

Our January Fundraising Campaign – Branches and Groups Toolkit

About the campaign

Every January we encourage people to raise money for the MND Association by organising or taking part in a fundraising event. This year, we're inviting our supporters to share the reason behind their 'why', whether it's a personal connection, or the hope the Association brings. We'll be featuring some of our incredible fundraisers and celebrating the members of our community whose lives have benefited from the research, care, and support that we are able to provide because of those who fundraise and donate to the Association.

We'll be encouraging everyone to support families affected by motor neurone disease, whether it is signing up for an event or hosting their own fundraiser. Our focus this year includes the **Rob Burrows Leeds Marathon**, **Royal Parks Half Marathon**, **North Yorks Ultra Challenge** (new!), **Jurassic Coast Ultra Challenge** and a **brand-new Skydive day!** We'll also be encouraging people to organise their **own fundraiser** – whether it's a sports tournament or a quiz night.

Why we need your support

The MND Association has over 80 incredible Branches and Groups across the country. Every single one has their own amazing members and supporters. Sometimes these members and supporters will not necessarily be seeing the posts from the MND Association's main social media accounts, 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 and support the fight against MND in 2026 the better – that includes fundraising to support their local branch or group! **January is such an important time in the calendar for us, as on average we recruit twice as many supporters as we do in any other month throughout the year.**

The incredible individuals who fundraise for the MND Association and join #TeamMND create an incredibly special and motivated community. The more we grow the team, the bigger difference we can make for people living with and affected by MND in 2026 and beyond. Together we can ensure that all our supporters have the chance to get involved this January and 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 with your followers
- 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

Whatever your reason, which ever event you choose, sign up to fundraise for the MND Association, and you will help us make a difference this January.

Visit www.mndassociation.org/teammnd to find out more.

Post 2

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

Find out how you can get involved www.mndassociation.org/teammnd

Post 3




This January, sign up to fundraise for the MND Association. Whether you skydive, run, trek, or take on a challenge of your own, you will make a difference to people living with MND. Find your event and join #TeamMND today.

Find out more 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

Post 5

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

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

www.mndassociation.org/teammnd

Images and Assets

[January fundraising campaign square](#)

[January fundraising campaign landscape](#)

[Jurassic coast](#)

[Jurassic coast 2](#)

[Leeds Marathon](#)

[Leeds Marathon 2](#)

[Royal Parks Half Marathon](#)

[Skydive](#)

[Skydive 2](#)

FAQs

What events will you be advertising?

We will be focussing on 5 main events throughout January.

- Rob Burrow Leeds Marathon
 - 10 May 2026
 - <https://www.mndassociation.org/runforrob>
- Royal Parks Half Marathon
 - 12 October 2026
 - <https://www.mndassociation.org/royalparks>
- North Downs 50 Challenge
 - 1 August 2026
 - <https://www.mndassociation.org/northdowns50>
- Jurassic Coast Challenge
 - 16 May 2026
 - <https://www.mndassociation.org/jurassic>
- Skydive Day
 - 6 June 2026
 - <https://www.mndassociation.org/skydive>

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

During January, we will be focussing our recruitment activity on the five events mentioned above. As well as encouraging supporters to organise their own fundraiser, you can find out how to organise your own event here: <https://www.mndassociation.org/fyw>. 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. 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 2026. 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, so 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 Relationship Fundraiser.