

# YOUR GUIDE TO FUNDRAISING FOR *The Brain Charity*





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# Hi there, My name is Archie,

and I want to share  
a story that's deeply  
personal to me.



Archie has run over 1,000 miles as part of his 'Stadium Stomper' challenge which has raised £25,000 and counting



The  
Brain  
Charity



## In 2023, I lost my Dad to Cushing's disease, caused by a pituitary brain tumour.

Trying to capture who he was in just a few words feels impossible; he was full of life, energy, quirks, laughter, and love. He had this rare gift of making everyone feel like they truly mattered. Whether you were a lifelong friend or someone he'd just met, he made you feel seen.

One of his greatest passions was football, especially Arsenal FC. It's a love he passed down to me and my brothers, and it's what inspired me to honour him in the most meaningful way I could think of: by running 800 miles to all 20 Premier League stadiums, from St James' Park to the Emirates, in just 25 days. I did it to raise funds for The Brain Charity, which became an important part of my life.

After completing the stadium challenge, I ran the London Marathon the very next day, and I haven't stopped running since. Thanks to the incredible generosity of people across the UK, we've raised over £25,000 to help people with neurological conditions to get the support they need. I'm now proud to be an ambassador for The Brain Charity, continuing to raise awareness and share their mission.

If there's one thing I've learned, it's that people are generous when you speak from the heart. When you tell your story, people listen. They care, and they act.

So, thank you for being part of our team. Whatever you raise, you're helping change lives of the 1 in 6 people in the UK who live with a neurological condition, and their families, friends and carers, too.

**Warm wishes,  
Archie Whitfield**

*Archie Whitfield*

**Thanks for joining a team of amazing people doing incredible things for The Brain Charity!**

# Thank you for choosing to fundraise for The Brain Charity



**There are over 600 neurological conditions that impact the brain, spine and nervous system.**

These conditions can affect anyone, regardless of age or background. While some, such as stroke, epilepsy and dementia, are widely recognised, many others are much rarer, like Alice in Wonderland Syndrome. For those living with such conditions, the lack of information and support can lead to feelings of loneliness and uncertainty.

At The Brain Charity, we provide practical help, emotional support and inclusive social activities to individuals with neurological conditions, as well as their families, friends and carers. We are proud to be the only UK charity offering support for all neurological conditions and neurodivergence - no matter how common or rare.

We celebrate neurodiversity and offer training for organisations, helping them become more inclusive.

 *We couldn't do it without amazing fundraisers like you.*



Every penny raised helps us continue our vital work and ensures that no one has to face the impact of a neurological condition alone.

Inside this guide, you will find a range of helpful resources to support your fundraising journey: from setting up your JustGiving page to spreading the word and finding fun, creative ways to raise money. We have packed it with tips, ideas and inspiration to help make your fundraising activities as smooth and successful as possible. We hope it empowers you to make the most of this journey.

Should you require any further guidance or support, or if you have any questions, just get in touch with us at [fundraising@thebraincharity.org.uk](mailto:fundraising@thebraincharity.org.uk). We are here to support you every step of the way.

*Thank you again and happy fundraising*



**Your support means the world to us and to the 1 in 6 people in the UK living with a neurological condition.**

# Setting up your fundraising page

Whether you're hosting an event, taking on a physical challenge or collecting donations, Just Giving is a trusted and simple way to raise funds! Just head to [justgiving.com/thebraincharity](https://www.justgiving.com/thebraincharity) and click 'start fundraising' to create an account and set up your page.



ONCE YOUR PAGE IS LIVE, MAKE IT YOUR OWN! HERE ARE SOME TOP TIPS TO HELP YOU MAKE THE MOST OF IT:



1.



## Tell your story

Sharing why you're supporting The Brain Charity can make a big difference - fundraisers who do this raise up to 65% more!

- Your personal connection to our cause
- Why The Brain Charity matters to you
- What you are doing to raise money
- Why you chose this particular challenge
- When and where your event will take place



**Pro tip:** Add at least one photo: pages with photos raise 10x more than those **without!**

2.



## Set a fundraising target

Having a goal can boost your total by 17%.

It gives your supporters something to aim for and cheer on, so don't be afraid to go big!



**Pro tip:** Break your target into smaller milestones and celebrate each one. We have shared some examples further on in this guide that you can use.

3.



