



walk WITH US TO CURE LUPUS



LUPUS RESEARCH ALLIANCE FUNDRAISING GUIDE

Ways to Get Involved and Support the Lupus Research Alliance

Fundraising for the Lupus Research Alliance is easy, empowering and fun. There are many ways for you to get involved and help us find a cure for lupus. 100% of all donations received by the Lupus Research Alliance from your fundraising efforts will go to support lupus research programs because the Lupus Research Alliance’s Board of Directors funds all administrative and fundraising costs.

Walk with Us to Cure Lupus. The Lupus Research Alliance’s signature national fundraising program **Walk with Us to Cure Lupus** (Walk) began in 2002 with its first Walk in Washington, DC. Today, tens of thousands of volunteers in cities across the country have joined the Lupus Research Alliance’s quest to find a cure for lupus. Friends, families and co-workers share their stories and their spirit, while raising funds for lupus research. To date, the **Walk with Us to Cure Lupus** program has raised nearly \$44 million for lupus research. You can register for a Walk event online at **walk.lupusresearch.org**.

Once you have registered, invite others to join you and form a team!

▶ CONTENTS

- Walk with Us to Cure Lupus 1
- Social Media Fundraising 2
- Fundraising Tips 4
- A-Z Fundraising 5
- Online Tools 11
- Learn From Others 12

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Social Media

You've heard about fundraising through social media a million times and there's a reason for that. It's easy and effective!

Facebook, Twitter, Instagram and other social media platforms keep us connected with our friends and family, while also providing us access to a large network of people that we may not have interacted with in years. Think of everyone in this extended network as potential supporters of your cause. By posting fundraising links to your personal/team pages, you are reaching out to past supporters and making new connections. For example, through social media you may reach an old friend from high school who you haven't spoken to in years and learn that he/she has a connection to lupus. Social media allows you to make these odd connections that simply emailing your close friends and family would have missed. Using social networks helps increase awareness, participation and donations.

► How To Fundraise Using Social Media

Post status updates to your Facebook and Twitter pages to spread awareness, increase interest, and ask for donations. Below are a few ideas on information you can include in your status posts.

Information about your participation in the Walk:

- Team picture(s) from previous walks
- Walk fundraising goal
- Personal story
- Updates on your fundraising progress
- Requests for donations
- Thank yous to donors
- Links to your personal/team fundraising page or to the Lupus Research Alliance Facebook page

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Here are some sample Facebook and Twitter posts you can use to let people know about your participation in the Walk and solicit their support.

Sample Facebook Fundraising Posts

"(Insert city)'s Walk with Us to Cure Lupus is coming up on (insert date), and I'm so excited to be participating! Help me find a cure by donating to my fundraiser below. Thanks to programs like this, research can find a cure for lupus once and for all."

"On (insert date), I'll be walking to find a cure for lupus, and I've been working hard to hit my fundraising goal of (insert goal amount). Raising both awareness and funding are crucial steps towards finding a cure, and I need your help! By donating through my fundraising page below, every dollar you give will go directly to lupus research."

"For the past (insert number) years, I've been walking to support lupus research—and I'll keep walking until a cure is discovered. Help me reach my fundraising goal by donating through my Lupus Research Alliance page below. Your gift will go a long way, because 100% of funds raised through the Lupus Research Alliance Walk with Us to Cure Lupus program goes directly to research!"

"Every year, we get closer to finding a cure for lupus—and so every year, I will keep walking until we finally discover one. If you can't join me for the (insert city) Lupus Research Alliance Walk with Us to Cure Lupus on (insert date), you can donate through my own fundraising page below. Since 100% of every dollar raised goes directly to research, this is one of the best opportunities to give!"

"I'm walking on (insert date) in (insert city) for (yourself, in memory of, in support of) and (my/their) battle with lupus. (They/I) have been fighting since (year diagnosed), and I won't quit walking until research bears a cure. Help (me/them) out by supporting my team and donating through our page below. Every dollar raised through the Lupus Research Alliance Walk program goes directly to lupus research, so your gift will go far in the quest to find a cure."

Sample Twitter Posts

"You can have a direct impact on #lupusresearch by supporting my #WalkWithUs fundraiser! Every dollar raised goes to finding a cure (shortened link to fundraising page)"

"I'm walking on (insert date) for @LupusResearch. Join me in spirit by helping me reach my fundraising goal! (shortened link to fundraising page)"

"Did you know @LupusResearch puts 100% of #WalkWithUs donations to finding a cure? Contribute to #lupusresearch here! (link to fundraising page)"

"This (insert day of week), I'm walking to fight #lupus. Help me win this battle once and for all by donating to my fundraiser (shortened link to fundraising page)"

"Help us find a cure for #lupus! 100% of every #WalkWithUs donation goes to research. Support my team here (shortened link to fundraising page)"

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Fundraising Tips

Set fundraising goals and be ready to reach them. Don't set a huge goal right off the bat, start with something manageable. Your supporters will be excited to help you reach your goal because it's attainable. If you reach your goal or are getting close, you can always keep the momentum going by increasing it.

Tip: Typically the average team has 10 walkers and the average walker raises \$150. Use this formula to set your goal: # of walkers x \$150 = team goal.

