Thank you for supporting The Migraine Trust. Your support not only allows us to fund research into more effective treatment for migraine, it enables us to provide two free services for those affected by migraine, an information service and an advocacy service.

As well as raising funds for the charity, you are also raising awareness of migraine. This 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.

We would love to work with you on promoting your activity to help maximize your fundraising and awareness raising potential.
Get in touch

If you would like us to support you, if you have questions about the support, or if you have your own ideas of how we can help you promote your activity, get in touch with us!

You can contact Una Farrell in the Communications Team at ufarrell@migrainetrust.org or on 0203 9510 150

How we can work with you

We can support you in a range of ways. They are:

1. Creating a dedicated page on our website for you
2. Supporting you on social media
3. Promoting your activity in the local media

This pack includes information on this support to help you decide how you would like us to work with you.
We can create a page on our website that is dedicated to you and your fundraising activity.

**It can include:**
- Your story and why you decided to support us
- Your pictures
- A diary of your preparation for your event
- Links to your donation page and social media

**It’s your page**
- It’s your page and it can include whatever content about your fundraising that you’d like to add to it.
- You will have editorial approval and it won’t be published or updated without your permission.

Here is an example of a supporter page on our website.
Social media is a very effective way to let people know about your fundraising. It is particularly good at building support for it among your friends and family. This can be invaluable at keeping you motivated, particularly if you have a long training schedule for your activity or if it involves a lot of organisation. A friend seeing a post about your fundraising activity can lead to them donating or cheering you from the side-lines as you take part in a challenge event!

**Top tips for promoting your activity on social media**

We asked our supporters what has helped them promote their activity on social media and have created this top tip list:

- **Tell your story about your personal reasons for supporting The Migraine Trust**
  Your friends and family might not know as much about the impact that migraine has had on you as you think.

- **Ask for support**
  Whether it is help with training, logistics or a donation, don’t be afraid to ask your social media community for support. You are not only undertaking a challenge but also sharing your story and people are going to want to support that. Let them know how.

- **Post updates on your preparation**
  Regular updates are a great way to remind people about your activity. Don’t hide your setbacks as they underscore that what you are undertaking isn’t easy.

- **Keep the focus on donations**
  Set a target as it gives you and those donating a clear goal that they can help you reach. Explain on your page why you have chosen this amount and what it will help you achieve. Get a sizable donation as your first gift as this will encourage others to match or increase it. Include all of the donations that you’ve received in cash and by cheque as that will help add to the momentum of your fundraising.

- **Pictures, Pictures, Pictures!**
  Take lots of pictures and make sure that you are in them. Your social media community want to see you. Pictures of you in a Migraine Trust vest (we can send you one) are an easy way to quickly explain what you are doing.
Messages for social media

A really effective way to let people know why you are supporting The Migraine Trust are facts and statistics about migraine. Here are some messages that you might find useful:

I’m supporting The Migraine Trust because I want to raise awareness that migraine is serious. It’s often dismissed as a ‘bad headache’ but it’s a complex and often debilitating neurological condition for which there is currently no cure.

Why am I fundraising for The Migraine Trust? Because migraine is highly prevalent. More prevalent than diabetes, epilepsy and asthma combined. Despite this, many people struggle with migraine alone with ineffective treatment and poor healthcare.

More than three quarters of people with migraine experience at least one attack each month, and more than half experience severe impairment during attacks. I am supporting The Migraine Trust to help reduce the misery of migraine.

Migraine has a huge impact on the lives of people who get it. It has affected me by..........................
Graphics for social media

We have a range of social media graphics that you can download, customize and share on social media. Here is an example of a social media graphic and you can view the full library at: migrainetrust.org/media-pack-for-supporters

I am running against migraine

There is currently no cure for migraine. I am fundraising to support research that will change that.
Local media are often very interested in stories about what people in their area are doing to support charities. Not only is local media coverage a great way to attract support and donations, it is a very effective way to raise awareness of migraine.

If you are interested in seeking local media coverage, we can draft a press release for you (there is an example on the next page) and send it to your local media. We can then liaise on your behalf with your local media.

Below is an example of the type of media coverage that you could secure.

**Brainbox Joseph doing the London Marathon**

By Nick Lavigne

A man with a history of migraines is doing his bit to eradicate them. Young neuroscientist, Joseph Lloyd, from Shepley, has secured a place at Kings College, researching the latest techniques to prevent the hideous headaches.

Not satisfied with his work in the laboratory, Joseph is due to run the London Marathon to raise cash for the Migraine Trust – the charity his funding his PhD.

Joseph, 26, who studied at Shelley College, said: “I have a family history of migraine with it affecting me, my mother, sister and grandfather.

"Last year I joined staff from the Migraine Trust at the cheering point along the race route to add my support to these committed individuals as they ran. Seeing the runners on the day inspired me to take on the challenge myself and to show my appreciation.

"I would like to repay the support that I have received by raising funds and awareness for the positive work done by the Migraine Trust.”

Joseph’s research, funded by the trust, began in 2010 and he is working alongside Dr Anna Andrews to understand what happens to the brain to cause migraine symptoms. He added: "In being awarded a Migraine Trust PhD studentship I have had my eyes opened to the complexities of migraine and I have learnt so much already. “Despite the severity, prevalence and complexity of migraine, I feel it does not receive the public or scientific attention given to other comparable conditions.

“I certainly hope to be able to further my career in this field to support people affected by migraine.”

To sponsor Joseph text MIGR88 £10 to 70070 or to donate online visit www.justgiving.com/fundraising/migraine-marathon-2018
Leeds woman runs London marathon to help those whose lives are affected by migraine

A woman from Leeds is running the London marathon in order to help people struggling with migraine. Jane McCormick, from Headingley, is running the marathon in support of The Migraine Trust, a charity that supports and campaigns for people affected by migraine and funds research for more effective treatment for the condition. She is supporting the charity because she personally knows the serious impact that migraine has on people’s lives.

Jane, who is an accountant and mother of two, has been training for the marathon for the last four months. She has had the condition since she was a child. She had chronic migraine which developed into vestibular migraine when she was in her twenties. It has had a significant impact on her life.

Explaining why she is raising funds for The Migraine Trust, she said: “I’m supporting The Migraine Trust because I want to raise awareness that migraine is serious. It’s often dismissed as a ‘bad headache’ but it’s a complex and often debilitating neurological condition for which there is currently no cure. The funds I raise will go towards finding a cure as well as supporting people like me who are living with this very difficult condition.”

Thanking Jane for her support, Wendy Thomas, Chief Executive of The Migraine Trust, said: “We are so grateful to Jane for running the London marathon to help those affected by migraine. As she herself knows, migraine is not only excruciatingly painful, it has a huge impact on the lives of people who get it. Jane is helping to reduce the misery of migraine by running the marathon for us. We are in awe of her as she takes on this challenge.”