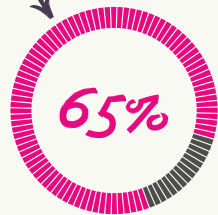
## Don't be afraid to ask!

People love to support a good cause, but they often need a little nudge.

Before sharing your page widely, ask someone close to you to donate first. Human beings 'anchor' our decisions based on what others have done, and by having a couple of generous donations on your page first you will inspire others to do the same.



**Pro tip:** Be your own first donor! People who kick off their own fundraising raise a smashing 65% more!



5.



## Share regular updates

If you're taking on an event that requires training like a run or hike, post updates on your fundraising page to show how hard you're working and inspire more donations. Include photos or videos to grab attention!

You can even link fitness apps like Strava to your page for auto updates!



**JustGiving** has a great support section with further tips and information at [help.justgiving.com/](https://help.justgiving.com/)

4.



## Share your page far and wide

Send the link via email, text or DM to friends, family and colleagues. Reshare the link with any updates to remind people to donate if they haven't already, and post regularly on social media (**more tips for social media starting on page 9**).

Let people know that, even if they can't donate, every share of a fundraising page on social media raises more awareness and is worth an average donation of £10. Encourage everyone you know to shout about the amazing things you're doing!

### Here are a few extra ways to spread the word:

- JustGiving will autogenerate a fundraising QR code for your page. Add it to our editable posters, then print and ask to display them in your workplace, local cafés, noticeboards or community spaces. You can also use them for a fundraising event such as a bake sale. People can then scan the code and donate directly to your page.
- Send personalised thank-you messages and ask your supporters to share your page with their friends and family.
- After your event, update your page with photos and results, and let people know they can still donate!



# How your fundraising helps



Each pound that you raise makes a difference



**£4**

could give someone who has been recently diagnosed the chance to talk to others in their situation at one of our monthly coffee mornings.

**£8**

could give someone feeling socially isolated the opportunity to join a gardening session with our friendly volunteers.

**£26**

could fund a counselling session for someone struggling with their mental health following a new diagnosis.

**£40**

could provide two hours of welfare benefit support for someone who is unable to continue working due to their condition.

**£120**

could give someone who is struggling with their mobility access to our Neuro Gym for three months.

**£250**

could fund a day of confidence coaching sessions, helping a group of ten people to develop their self-esteem and employability.

**£300**

could fund a client's full journey receiving wrap-around support from our Information and Advice team.

**£500**

could fund a full day of support from our Carer's Advocacy team, helping parents who are struggling to manage their new caring duties.

**£1000**

could fund our Counselling Service for a week, enabling 5 clients to improve their mental health.

**£2000**



could fund our Information and Advice service for a day, providing support in hospitals for 7 individuals at the point of diagnosis.

# Boost your fundraising with social media

Social media isn't just for cat videos and food pics; it's your secret weapon for smashing your fundraising goals! Have a look at our top tips to turn likes into donations!



1.



## Consistency, consistency!

**Avoid posting once and hoping for the best:** people need reminders (and a little nudge). The Marketing Rule of Seven says individuals need to see your message at least **seven times** before they take action, so keep showing up!



**Pro tip:** Set calendar reminders to post regularly. Share updates, training photos, behind-the-scenes moments, or even bloopers — anything that shows your journey!

**BONUS:** Add your fundraising link to your bio, posts, and even your email signature!

2.



## Speak the language of each platform

**Instagram loves visuals.** Twitter thrives on snappy updates. Facebook is great for storytelling. Tailor your content to fit the vibe of each platform, and your audience!

We have written some extra tips about **how to tailor your content to each platform in the following pages.**



**Pro tip:** Use hashtags like **#fundraising**, **#running**, or **#abseil** to reach more people. And don't forget to tag **@TheBrainCharity** so we can cheer you on and share your posts with our amazing community!

3.



## Show, don't just tell!

**Pictures and videos can really bring your fundraising to life.**

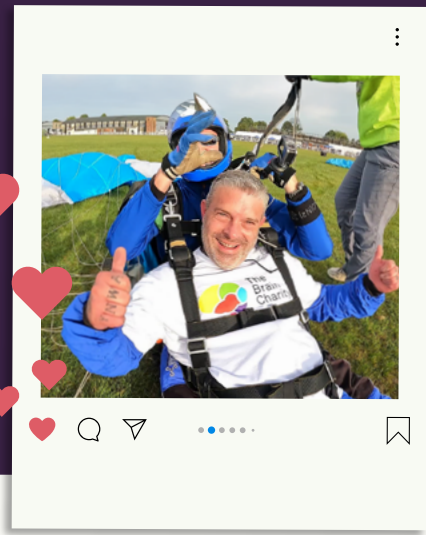
Whether it's your training run, your mouth-watering cake sale, or your dog in our running vest (yes, really), visuals make your story pop. **People connect with you**, so let them see how passionate you are!



