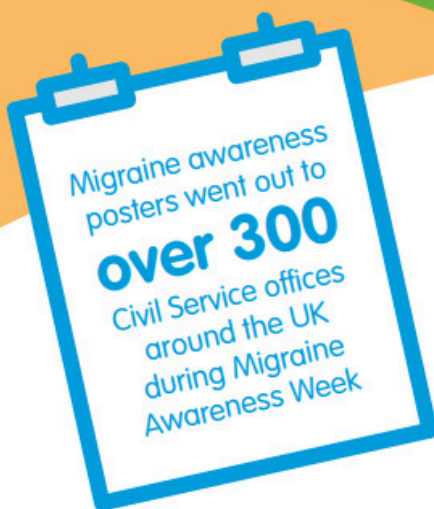
Migraine is a complex, painful, debilitating and exhausting brain disease that affects an estimated 10 million people in the UK, that is one in seven people. It is one of the most disabling lifetime conditions and causes 190,000 attacks every day. Yet migraine is one of the most misunderstood and underfunded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

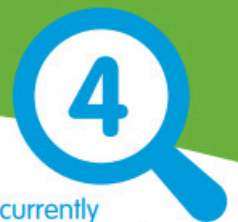
The Migraine Trust is working to change this.



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.



How to raise money

Visit
migrainetrust.org
for more hints
and tips

Let's go!



Give yourself plenty of time to organise your activity and make sure friends and family know what your doing and save the date too!

Call in favours



Make fundraising fun and take the pressure off by asking friends and family to lend a hand

It's not over



When you have completed your challenge let everybody know how you did. Dont forget to say thank you!

Match funding



Check whether your employer runs a matching funding scheme. Its an easy way to double the funds!

Set your target



Did you know that fundraising pages with a target raise 46% more? Aim high and your supporters will go the extra mile too!

Get the word out



Tweet it. Share it. Instagram it. Use all your social media powers to let everyone know what your doing.. Send out personalised emails with a link to your fundraising page.

Gift Aid



Anyone making a donation, who is a UK taxpayer, can Gift Aid their donation. Make sure they tick this box on your fundraising page. If you are making a donation please complete the Gift Aid declaration if you're eligible.

Raising money online?

Use technology to help boost your donations



Set up your Just Giving page

A really simple way for you to collect sponsorship. Just go to [justgiving.com](https://www.justgiving.com) to set up your page and select The Migraine Trust as your chosen charity. Personalise your page by adding photos and letting people know why you're fundraising. Don't forget to share your page on social media when you're done!

Facebook Donate

Is really popular and easy to set up. You just need a Facebook profile. Simply visit our Facebook fundraisers page, click 'raise money' and follow the instructions to create your fundraiser. You can personalise your donation and share with friends on Facebook.

Instagram Donate

Is a quick and popular way to fundraiser. Simply add a donation sticker to your Instagram story, search for and select The Migraine Trust and create a title for your fundraiser.

GoFundMe

A simple and popular platform for raising funds online. just go to [gofundme.com](https://www.gofundme.com), set up your campaign, and choose Migraine Trust as your charity. Personalise your page with a photo, your story, and why you're fundraising. Don't forget to share your link with family and friends.

LinkedIn Fundraising

Perfect for professionals looking to share their fundraising efforts. Post updates, photos, and links to your donation page on LinkedIn to encourage colleagues and networks to support The Migraine Trust. remember to highlight why the cause is important to you.



You are making a difference

We rely entirely on
the funds we raise.
Without your
support, we simply
wouldn't be here.

Your fundraising ensures we can continue supporting people living with migraine across the UK. We're here to provide information and support now while working to raise awareness and understanding to improve lives for everyone affected by migraine

£25

Could fund a call to our helpline, helping someone with migraine get support from an expert

£50

Could help develop our resources to help people understand and manage migraine

£80

Could help an important discovery be made through our migraine research programme

**Thank you for making our
work possible**

Frequently Asked Questions

Do I need to do anything before starting my be a quitter fundraiser?

We advise anyone who is trying to give up something they are dependent on to speak with their GP before committing to this fundraising idea.

What if I don't complete the challenge

The only thing that matters is that you challenge yourself, therefore complete as much as you can safely.

Are there any fundraising materials available?

We have a friendly fundraising team and with lots of tools and ideas to help you fundraise! Please contact our team on fundraising@migrainetrust.org

Can I raise money offline?

It is recommended to do your fundraising through one of our affiliated platforms, JustGiving, Enthuse, GoFundMe or PayPal Giving. If this is not possible please keep accurate records of all money raised and send it to our team as soon as possible.

Can the money I raise go to a specific project?

We encourage our fundraisers to donate to the work of The Migraine Trust generally, but for any information about our projects please contact our fundraising team on fundraising@migrainetrust.org

How do I pay in my fundraising money

We accept cash, cheque or BACS (bank transfer). If you set up an online fundraising page to raise money, then you don't need to do anything further. The funds from your page will come directly to us.

Will I get acknowledgement that my fundraising has been received?

Yes, we love to say thank you to our wonderful supporters! We aim to get an acknowledgement to you as soon as possible and aim for within five days.

Share your story

We'd love to hear how your fundraising went. If you have any photos, or a story you'd like to share, please email them to fundraising@migrainetrust.org

Got a question?

Give one of our friendly fundraisers a call on 0203 9510 150 or email [fundrasing@migrainetrust.org](mailto:fundraising@migrainetrust.org) for more information.

**Thank you
for your
support**

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If you are a UK tax payer, you can increase the value of your donation at no extra cost to you