

Fundraising proposition and messaging for the Stop MS Appeal 2025



yarn

Welcome to the MS Society's messaging toolkit for the final year of the Stop MS Appeal

It's been created for anyone who writes or speaks on our behalf, including employees, suppliers, fundraisers, volunteers, ambassadors and Stop MS Appeal Board members.

The aim of the toolkit is to ensure we all communicate in a clear, integrated and consistent way in the Appeal's final year. This will give us the best possible chance of reaching our £100 million target.

We also need our messaging to be engaging, inspiring and relevant to people living with MS, their family and friends, our supporters, and our partners.

How to use the messaging in the toolkit

The messaging in the toolkit has been developed with internal teams, co-production team members and MS Society supporters.

Where appropriate, it can be used word-for-word. But, in most cases, you'll need to tailor the messaging for your specific audiences and objectives.

If you do this, please stick to the narrative and core messaging as closely as possible.

Updates

Please note that the toolkit will be updated throughout the year and recirculated when messaging is amended or research results are published.

If you have a question about the messaging ...

please contact Laura Nash, Individual Giving Manager, at laura.nash@mssociety.org.uk

If you talk about a research project in a communication ...

please contact the Research Communications Team at researchcommunications@mssociety.org.uk. They can help to make sure your messaging is up to date and accurate.

Our messaging for 2025

Long, medium and short messaging

Please note that changes made to the ‘dialled up’ copy have been marked up in orange in the ‘dialled down’ column.

Long messaging

Proposition dialled up	Proposition dialled down
<p>Hearing you have progressive MS can be devastating. You may feel overwhelmed by fear, knowing your symptoms and disability will gradually get worse. You may feel utterly powerless, knowing you’ve got limited treatment options – or none at all.</p> <p>But the great news is there’s real hope for people diagnosed with progressive MS and their loved ones.</p> <p>Right now, we’re in the middle of a treatment revolution for progressive MS.</p> <p>Thanks to the generosity of our supporters, more is known about MS than ever before. Researchers have identified drugs that could potentially slow or stop MS from progressing. And Octopus, our pioneering clinical trials platform, is testing promising treatments far quicker. Incredible advances have been made. Yet the most important part of the revolution still lies ahead. At this pivotal moment in history, your support is needed to build on this remarkable progress.</p> <p>By supporting the Stop MS Appeal, you can drive forward the revolution towards treatments that thousands of people desperately need.</p> <p>You can fund research that deepens our understanding of MS even further. You can help identify more drugs that have the potential to slow down or stop MS from progressing. And you can power Octopus so it keeps testing promising treatments up to three times faster.</p> <p>208 words</p>	<p>Hearing you have progressive MS can turn your world upside down. You may feel extremely worried, knowing your symptoms and disability will gradually get worse. You may feel powerless, knowing you’ve got limited treatment options – or none at all.</p> <p>But the great news is there’s real hope for people diagnosed with progressive MS and their loved ones.</p> <p>Right now, we’re in the middle of a treatment revolution for progressive MS.</p> <p>Thanks to the generosity of our supporters, more is known about MS than ever before. Researchers have identified drugs that could potentially slow or stop MS from progressing. And Octopus, our pioneering clinical trials platform, is testing promising treatments far quicker. Incredible advances have been made. Yet the most important part of the revolution still lies ahead. At this pivotal moment in history, your support is needed to build on this remarkable progress.</p> <p>By supporting the Stop MS Appeal, you can drive forward the revolution towards treatments that thousands of people desperately need.</p> <p>You can fund research that deepens our understanding of MS even further. You can help identify more drugs that have the potential to slow down or stop MS from progressing. And you can power Octopus so it keeps testing promising treatments up to three times faster.</p> <p>209 words</p>

Medium messaging

Proposition dialled up

Hearing you have progressive MS can be devastating.
You may feel overwhelmed, knowing your symptoms will gradually worsen and treatment options are limited – or non-existent.
But there’s real hope. We’re in the middle of a treatment revolution for progressive MS.
Thanks to the generosity of our supporters, more is known about MS than ever before. Researchers have identified promising drugs that could potentially slow or stop progressive MS. And Octopus, our pioneering clinical trials platform, is testing treatments up to three times faster.
Incredible progress has been made. But the most important breakthroughs are still ahead.
By supporting the Stop MS Appeal, you can drive forward the revolution towards treatments that thousands of people desperately need.