**Pro tip:** Keep your supporters in the loop with progress updates. Whether it's your total mileage or hitting a milestone in donations, people love to see that their support is making a difference, and it motivates others to help you reach the top!

# Every post is a chance to inspire

Your journey could be the spark that gets someone else involved. So keep sharing, keep training, and keep fundraising like a pro!



## Facebook

- **Tag your heroes:** Shout out donors or challenge groups of friends, old school mates, work pals, or your book club, to support you.
- **Think groups:** Are you in any local, hobby, or community groups? Share your story there!
- **Include photos and videos:** Add these to your regular updates.



**Post idea:** Big news! I'm fundraising for @TheBrainCharity and I need YOUR help to hit my goal! Each pound makes a difference. Let's do this together!  
[Insert fundraising link]

#Fundraising #ChallengeAccepted  
#TheBrainCharity



**Post idea:** Just smashed a 5K training run for @TheBrainCharity! Every step is for [your personal connection]. Help me reach my goal, donate here: [Insert link]

#5KRun #FundraiserInTraining  
#TheBrainCharity the top!

## Instagram

- **Post stories:** Share quick updates, tag donors, and add your page link.
- **Go live:** Stream from a training run or event to show your journey in real time.

## LinkedIn

- **Tap into your network:** Reach out to colleagues, past and present.
- **Share videos:** LinkedIn recently introduced videos, so you could share a short personal message to stand out from all the text posts.



**Post idea:** I'm stepping up for #TheBrainCharity (literally)! I'm taking on [insert challenge] and fundraising to support people affected by neurological conditions. To my amazing network: your support would mean the world: [Insert link]

#LinkedinForGood #Fundraising  
#TheBrainCharity

# Twitter, Threads or Bluesky

- **Quick updates:** Share quick and regular progress, shoutouts, and fun moments.
- **Use hashtags:** Reach wider audiences with trending tags.



**Post idea:** 65% to goal!  
Huge thanks to everyone who's donated so far. Let's keep the momentum going!

[Insert link]



**Message idea:** Hey [Name]!  
Just a quick reminder, I'm fundraising for @TheBrainCharity and would love your support. No pressure, but every little helps! [Insert link]

Thanks so much!

# WhatsApp

- **Direct messages:** Personal, direct asks and friendly reminders work wonders.
- **Group chats:** Tailor your tone to fit the vibe of each group: funny, professional, heartfelt, or casual.

# YouTube/Twitch

- **Go live:** RHost a Q&A or behind-the-scenes stream for your online community.
- **Offer perks:** Could you offer exclusive content for donors?



**Stream idea:** Live now: My fundraising journey for @TheBrainCharity!  
Training updates, event plans, and answering your questions.

#StreamingForGood #FundraiserStream  
#TheBrainCharity

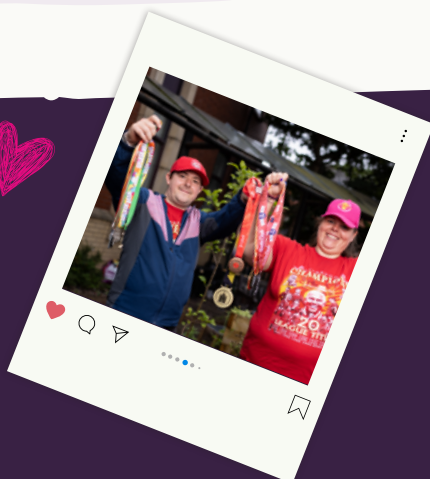


**Post idea:** Behind the scenes of my fundraising journey: From training runs to planning events, it's all happening! Drop a comment, share, or donate if you're feeling inspired (Link in bio).

#Running #TikTokForGood  
#TheBrainCharity

# TikTok

- **Join the running community:** Share your journey with trending sounds.
- **Go live:** Host a Q&A or training session and ask for gifts that convert to donations.



