

# Every pound raised matters.

**Your guide to fundraising for  
the MND Association**





# Thank you for supporting the MND Association. We're so glad you're here.

**Your fundraising will make a difference  
to people affected by  
Motor Neurone Disease (MND).**

With every pound you raise, you're helping us to make every day matter. This guide will support you every step of the way. It's packed with practical tips, inspiration and tools to power your fundraising.

Your commitment matters, your energy matters and, together, we can make an extraordinary impact.

You're not alone – we're here to help, and we're cheering you on at every stage.

# Getting started



# Set up your online fundraising page

## Follow our proven tips to get your fundraising off to a flying start.

If you've registered your fundraising on our website we'll set up your bespoke MND Association fundraising page straight away.

The next step is to personalise your page. Add photos and tell your story – explain what you're doing and why MND matters to you.

**Set a fundraising target. Aim high and extend it if you get there.**



**Donate to your page. Fundraisers who self-donate raise on average 42% more.**



**Ask close friends and family to donate first. They're often the most generous and set a benchmark for others.**



**Show how every pound matters. Use ideas from our price list on page 12.**



**Say thank you. Show your appreciation for every donation, large or small.**



**Using JustGiving?**  
No problem. Go to [justgiving.com/mndassoc](http://justgiving.com/mndassoc) and hit 'Start fundraising' to set up your page. Then follow the steps above to get going.

**If you'd like us to channel your donations to a specific activity or MND Association branch or group please let us know before you begin fundraising.**

# Preparation and promotion



## Spread the word

**Share your story to keep the donations rolling in and generate interest for your event.**

Create eye-catching event posters and flyers using the templates in our Fundraising Zone.

Visit [mndassociation.org/zone](http://mndassociation.org/zone)

And use the press release template found there to tell your local newspaper, radio and TV stations what you're doing and why.

Use the share buttons on your fundraising page to post on social media. Tell everyone you know that you're fundraising and ask friends and family to do the same!

Show off your efforts! Connect your fitness apps or log your activity directly on your fundraising page and socials – whether it's miles run, kilometres cycled or steps walked.

## Stand out, look great.

From t-shirts and running vests, to balloons and leaflets, we have a range of merchandise to help you or your event look fantastic and attract attention. Simply visit [mndassociation.org/zone](http://mndassociation.org/zone) for information.



# Rules and regulations: what you need to know

## Here we cover the most crucial points to keep you safe and legal when fundraising. For specific advice, just give us a call.

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### Personal data

Sometimes you'll need to collect details from your participants or sponsors, such as names and emails or phone numbers. This kind of data collection is covered by General Data Protection Regulations (GDPR).

The basic rules are to collect the minimum information that you need, keep it safe at all times, don't leave it unattended or share it without permission, and destroy it safely afterwards.

### Image consent

If you're organising your own event, always make sure you have consent to take photos or film people on the day.

You could use posters and announcements to let everyone know you'll be taking and sharing photos or videos, and give people a way to opt-out. We're here if you need consent forms or specific advice.

### Food and drink

If you're organising an event involving food, check hygiene standards for food handling, storage and display. Visit [food.gov.uk](http://food.gov.uk) for the latest guidance.

To sell alcohol, your venue must have a licence. If your event isn't on licensed premises, contact your local authority to apply for a temporary one.

## Staying safe

You'll want to make sure everyone attending your event can do so safely.

We can support you with a risk assessment to identify potential hazards and decide on precautions.

If you're hiring a venue, please check insurance is included – it often is. Visit [hse.gov.uk](https://www.hse.gov.uk) for the latest guidance.

## Collections

Cash collections in public places – such as supermarkets, train stations or town centres – can boost your total. They're a great way to get family and friends involved in your fundraising too.

There are a few things to consider when organising public collections and you will need permission or a licence to collect in certain places.

We're really happy to advise on this – just get in touch and we'll tell you what you need to know.

We can also send you the forms you'll need if you'd like to leave a collecting tin in a local business – on a shop counter or in a pub perhaps. We'll remind you to collect it too.

# Inspiration



**Every day in the UK,  
six people are diagnosed with  
MND. It moves fast, it takes  
away time, it takes away  
independence and, for now,  
it has no cure.**

**Every day matters, so we'll make sure every  
pound you raise helps us support people  
affected by MND, campaign for better care  
and fund ground-breaking research.**



# The difference you can make

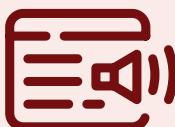
**£35**

could buy a memory box for a child to create lasting memories of a loved one with MND.



**£100**

could help a person with MND read to their children even when their voice is beginning to fail, by providing a voice amplifier.



**£250**

could make a difference to the care of scores of people with MND, by paying for a health or social care professional to receive training in a specific area of MND care.



**£700**

could fund one month's lab equipment and consumables for a PhD student working on vital MND research in the search for a cure.



