

Facebook Fundraising for Migraine

How you can help make a difference for millions of people

The American Migraine Foundation is working to advance research that will improve the lives of the millions of people who live with migraine every day. And you can help. By starting your own Facebook fundraiser for migraine, you can ask your friends and family to help support impactful research that will lead to better treatments, and one day, a cure for migraine. Here's how you can successfully fundraise on Facebook and make a difference today.



How to Start a Facebook Fundraiser

facebook

Fundraiser for

 **American Migraine Foundation**
120,655 people like this nonprofit • Health and Human Services • United States

How much money do you want to raise?
200

Select Currency
US Dollars (USD)

When should your fundraiser end?
Nov 23, 2020

What's the title of your fundraiser?
[INSERT NAME]'s fundraiser for American Migraine Foundation

Why are you raising money?
Want to join me in supporting a good cause? I'm raising money for American Migraine Foundation and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support.

Fundraising on Facebook is simple. Begin by clicking on the link above and then fill out each of the following sections:

How much money do you want to raise?

Set a reasonable end goal that your Facebook friends can help you achieve. Setting too large of a goal can be intimidating, and you want each of your Facebook friends to feel like their donation can make a difference. Start small, and you can always increase your goal later.

Select Currency

Choose U.S. Dollars (USD) if you reside in the United States of America.

When should your fundraiser end?

Your fundraiser should be time bound so your Facebook friends feel a sense of urgency to donate when they see it on their timelines. Choose a date two weeks away, or try a flash fundraiser that ends in 24 hours.

What's the title of your fundraiser?

Facebook will automatically create a title for your fundraiser, but feel free to get creative with it. Here are some ideas:

- Help me #MoveAgainstMigraine
- Migraine is Not Just a Headache
- The Best Birthday Present I Could Receive
- Bringing Migraine Out of the Shadows

Why are you raising money?

Facebook automatically fills in this section, but feel free to personalize it by including your story, how migraine impacts you and what their support means to you. The following sections dive into how to make this impactful.

Make it Personal

Your fundraiser is more likely to gain traction and become successful if it has a personal touch. Take advantage of the “Why are you raising money” section by sharing your migraine journey with your friends, colleagues and family.

Here are a few prompts to get you thinking:

- When did your migraine attacks start?
- What’s one thing you wish people knew about how migraine affects you?
- What would a world without migraine look like for you?
- How do you #MoveAgainstMigraine on a daily basis?
- How can others support you and the millions of people living with migraine?

Sample messaging:

Sample 1

I live with migraine. It’s not just a headache—it’s a neurological disease with attacks that have many symptoms like pain, nausea and extreme sensitivity to light. An attack can last for days, and can happen out of nowhere—interfering with my work, forcing me to cancel plans and straining my personal relationships. Today, I am raising money for the American Migraine Foundation with hopes to support impactful research that will lead to better treatments. Please donate today and help millions of people just like me.

Sample 2

Did you know migraine impacts more than 39 million men, women and children in the United States? I am one of them. While there is no cure, treatments are aimed at reducing attack frequency and stopping individual attacks when they occur. I am raising money today for the American Migraine Foundation in order to support the research that will lead to better treatments for migraine attacks. Please consider donating and sharing my fundraiser today.

Sample 3

Migraine impacts 1 in 10 kids, including my own. It’s not just a headache—it’s a neurological disease with debilitating attacks. Today, I am advocating for better migraine research and treatment options by fundraising for the American Migraine Foundation. Will you donate today and help the millions of men, women and children living with migraine?

Facts to Share

Include facts and figures in your fundraiser description to illustrate how serious migraine is:

- Migraine impacts more than 39 million men, women and children in the United States.
- One in four households in America has a member with migraine.
- The World Health Organization places migraine as one of the 10 most disabling medical illnesses on the planet.
- There is no cure for migraine. Treatments are aimed at reducing attack frequency and stopping individual attacks when they occur.
- Approximately 10% of children experience migraine, and they can start early.
- Migraine is the 2nd leading cause of all global disability.
- Migraine affects over 1 billion people worldwide.

When to Host a Fundraiser

- Your Birthday: Instead of gifts, ask your friends and family to donate to a cause you believe in by setting [a birthday fundraiser on Facebook](#).
- The Month of June: What better time to share your story than National Migraine and Headache Awareness Month?
- Giving Tuesday: The Tuesday after Thanksgiving is widely recognized as a day of giving. If you’re prepared to make a donation yourself, why not ask your friends to match your contribution?
- Meaningful Anniversaries: Fundraisers that are more personal tend to perform better. Start a fundraiser to acknowledge the day you received your migraine diagnosis or other milestones in your migraine journey.

Keep the Momentum Going

Share the fundraiser to your page often throughout your fundraising period, as it will reappear on the timeline of your Facebook friends. With each share, add a personal note about what the American Migraine Foundation means to you and that any donation, no matter the size, would be greatly appreciated. Additionally, ask your Facebook friends to share your fundraiser so it gains further exposure.

AMERICAN  MIGRAINE
FOUNDATION

The American Migraine Foundation is committed to improving the lives of those living with this debilitating disease—but we can’t do it alone. [Donate today](#) to help support migraine research. Together, we are as relentless as migraine.

American Migraine Foundation

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