# Make every pound go even further



## Matched funding

Many employers offer **matched funding schemes**, where they match the amount you raise or donate to charity, sometimes up to a specific limit. This is a great way to **double your fundraising** total with minimal extra effort.

$$£1 + £1 = £2$$

Ask your employer or HR department if they offer matched funding. You might need to fill out a simple form or provide proof of your fundraising: we can provide you with letters of authority to confirm your fundraising is legitimate.

Even if your employer doesn't advertise a scheme, it's worth asking. They may still be willing to support your efforts!



*extra 25p for every £1 donated*

## giftaid it

If your supporters are **UK taxpayers**, they can **Gift Aid** their donations. This means we can claim an extra **25p for every £1** donated at no extra cost to them!

Encourage everyone to tick the Gift Aid box when donating online.

If they're pledging to donate via a sponsorship form, make sure they provide their full name and address so we can process the claim.

# Put the fun in fundraising!

Want to make fundraising more exciting and get more people on board? Here are some easy and fun ways to boost your total!



## 1. Run a sweepstake

### Get everyone guessing!

Ask friends, family, or colleagues to chip in a small amount to enter your sweepstake. The prize? A treat-filled hamper, a donated gift, or you can ask if a local business could donate a voucher or an item to support your fundraising!

### Running a race?

Make it personal: ask people to guess your finishing time to the minute! We can even send you a poster for everyone to write their guesses on.

## 2. Closet clear out

Sell your pre-loved clothes, books, or collectables on eBay, Depop or Vinted. Mention in the description that proceeds go toward your fundraising; people love supporting a good cause and might even bid more generously!

### Tip:

Ask your friends and coworkers if they have any pre-loved items of their own that they could donate to you.

## 3. Bake sales

### A classic, because who doesn't love cake?

Host a bake sale at work, in your community group, or anywhere with foot traffic. If you're not confident in your baking skills, you can ask a few volunteers to bring their best bakes and set up a table in a busy spot. Add some mystery bakes if you're daring!

You can run the stall yourself or use an honesty box. Add a QR code or PayPal link so people can donate even if they're cash-free.



## 4. Quiz night

Another classic for a reason! Ask your local pub if you can host a quiz night on a quieter evening (like Monday or Tuesday) and give yourself about a month to promote it.

Create your own quiz or grab a ready-made one from sites like Etsy. Add extra fun with a raffle or "buy a joker" for double points!

To make it more fun, you can turn it into a fashion show: invite a few friends over to try on outfits and pose for pictures! You can even give them themes like "casual" or "glam".

### Working from home?

No worries. Ask a friend, sibling, or partner to host a bake sale or quiz night on your behalf. Teamwork makes the dream work!

# How to send in your donations

Want to make fundraising more exciting and get more people on board? Here are some easy and fun ways to boost your total!



## Online

You can pay in the money you've raised using our online form on our website:

<https://www.thebraincharity.org.uk/donate/>



## By cheque

If you'd like to pay through a cheque, simply make it payable to The Brain Charity and send it to us at:



**The Brain Charity**  
Norton Street  
Liverpool  
L3 8LR



## By phone

You can call us on **0151 298 2999** and ask to speak to our fundraising team to donate over the phone using your credit or debit card.



## Bank transfer

Use the account details below to complete your bank transfer, and get in touch with our fundraising team at [fundraising@thebraincharity.org.uk](mailto:fundraising@thebraincharity.org.uk) to let us know about your donation.

**Account name: The Brain Charity**

**Bank: HSBC**

**Sort code: 40-29-08**

**Account number: 62725347**



## Fundraising platforms

With most fundraising platforms, you don't have to worry about sending the donations - we automatically receive any donations made on Just Giving, Enthuse, Crowdfunder and most other platforms. The only exception is if you set up a personal fundraiser on GoFundMe - then you'll be responsible for sending the donations to us yourself.

### Tip:

We recommend banking any cash donations and paying them in by cheque or bank transfer. We do **NOT** recommend sending cash to us in the post.



# YOU'VE GOT THIS!

You're doing something incredible, and we're so proud to have you on this journey.

If you need any help or some extra boosts of inspiration, please don't hesitate to reach out to us at [fundraising@thebraincharity.org.uk](mailto:fundraising@thebraincharity.org.uk) or 0151 433 3484.

**We're here for you!**



The  
Brain  
Charity

@TheBrainCharity



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