

## Our January Fundraising Campaign – Branches and Groups Toolkit

### About the campaign

Each January we encourage people to join #TeamMND by organising or taking part in a fundraising event. It's the perfect time of year as people are making plans and resolutions to kick start their 2025. We'll be featuring Debbie and sharing her story about her MND diagnosis and the impact it has on her family, friends and community. We'll also be sharing fundraiser stories and ideas of challenges on all our social media channels inviting people to join #TeamMND.

### Why we need your support

The MND Association has over 80 incredible Branch and Groups across the country. Every single one has their own unique members and supporters. Sometimes these members and supporters will not necessarily be seeing the posts from the MND Association, but they will be highly engaged with their local MND community. With the support from all the Branches and Groups across the country, we hope to be able to shout even louder about the exciting challenges that people can sign up to this January to help raise vital funds for the Association. The more people who sign up to fundraise for the MND Association in 2025 the better – and some might even choose to fundraise for their local branch or group! January is such an important time in the calendar for us, on average we recruit twice as many supporters as we do any other month throughout the year.

#TeamMND is an incredibly special and motivated community and the more we grow the team, the bigger difference we can make for people living with and affected by MND in 2025. Together we can share and amplify our fundraising messages at this key time to help us get closer to world free from MND.

### What can you do?

- Post about the campaign on your branch or group social media accounts
- Reshare our posts
- Share the campaign in branch or group newsletters
- Share the campaign at support groups or committee meet ups throughout January

### Social media templates:

We have drafted a few social media templates to help get you started. Please do share on your Facebook pages and Instagram accounts. You are more than welcome to shorten the posts and use on X (Twitter) too. And feel free to use the photos and assets attached below.

#### Post 1

The MND Association are asking you to be part of #TeamMND. Your support will reach further than you think; helping people living with MND and their loved ones too.

Visit [www.mndassociation.org/teammnd](http://www.mndassociation.org/teammnd) to find out more.

#### Post 2

This year, please support [INSERT BRANCH OR GROUP NAME] and join #TeamMND. There are lots of ways you can get involved and every penny you raise will make a difference.

Find out how you can get involved [www.mndassociation.org/teammnd](http://www.mndassociation.org/teammnd)

#### Post 3




The words “you have MND” doesn’t just impact the person diagnosed—they ripple through families, friends, colleagues, and entire communities. This January, sign up to fundraise and your support will reach further. Your skydive, trek, quiz night – or whatever you choose – will make a difference for people living with MND and everyone close to them too. Find your event and join #TeamMND today.

Find out more [www.mndassociation.org/teammnd](http://www.mndassociation.org/teammnd)

#### Post 4

Could you organise a fundraising event to support the [INSERT BRANCH OR GROUP NAME] this year?

Here’s some ideas to get you started:

-  Quiz night
-  Coffee morning
-  bakeit! cake sale

Find out more ideas about how you can join #TeamMND by visiting [www.mndassociation.org/teammnd](http://www.mndassociation.org/teammnd)

#### Post 5

Show your support for [INSERT BRANCH OR GROUP NAME] by hosting a fundraising event this year. The money you raise will help to make a real difference for families affected by MND.

Sign up and get your fundraising pack and make a difference today.

[www.mndassociation.org/teammnd](http://www.mndassociation.org/teammnd)

## **Images and Assets**

[#TeamMND Asset Square](#)

[#TeamMND Asset Landscape](#)

[Quiz 1](#)

[Quiz 2](#)

[Running 1](#)

[Running group](#)

[Skydive 1](#)

[Skydive 2](#)

[Ultra Challenge image](#)

## **FAQs**

### **What if people want to fundraise for your Branch or Group?**

When people register for an event they are always welcome to support their local branch or group with their fundraising. However, please note that sometimes people sign up to an event where the MND Association have purchased a place direct from the event organisers. In these instances, the fundraiser will be given a minimum fundraising target to help cover the cost of this place. Fundraisers will be required to raise the minimum fundraising target and then they can split any funds above this target with their local branch and group. When the event does not have a minimum fundraising target all the money raised from that event can be directed towards the local branch. Speak to your Regional Relationship Fundraiser if you have any questions about which events have minimum fundraising targets.

### **Will we be told if someone signs up to fundraise for our Branch or Group?**

When supporters register their fundraising they may specify that they would like funds raised to be directed to a branch or group. The fundraising team will ensure this happens, as well as supporting the individuals fundraising efforts. In addition, if the supporter gives permission for us to share their details with the branch or group we will do this in accordance with GDPR.

## What events will you be advertising?

We will be focussing on six main events throughout January.

- Rob Burrow Leeds Marathon
  - 11 May 2025
  - <https://www.mndassociation.org/runforrob>
- Cardiff Half
  - 5 October 2025
  - <https://www.mndassociation.org/cardiffhalf>
- Peak District Challenge
  - 28 – 29 June 2025
  - <https://www.mndassociation.org/peakdistrict>
- Easter 50 Challenge
  - 12 April 2025
  - <https://www.mndassociation.org/easter50>
- Skydive
  - <https://www.mndassociation.org/skydive>
- Host your own quiz night
  - <https://www.mndassociation.org/quiz>

## What if people want to fundraise by taking part in a different event?

During January, we will be focussing our recruitment activity on the six events mentioned above. However, we want to encourage as many people as possible to join #TeamMND and fundraise – whatever the challenge. You are more than welcome to promote other events during this time too, which perhaps might be more appropriate for your local supporters. You can find more events by visiting [www.mndassociation.org/fundraising](http://www.mndassociation.org/fundraising). The more people sign up to fundraise, the bigger difference we can make to the lives of people living with and affected by MND.

## Can we share the campaign beyond January?

Our January fundraising campaign focusses on recruiting as many supporters as possible to sign up to events and challenges throughout 2025. The campaign will be live during January, however there is still a need to recruit supporters in February and throughout the rest of the year too. From February onwards, we will be focusing on other events, keep an eye on our socials and in the Volunteer news to find out what is coming next!

## Thank you

Thank you for helping to spread the word and encouraging people to fundraise and join #TeamMND this January. If you have any questions, please don't hesitate to contact your Regional Relationship Fundraiser.