



# FUNDRAISING TOOLKIT

**Thanks for signing up for Move for Migraine  
2024!** We're so glad you're on board.

Here's your Fundraiser Toolkit, filled with sample social media posts and fundraising tips to make your fundraiser a hit. Dive in and let's make some moves together!

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Find All Downloadable  
Content Here:



[Move for Migraine Downloadable Content](#)

## About Migraine Canada

Migraine Canada™ is the only national charity focused on improving the lives of people in Canada affected by migraine and headache conditions through **awareness campaigns, education and support programs, advocacy and research.**

Our vision is that Canadians living with migraine and headache disorders are diagnosed, treated and supported so their quality of life is optimized.

## About the Move for Migraine Campaign

Move for Migraine is a week long event through a peer-to-peer fundraising platform. Participants can show their support by running, walking, bicycling, swimming, relaxing (meditation, yoga...), or other activities to spread awareness, show support, and fundraise for Canadians with migraine.

This is a hybrid campaign welcoming supporters to participate virtually or by hosting an informal in-person meet-up.

Our funds go towards migraine advocacy, making migraine education and resources accessible, and building a stronger community to end the social stigma associated with migraine.

# Team Set-Up Instructions

## Creating a Team

1. Click “Create a team” at <https://migrainecanada.org/moveformigraine/>
2. Enter your information for logging into CanadaHelps
3. Create a password if you don’t have a CanadaHelps profile
4. Create your personal fundraising page (with your fundraising name, goal amount and featured image)
5. Create the team fundraising page (with the team fundraising name, goal amount and featured image)
6. You can invite team members by email, Facebook or Twitter

When people donate to your team, they can assign their donation to a particular team member

The screenshot shows a web form titled "Create a team for Celebrating Community Champions 2020 Virtual Giving Event". The form includes fields for email, account type (Personal/Corporate/Group), company name, first and last name, and two name fields for fundraising pages. A "Continue" button is at the bottom. Annotations include a hint box pointing to the password field and another hint box pointing to the two name fields.

**HINT:** When you enter your email address, you will receive a pop-up form asking for a password. Follow the instructions on the next page, then finish filling out the rest of the form.

**HINT:** When you “Create a Team” using this form, you also create a Personal Fundraising Page. Here’s your opportunity to enter creative and action-oriented names for both!

## Joining a Team

1. Once you receive an invitation to join a team, click on “Get Started”
2. Fill the form (all the fields are required) and press “continue”
3. Create your personal fundraising page by giving your page a name
4. You have the option to create a goal amount, and add a featured image to your page (feel free to use one from this toolkit)
5. You’re all set! Copy your page’s link and share it

# Fundraising Tips

## **1. Set a goal for yourself**

- What are you aiming to raise?
- Why are you participating in this campaign?

## **2. Your fundraising page is important**

- Include some stories of why you are participating in our cause
- Photos and videos go a long way
- Share your personal story, how and why this means so much to you

## **3. Make your own first donation**

- When you are sharing your page in the first few weeks, having an initial donation will encourage others to also donate, maybe even matching that initial donation

## **4. Getting the word out there**

- Inviting your friends, family, colleagues, neighbours, etc.
- Going door to door in your community
- Sharing on your social media
- Reaching out to your schools and workplaces
- Emails can go a long way

## **5. The final push**

- The last week, which will be the official Move for Migraine week, is the perfect time to get those final donations in
- This is the time to increase sharing on your fundraising page and social media by posting your movement of the week as this is what the event is all about

## **6. Take time to celebrate your achievements and express gratitude to those who supported you along the way**

- Don't forget to send heartfelt thank-you notes to the incredible individuals who contributed to your fundraiser, or consider crafting a thoughtful thank-you post to show your appreciation.

# Share Guide

## Use our hashtags

#move4migraine  
#migrainecanada  
#moveformigraine  
#walkruncyclemove

## Tag us in your posts!

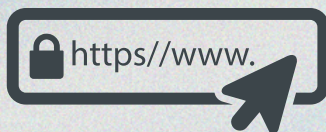
[@migrainecanada](#)



## Link our fundraiser page for more detail

<https://migrainecanada.org/moveformigraine/>

## Link your fundraiser directly



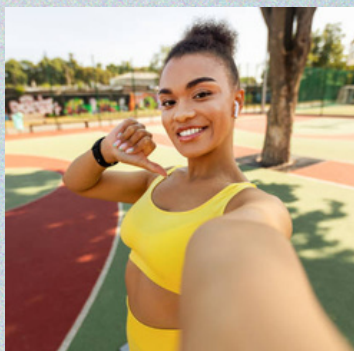
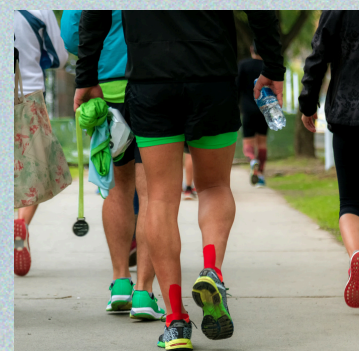
## Share our Linktree QR code



Find our downloadable QR codes in our [content dropbox](#)

**Tip:** Remember to link your fundraiser page at any chance you get to make it easier for people to contribute!

# Sample Social Media Posts



**Tip:** Maximize Your Impact with Social Media - Personalize your posts using the materials provided in this toolkit and share your own story to truly connect with your audience. Customize, post, and engage on various platforms to spread the word effectively. Your personal touch can turn friends into donors and amplify your fundraising efforts!