116 words

Proposition dialled down

Hearing you have progressive MS **can turn your world upside down.**
You may feel **extremely worried**, knowing your symptoms will gradually worsen and treatment options are limited – or non-existent.
But there’s real hope. We’re in the middle of a treatment revolution for progressive MS.
Thanks to the generosity of our supporters, more is known about MS than ever before. Researchers have identified promising drugs that could potentially slow or stop progressive MS. And Octopus, our pioneering clinical trials platform, is testing treatments up to three times faster.
Incredible progress has been made. But the most important breakthroughs are still ahead.
By supporting the Stop MS Appeal, you can drive forward the revolution towards treatments that thousands of people desperately need.

120 words

Short messaging

Proposition dialled up

Hearing you have progressive MS can be devastating, knowing disability will worsen and treatment options are limited.

But there is hope. We're in the middle of a treatment revolution for progressive MS.

Now, more than ever, your support is needed to build on the incredible advances that have been made.

By supporting the Stop MS Appeal, you can drive forward the revolution towards treatments that thousands of people desperately need.

70 words

Proposition dialled down

Hearing you have progressive MS **can turn your world upside down**, knowing disability will worsen and treatment options are limited.

But there is hope. We're in the middle of a treatment revolution for progressive MS.

Now, more than ever, your support is needed to build on the incredible advances that have been made.

By supporting the Stop MS Appeal, you can drive forward the revolution towards treatments that thousands of people desperately need.

73 words

Even shorter messaging

Proposition dialled up

We're in the middle of a treatment revolution for progressive MS.

Now, more than ever, your support is needed to build on the incredible advances that have been made.

You can drive forward the revolution towards treatments that thousands of people desperately need.

43 words

Proposition dialled down

We're in the middle of a treatment revolution for progressive MS.

Now, more than ever, your support is needed to build on the incredible advances that have been made.

You can drive forward the revolution towards treatments that thousands of people desperately need.

43 words

Call to action examples

Please drive forward the treatment revolution to stop progressive MS devastating people's lives.

Please consider your audiences when thinking about using the above call to action.

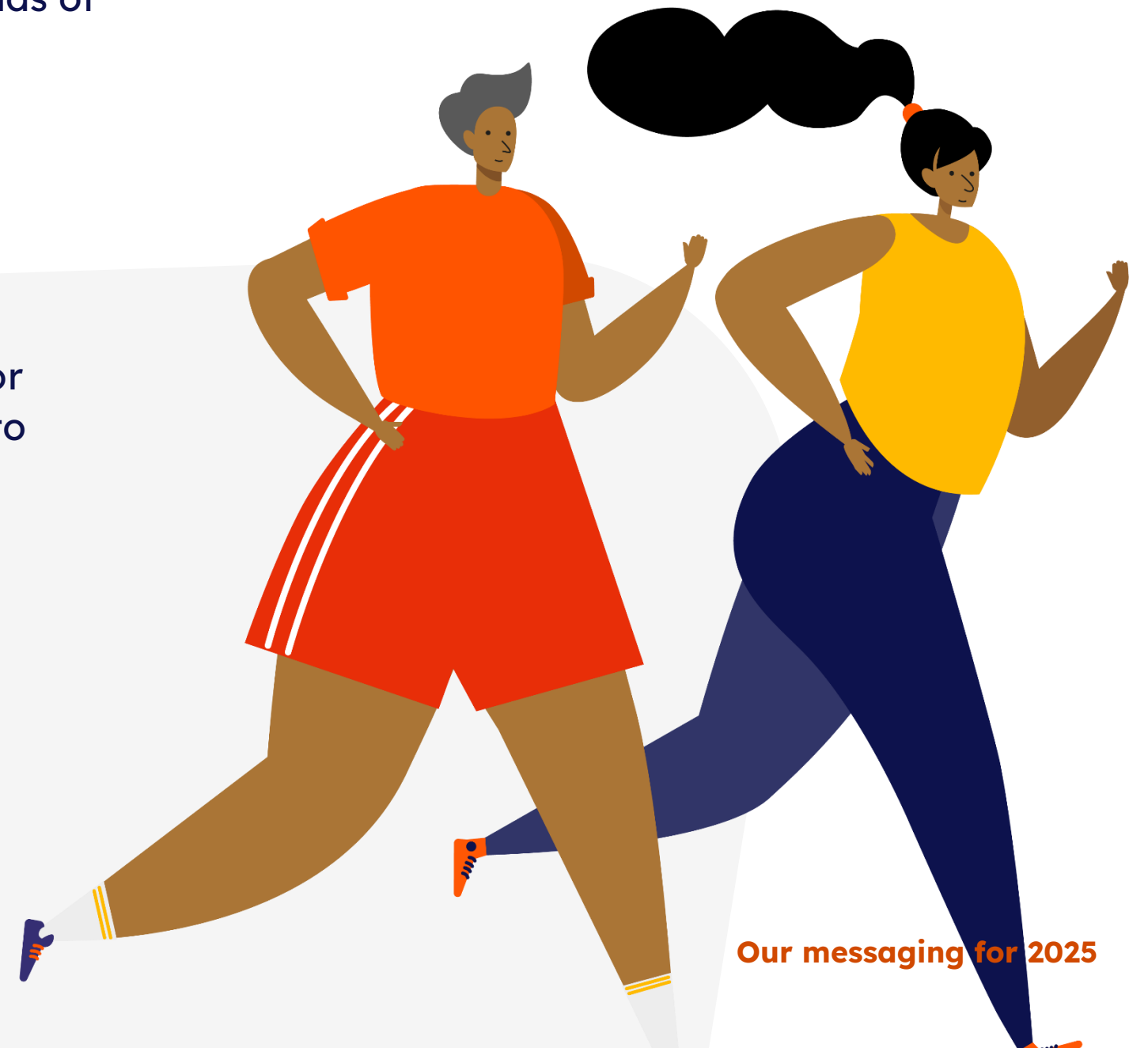
You can drive forward the revolution towards treatments that thousands of people desperately need.

