



Thank you for being a part of our Walk to Cure Scleroderma! This event not only brings our community together but is an important catalyst for raising funds that allow us to support scleroderma patients and make sure that research continues to move forward. If you want to make an impact on this cause, you can become a fundraiser in just a few easy steps. Every dollar raised is important! With your help we can continue this important work and improve the quality of life for those living with scleroderma while we fight for a cure.

**“Online fundraising for our annual walk is an easy way for me to make an impact on this cause. It allows me to reach out to all of my friends and family and ask for their support. Each year I try to increase my fundraising goal!”**

— Franny K. Highland Park, IL



# HOW TO FUNDRAISE

## INCREASE YOUR IMPACT



Sign up at [StopScleroderma.org/walk](http://StopScleroderma.org/walk). Personalize your fundraising page with photos & your message.



Tell your story of why you're invested in the cause and driven to find a cure!



Lead by example. Make a personal gift on your walk page.



There's power in numbers! Gather supporters and start a walk team!



Post your fundraising link online! Social media can be a powerful catalyst for change!



Ask your employer. Your company may want to donate or sponsor the cause.



Set up a series of small, but frequent fundraising goals. \$100 is a great start!



Who might want to help? Ask 10 friends to donate \$10 and just like that you've raised \$100.



Give thanks to your supporters. Showing appreciation is key to any fundraising effort.

## SAMPLE ASK

It may be difficult to know what to say to loved ones, coworkers, and people you're trying to rally to the cause. Try this sample language to get you started. Make sure to personalize it and tell people why this cause is important to you.

*This year, I've got a goal — I want to help find the cure for scleroderma, a disease that has greatly affected [ME/MY FAMILY/A LOVED ONE]. [INSERT PERSONAL STORY HERE]. To do that, I need your help. Please consider making a donation to help me reach my fundraising goal of [\$ Goal]. YOU CAN DONATE AND SEE MY PROGRESS AT [LINK TO PERSONAL SITE]. Thank you for your support!*

# FUNDRAISING WORKSHEET

## TURNING YOUR PASSION INTO ACTION



### GETTING STARTED

#### FIRST STEPS TO FUNDRAISING SUCCESS

- 1 Register for the walk in your area at [StopScleroderma.org/walk](http://StopScleroderma.org/walk)
- 2 Set a personal fundraising goal: \$ \_\_\_\_\_
- 3 Create your team name: \_\_\_\_\_
- 4 List 3 people to join your team: 1 \_\_\_\_\_  
2 \_\_\_\_\_ 3 \_\_\_\_\_
- 5 Set a team fundraising goal: \$ \_\_\_\_\_
- 6 List first 3 people to ask to donate: 1 \_\_\_\_\_  
2 \_\_\_\_\_ 3 \_\_\_\_\_

### FUNDRAISING IDEAS

#### CHECK OFF EACH IDEA YOU'D LIKE TO IMPLEMENT

- Ask for a company match
- Create a team
- Share the walk on social media
- Post a flyer at work
- Email friends and family
- Host a fundraising event ahead of the walk
- Create a Facebook Fundraiser
- Add my fundraising link to my email signature
- Ask 10 people for a donation
- Donate to my team page
- Send handwritten letters

### ACTION STEPS

#### LIST THE FIRST 3 THINGS YOU'LL DO TO HELP REACH YOUR GOAL

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

### FUNDRAISING TIMELINE

PUT YOUR PLAN INTO ACTION BY FOLLOWING THIS SAMPLE TIMELINE