# Sample Social Media Post Captions



“Beyond the physical pain and sickness it brings, migraine often imposes daily disability on those affected. Sadly, it also carries a heavy burden of discrimination and negativity within our communities. @MigraineCanada, a non-profit organization, tirelessly works to combat this social stigma and provide crucial support to individuals and families affected by migraine. Please consider backing their mission by contributing to my #Move4Migraine fundraiser. Every donation, no matter the size, makes a meaningful impact **[link fundraiser]**”

“Migraine and headache disorders are much more than ‘just a headache.’ That’s why I’m getting involved in @MigraineCanada’s #Move4Migraine event to spread awareness and support ongoing medical research and innovation. Will you join me in making a difference? Contribute to my fundraiser at: **[link fundraiser]**”

“Migraine and headache disorders are much more than ‘just a headache.’ That’s why I’m getting involved in @MigraineCanada’s #Move4Migraine event to spread awareness and support ongoing medical research and innovation. Will you join me in making a difference? Contribute to my fundraiser at: **[link fundraiser]**”

**Tip:** Encourage your friends and followers to interact and participate. You can share what movements you will choose to do to get the conversation started!



# Sample Social Media Stories



**JUNE 15-23**

VIRTUAL + IN-PERSON  
CANADA-WIDE  
**MOVE FOR MIGRAINE**

WALK. RUN. CYCLE. MOVE.  
Learn more at:  
[www.migrainecanada.org](http://www.migrainecanada.org)

Contribute to my fundraiser - let's make some moves for migraine awareness!

[Link icon](#)

Migraine Canada

**Let's end the stigma around migraine**

Join us for Move for Migraine—an empowering Canada-wide virtual and in-person fundraiser week. Together, we can make a difference!

→ [Sign up here]

Join me this week for **#Move4Migraine**

**Spread The Word!**

This week we are raising awareness for migraine – a condition that impacts over **5 million people in Canada** and can significantly disrupt daily life. Join me and Migraine Canada this June as we raise funds to provide resources, advocate for better treatment and diagnosis, and help educate to reduce the stigma that those living with migraine experience.

**JUNE**  
Move for Migraine 2024

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						


**How will you be Moving for Migraine this week?**

Aquatic, Volleyball, Jump-rope, Spin, Home Workouts, Walking, Lacrosse, Gardening, Ping-Pong, Dog Walking, badminton, Yoga, Swimming, Meditating, Squash, Soccer, Hiking, Jogging, Canoeing, Work out, Croquet, Dance, Tennis, Cycling, Family Sports, Kayaking, Bowling, Basketball, Gym, Paddleboarding, Running, Pickleball, Pilates, Horseback Riding, Hockey

Migraine Canada **Move FOR Migraine**

**I'm moving for migraine this June! Join me in advocating for people with migraine by contributing to my #move4migraine fundraiser!**

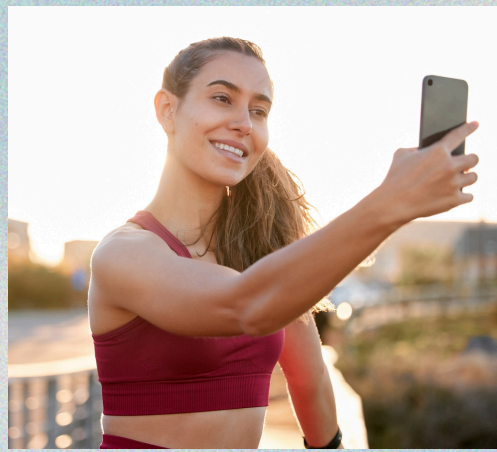
[Link icon](#)

 **Remember to include your fundraiser link!**

# Sample Video Script



"Hey everyone, I just wanted to hop on here and let you know why I'm participating in Move for Migraine this June. Migraine affects so many people, including friends and loved ones, and I want to do my part in raising awareness and support for those dealing with this condition. So, I'm lacing up my shoes, hitting the pavement, and moving for migraine. Join me in making a difference. Let's show our support together! #Move4Migraine"



**Tip:** Show Your Moves! Boost your fundraising by capturing a video while you're in action. Whether you're walking, running, or dancing, share a clip of how you move for migraine. It's a powerful way to engage your audience and show your commitment to the cause.

# Sample Email Copy



**Subject:** Join Me in Making a Difference for Migraine Awareness



**Body:** As someone who is passionate about health and wellness, I wanted to share something important with you.

Migraine and headache disorders go far beyond just being 'a headache.' They are complex, debilitating conditions that significantly affect millions of lives. That's why I've decided to get involved in Migraine Canada's #Move4Migraine event. This initiative is not only about spreading awareness but also supporting ongoing research, patient advocacy, resources and innovations that can lead to better treatment options and understanding.

I'm reaching out to ask if you would join me in this cause. Your support can truly make a difference. Whether it's by spreading the word or making a contribution to my fundraiser, every little bit helps in the fight against migraine.

You can contribute to my fundraiser here: **[link to your fundraiser page]**

Together, we can help bring change and offer hope to those affected by this challenging condition. Thank you for considering this opportunity to make a real impact.

Thank you for being a part of Move for Migraine!

Please feel free to get in contact with us if you have any questions or require any additional support setting up your fundraiser:  
[info@migrainecanada.org](mailto:info@migrainecanada.org)

Remember that you can access all downloadable and printable materials through the link provided on our website or by scanning the QR below:



[Move for Migraine Downloadable Content](#)