You can help develop treatments that slow down or stop progressive* MS for good.

Living with progressive MS shouldn't mean losing your independence or stopping doing the things you enjoy. Your support can bring us closer to treatments to make that happen.

You can help turn world-leading research into life-changing treatments.

*if you feel it's appropriate for your audience, you can remove the word 'progressive'.



Appeal detail

Price points

The price points have been created to be simple to understand and easy for audiences to visualise.

Some of the supporting copy for items may be similar, so you may need to adjust the wording for certain items to ensure they don't sound repetitive when listed together.

If you do decide to amend the wording ...

please run it by the Research Communications Team at researchcommunications@mssociety.org.uk to make sure it remains scientifically accurate. Ideally, please give the team 10 working days to respond to your query

Blood samples

£30 could fund the collection and analysis of blood from a person living with progressive* MS who's taking part in a clinical trial / the Octopus clinical trial.

Your gift could help provide researchers with crucial information about whether a new treatment for progressive MS is safe.

Please note: you can also increase this price point by multiples of £30:

£150 could fund the collection and analysis of blood from five people with progressive MS who are taking part in the Octopus clinical trial.

*If you feel it's appropriate for your audience, you can remove the word 'progressive'. This is especially relevant when you talk about 'a clinical trial', rather than 'Octopus'.

Lab equipment

£<any amount> could go towards laboratory equipment for dedicated scientists who are exploring new ways to protect nerves and repair myelin.

Your gift could play a key role in the development of treatments that slow down or stop progressive* MS, transforming the lives of thousands of people.

*if you feel it's appropriate for your audience, you can remove the word 'progressive'.



MRI Scans

Open

£<XX> could go towards MRI scans for people with MS who are taking part in a clinical trial.

Your gift could help researchers measure the effect of a potential treatment for MS and increase their understanding of the condition.

*Because the cost of an MRI scan is expensive, you could use any figure with the above wording, although figures above £50 are preferable.

Specific

£374 could fund an MRI scan for a person with MS who's taking part in a clinical trial.

Your gift could help researchers measure the effect of a potential treatment for MS and increase their understanding of the condition.

Drug creation

Open

£<XX> could help create tablets for a clinical trial like Octopus.

Your gift could help test whether potential treatment for progressive MS are safe and effective.

*Because the cost of creating drugs for one person is expensive, you could use any figure with the above wording, although figures above £50 are preferable.

Specific

£555 could fund the creation of all the drugs needed for one person with progressive* MS who is taking part in a clinical trial / the Octopus clinical trial.

Your gift could help test whether potential treatment for progressive MS are safe and effective.

