How to promote your event

mnda motor neurone disease association

Promoting an event both online and offline helps you reach more people, get them involved, and raise more funds. Each method reaches different audiences and works in different ways to help spread the word.

Promotion tips

- Start your promotion early (at least 4–6 weeks before your event).
- Keep messaging consistent across all platforms.
- Regularly post to keep engagement up.
- Engage with your audience by responding to comments, sharing posts etc.
- Use eye-catching, high-quality photos (a mixture of posed and action images, or videos).
- Show real people, real moments, or the cause in action.
- Add the MND Association logo and branding using our template centre.
- Let us know if you require any balloons, wristbands or other materials.

Promote offline

Posters & leaflets

- Bold headline (e.g., "Charity Fun Run – Join Us!")
- Event details: date, time, location, cause
- Eye-catching visuals or charity logo
- QR code linking to an online event page
- Contact info or social media handles

Use our template centre to create lots of easy, branded designs and place them in locations such as libraries, cafes, gyms, schools, noticeboards and local shops (ask permission) or hand out the leaflets in town centres or during local markets close to where the fundraiser is taking place. Give some to your friends and family to hand out to help.

Remember, word of mouth is a great way to promote offline.

Promote online

Social media

Create excitement and awareness around the event using these platforms if you have them:

- Instagram & Facebook – Make posts and stories to tell your story, create event pages, engagement and hashtags.
- Twitter/X – Quick updates, hashtags.
- TikTok – Short videos, challenges, behind-the-scenes content.
- LinkedIn – Professional tone, sponsors, and partnerships.

Strategies to use

- Include 'call to actions' e.g. tell your audience to do something for example -"Share this with a friend"
- Post countdowns and teaser content (photos, videos, stories, reels)
- Share impact stories: highlight what a difference every penny makes.
- Live stream parts of the event or prep (e.g., venue setup).
- Tag relevant influencers, local businesses, and sponsors. For example have any businesses donated a prize for a raffle?
- Create a Facebook Event with all key info (time, location, purpose).

Post event

Shout about your success

- Share your success after the event. How much money you have raised?
- Share any photos of the event and announce any winners, perhaps there was a raffle?
- Will you be planning another one due to the success and feedback from this one?
- Can you get any last minute donations?