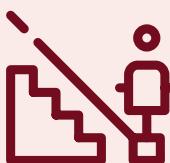
**£945**

could help someone whose muscles are weakened by MND to stand up more safely, and sit and rest more comfortably by funding a riser recliner chair.



**£1,500**

could help a person with MND sleep in their own bedroom for six months more, by funding the installation and rental of a stairlift.



**£2,000**

could support new discoveries by paying for a laptop and advanced software built to analyse complex research data.



**£5,000**

could fund a conference for researchers to collaborate and pinpoint new avenues of research in the search for treatments and a cure for MND.



## Insider fundraising tips

**Every pound makes a difference. Our Fundraising Team shares ideas to turbo-charge your total.**

### Sweepstakes

Sweepstakes are a fun way to generate a little extra money. Ask people to pay to guess your finish time, the weight of an item or even the name of a teddy bear for the chance to win a prize. Local businesses and supermarkets are often happy to donate a voucher or prize.

### Matched giving

Companies will sometimes match a certain value of charity donations raised by staff. It can make an amazing difference – ask your employer if they have a matched giving scheme.

### Gift Aid

This government scheme gives us an extra £1 on top of every £4 donated by eligible UK taxpayers, at no cost to you. Donors must confirm they're eligible for gift aid, and most online giving platforms include this step automatically. If you'd like to collect gift aid on cash donations, you'll find a form in your fundraising pack for donors to sign.



### Nicky's story

Nicky Buckley took part in our 75 Mile Dog Walk in October challenge. She said:

“I can't run a marathon but I can walk, so I thought this challenge would be perfect for Bonnie and I.”

## Bringing people together at your own fundraising event?

Try these ideas for topping up your total.

1. Our collecting tins and buckets are great for cash donations, but not everyone carries cash. Make it easy to donate by phone by adding your fundraising page to your mobile wallet or printing a QR code.
2. People love our pin badges and wrist bands, so why not have some for sale? We can provide a few for free and, for a small fee, you can order more at [shop.mndassociation.org](http://shop.mndassociation.org)
3. Collect several prizes and hold a raffle. You don't need a licence if you sell tickets only at the event. If you want to sell tickets in advance, please get in touch to find out what you need to know.
4. For high-value or exclusive prizes, hold an auction. These can be great fun, especially at events like a dinner or ball.

## Rob's story

Rob Tiffney, from Nottinghamshire, walked 5,000 miles in 500 days, raising an incredible £50,000.

"When I started, I could never have imagined just how big this would become. Did I imagine that 100 people would come out to wave me off on the final leg? Never. Did I imagine that I would be invited onto the pitch at Headingley Stadium in Leeds at half-time at the end of the challenge? Not in a million years! I've loved every single moment, but this isn't the end – it's just the beginning."



## Capture the moment

We love seeing your photos and hearing your stories, and it's great for inspiring others. You could even livestream during the event to capture the atmosphere and encourage more support.

**Tag mndassociation on Facebook and mndassoc on Instagram, X and TikTok.**  
See page 8 for guidance around image consent.





# The finishing line



## Pay in your donations

You've raised vital funds – now all that's left is to send them in!

### Fundraising websites

If you've used your MND Association fundraising page, a platform like JustGiving or set up a Facebook fundraiser (and select MND Association as your charity) we'll automatically receive the donations. The platforms tell us what money is linked to which fundraising challenge, so we'll know it's from you. You don't need to do anything else.

### Online

You can pay in donations online at [mindassociation/payin](http://mindassociation/payin)

### Cash

Please don't send cash in the post. Instead pay it into your bank account and then send us the amount by cheque, online or by card.

### Card

To pay over the phone with a card, please call us Monday to Friday 9am to 5pm.

**Tel: 01604 611860**

### Cheque

Make cheques payable to **MND Association**. Please include a cover letter with the paying in details from your fundraising pack, and post cheques to us at:

Motor Neurone Disease Association  
Francis Crick House  
6 Summerhouse Road  
Moulton Park  
Northampton NN3 6BJ

# Thank you



**Take time to celebrate**

**Take time to feel proud of your amazing achievement! Remember to tell your supporters how it went, how much you raised and thank them for being part of it. You might inspire someone to do something amazing, just like you.**





## Debbie's story

Mum-of-three Debbie was diagnosed with MND in 2022 aged 55. She said: "As soon as I got my diagnosis, I reached out to the MND Association. The team there answered my questions, directed me to their brilliant local support group, and even provided me with grants.

"People getting involved with MND Association's fundraising bring a smile to my face. They're strangers but they want to make a difference."



**Every day six people in the UK are diagnosed with Motor Neurone Disease. There is no cure.**

**Every bake sale, sponsored run and raffle makes a difference. Whatever your fundraising challenge, thank you for making every day matter in the fight against MND.**

© MND Association  
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Registered Charity no. 294354



**Every day we support people affected  
by Motor Neurone Disease.  
Because with MND, every day matters.**