*If you feel it's appropriate for your audience, you can remove the word 'progressive'. This is especially relevant when you talk about 'a clinical trial', rather than 'Octopus'.



Key statistics

We estimate

Over 150,000 people
are living with MS in the UK.

6 in 10 (64%)

people with MS* who need support to help them keep active are unable to access it.

We estimate

Around 137 people
are diagnosed with MS in the UK every week.

6 in 10 (60%)

people with MS* who need mood and emotional support are unable to access it.

We estimate

Around 87,000 people
are living with progressive MS in the UK.

8 in 10 (84%)

people with MS* who need cognitive support are unable to access it.
Cognitive support typically focuses on helping people with their memory, attention, decision making, problem solving and other aspects of thinking.

*These stats are from our My MS My Needs 2022 report, which was published in April 2023.

Key statistics

A third (33%)

of people with MS** say they're either struggling or really struggling on their current income

2 in 5 (40%)

people with MS** are currently having to borrow money in one way or another to make ends meet, including those who are working.

Nearly

1 in 4 (27%)

people with MS** are worried about being able to afford food.

Less than a third

of people with MS*** have been offered a treatment for fatigue as part of their routine care.

This is despite **90% of people** reporting fatigue as a symptom of their MS.

1 in 4 (23%)

people with MS** are worried about affording medication, therapies or treatments.

**These stats are from our 2022 Breaking Point campaign.

***This stat is from a 2022 study which used information from the UK MS Register.

Communications guidance

Below are some key points to remember when producing communications to support the Stop MS Appeal in its final year.

Also, please refer to the MS Society's [guidance on talking about MS and our work](#) and [style guide](#).

Get to the point you're making quickly.

Try to use short sentences

(Average sentence length of 12 words. Avoid sentences longer than 21 words).

However, for direct mail communications, it's okay to use longer sentences: up to 15 words for online content, and up to 24 words for offline content.

Explore one idea in a paragraph. Add subheadings.

(helps with context and memory).

Use common words instead of unusual or complicated ones.

Use the active tense over the passive tense, wherever you can.

For example, **You are funding world-leading research**, rather than, **World-leading research is being funded by you**.



Specific messaging for
MS Society's internal teams
and other people who
speak on our behalf

How to use the messaging

We've worked closely with teams from the MS Society to develop the messaging in this section.

Where appropriate, it can be used word-for-word. But, in most cases, you'll need to tailor the messaging for your specific audiences and objectives.

If you do this, please stick to the narrative and core messaging as closely as possible.

We've also developed messaging for people who do not work for the MS Society, such as ambassadors and volunteers.

When you pass on messaging to these people, please ask them to stick to it as much possible. This will help to increase the accuracy and consistency of messaging relating to the Stop MS Appeal in its final year.

Please remember

If you have a question about the messaging ...

contact Laura Nash, Individual Giving Manager, at laura.nash@mssociety.org.uk

If you talk about a research project in a communication ...

contact the Research Communications Team at researchcommunications@mssociety.org.uk
They can help to make sure your messaging is up to date and accurate.



MS ambassadors and community

If you do pass on the below messaging to any of our ambassadors or members of our community, please ask them to stick to it as much possible. This will help to increase the accuracy and consistency of messaging relating to the Stop MS Appeal in its final year.

Key information

- The MS Society launched the Stop MS Appeal in 2015 with a £100 million target.
- The aim of the Appeal was to revolutionise the treatment of progressive MS. This is a type of MS where disability gradually gets worse.
- Over the past 10 years, major advances have been made in finding potential treatments for progressive MS.
- We are in the middle of an MS treatment revolution.
- Now, in the final year of the Stop MS Appeal, we must build on the remarkable progress that's been made.
- Tens of thousands of people with progressive MS and their loved ones desperately need treatments.

Key call to action messages

- Join the MS treatment revolution in the final year of the Stop MS Appeal.
- Your support can drive forward the revolution towards life-changing treatments.
- You can help slow down or stop progressive MS in its tracks.
- Let's reach £100 million and turn world-leading research into life-changing treatments.

MS ambassadors and community

Potential social media post

The treatment revolution for progressive MS is here. Now, your support can drive it forward to treatments that thousands of people desperately need. Join the revolution in the final year of the Stop MS Appeal. Give a vital gift to the MS Society.

246 characters

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Storytelling designed to make a difference

yarn-creative.com