



Overcoming
MS



WORLD'S BIGGEST BRUNCH FOR MS



16th-18th October

Please join in!



WORLD'S BIGGEST BRUNCH FOR MS

Social Media Resources

16–18 October 2026

The campaign

Overcoming MS is bringing people together from 16–18 October 2026 for the World's Biggest Brunch for MS, with a goal of bringing together **1,000 people** across the world for a weekend of food, friendship and fundraising. People can host a brunch, lunch, coffee morning, picnic or bake sale, invite friends and family, and raise donations to help more people realise it's possible to live well with multiple sclerosis (MS).

What we're asking you to do

- Support the campaign by sharing a post or Story with your audience.
- If possible, share a photo or short video of a favourite brunch dish, recipe or treat. Check out our healthy recipes [here](#).
- Tag Overcoming MS and use the campaign name so we can reshare your content.
- Invite your followers to take part between 16–18 October 2026 and share the campaign with them.

Suggested social copy

Option 1

I'm proud to support @OvercomingMS and the World's Biggest Brunch for MS. 🍷

From 16–18 October, people around the world will be coming together over good food, friendship and fundraising to support people living with MS discover that living well is possible.

Find out more and sign up: <https://overcomingms.org/fundraise/worlds-biggest-brunch>

#WorldsBiggestBrunch2026 #BrunchForMS #OvercomingMS

Option 2

There's something special about sitting down with the people you love, sharing good food and having time to catch up. 🍷 🍷

That's why I'm really pleased to be supporting @OvercomingMS and the World's Biggest Brunch for MS this October – a fundraising campaign bringing people together over good food, friendship and fun to help more people with MS discover that living well is possible.

From 16–18 October, I'd love to see as many people as possible getting together for their own brunch, lunch, coffee morning, picnic or bake sale – however you like to bring people together!

It's a lovely excuse to spend time with friends and family while helping make a difference.

If you'd like to join in, you can find out more and sign up here:

<https://overcomingms.org/fundraise/worlds-biggest-brunch>

#WorldsBiggestBrunch2026 #BrunchForMS #OvercomingMS

Option 3

Who's up for a brunch? 🍇 🍩 🍓

From 16–18 October, the World's Biggest Brunch for MS is bringing people together around the world – and I'm delighted to be supporting @OvercomingMS.

So, gather your favourite people and make it your own! Whether it's a brunch with friends, a coffee morning with family or a bake sale for your community, there are so many ways to get involved.

Together, we can help more people with MS discover that living well is possible.

Get involved: <https://overcomingms.org/fundraise/worlds-biggest-brunch>

#WorldsBiggestBrunch2026 #BrunchforMS #OvercomingMS

Assets/resources

All assets and resources can be accessed [here](#).

Story / Reel text ideas

- I'm supporting the World's Biggest Brunch for MS
- 16–18 October 2026
- Good food. Great company. A brilliant cause.
- Get your friends & family together and take part
- Sign up: overcomingms.org/fundraise/worlds-biggest-brunch

If you're creating your own food content

- Film a quick recipe or plating video and mention the campaign in the opening or closing frame.
- Share a favourite brunch dish and invite followers to recreate it while fundraising. You can find healthy recipes [here](#).
- Post a photo around the brunch table with a simple campaign message.
- Use the campaign dates: 16–18 October 2026.

Useful links & tagging

Campaign page: <https://overcomingms.org/fundraise/worlds-biggest-brunch>

Suggested accounts

Instagram: [@OvercomingMS](#)

Facebook: [Overcoming Multiple Sclerosis](#)

LinkedIn: [Overcoming Multiple Sclerosis](#)

Suggested hashtags

#OvercomingMS #WorldsBiggestBrunch #BrunchForMs

A note for collaborators

If you're sharing on Instagram, you can invite Overcoming MS as a collaborator so the post can appear on both profiles

Step-by-Step:

1. Start a new post or Reel

Tap the + icon and choose *Post* or *Reel*.

2. Upload your content

Add photos/videos and tap **Next** until you reach the final screen.

3. Tap "Tag People"

Located under the editing options.

4. Select "Invite Collaborators"

This is different from regular tagging.

5. Search and add up to 5 collaborators

Both public and private accounts can be invited, but private accounts can only invite followers.



A purple teapot with a white flower on its side is hanging from an orange string in the top left. A small orange heart and a blue star are also in the top left area.

Thank You

for taking part in the

A small orange heart and a blue star are on the right side. A wavy orange line and another blue star are on the bottom left.

WORLD'S BIGGEST BRUNCH FOR MS