Stick to what you know. Stick to what you and your fellow fundraisers know. Whether you're a great baker (host a bake sale), your hairdresser is eager to help out (Cuts for a Cause), or your team members are always up for a game of golf (charity golf tournament), keep it familiar. This will help guarantee success and encourage participation. No matter what, keep it relevant to your supporters. If you don't have an athletic crowd, don't have a cycle-a-thon, and if your supporters are up for trying new things, don't be afraid to mix it up!

Awareness first. Bring awareness first and the donations will follow. People will donate to you because they know you, but what if you just met them? Educate your supporters about lupus, the Lupus Research Alliance and its mission. You can create interest when you explain your cause, and that's the first step to drawing in donors.

Enthusiasm. Enthusiasm! You need to get people to open their ears and their wallets to you. Why should they if you don't seem passionate about the cause? With a passionate and enthusiastic approach to your fundraising efforts you'll gain interest and support for your cause.

Continuity and variety. Remember the events that were successful and use them again the following year. Add new ones, and change up old ones to keep people interested and coming back. People love tradition, but get excited about new and different ways to support you.

Utilize the holidays. Utilize those holidays! Holidays are great for planning fundraising events. Seize the opportunity of supporters having a day or more off and time to be a part of your event.

Say "Thank You." Say thank you. No really, SAY it! While an auto-response email will do the trick, there's more to it than that. Calls and letters take time, but they are very personal and memorable to your supporters. Include a memory of him or her (his/her participation, a story from the event involving him/her, etc.), your personal story (why you're hosting the event, your connection), and a sincere thank you in your communication to your supporter.

Celebrate the success of your team. Take those who walked with you and helped you fundraise to lunch or host a post-Walk party for everyone. During the Walk it's difficult to connect with all your team members and walkers who came to support you, so hosting a lunch gives you the opportunity to say a personal thank you. Lunch can offer a delicious alternative to material thank you gifts. It also allows you to catch up with everyone, provide updates, tell them how valuable they are and how much you truly appreciate all their support.

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A-Z of Fundraising

A

Auctions - You can auction off anything like a prime parking space at work, babysitting services, tax services, lawn care, home cooked dinners, etc.

Art Sales - Have every student in your child's class create a piece of artwork then hold an art sale and invite the parents to bid on the artwork. If you, a family member or a friend is an artist, ask them to create a special piece and auction it off on EBay.

Ask Everyone You Know - Give everyone the opportunity to donate to *Walk with Us to Cure Lupus*. Ask people you meet at work, talk to on the bus, plane or train. You never know when you'll meet someone who either has lupus or knows someone with lupus.

Advertising - Sell logo space on your team t-shirt to local businesses or sell message space to donors to write a message or tribute.

B

Bake Sale - Hold a bake sale at your church or office. Ask your friends to help you bake. Selling whole cakes and pies around the holidays is a great way to raise extra money.

BBQ - Host a barbeque at your house and ask everyone attending to make a \$20 donation.

C

Car Wash - Hold several car washes throughout the spring and summer. It's a great way to get the kids involved.

Concerts - If you know musicians or a band ask them to put on a benefit concert at a local club, hall, block party, etc. Charge admission and donate it to the Lupus Research Alliance.

Casino Night - Hold a casino night in your home. Secure table sponsors, silent auction items and charge an entrance fee.

Cookie Sales - Make extra-large sugar cookies decorated with purple frosting. Sell them at your kids games, the office, church, etc.

Candy Bar Sales - Buy candy bar variety boxes at your local wholesale store and sell them at your kids' games, the office, church, etc.

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Challenges - Challenge another team, company, department or church to see who can raise the most money for lupus research.

Corporate Teams - Ask your boss or human resources representative if you can form a corporate/company team.

Customize Your Webpage - Visit your Dashboard to customize your personal and team webpage. Share your story and add a picture.

D

Dine Out For a Cause - Many restaurants will host a charity night and donate a percentage of sales from that night to your charity. See which restaurants near you might hold a charity night; simply speak to the restaurant manager to find out.

Dance-a-thon/Dance-off - Invite your friends to participate in a dance-a-thon or dance off. Charge an entry fee to participate.

Dunk Tank - Rent a dunk tank and set it up outside your office building. Ask your boss and other executives to spend 15 minutes in the dunk tank. Sell three shots for \$10.

Decorate - Are you crafty and have a good sense of style? Offer to decorate your friends' homes for the holidays for a donation.

E

Email - Send out a fundraising email to everyone you know. This is by far the easiest, quickest and most efficient way to fundraise. Use your Dashboard Email tool to send out your email. Sample emails are already created for you to send through your personal email to all of your family, friends, and contacts.

F

Footprint Sales - Sell Lupus Research Alliance paper footprints for a \$1. Display sold footprints with the buyers name in your office, store, hallway, etc.

Fish Fry - Take pre-orders for a fish fry dinner. Cook and deliver the fish fry dinners to all who bought them.

Food Tasting - Ask all your friends and family to make their best dish and enter it into a food tasting contest. Charge a fee to enter your dish as well as to attend the party. The winner will get bragging rights and a nice prize.

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G

Girls Night Out - Organize a night out on the town for the girls. Hire a limo to whisk you and the girls away for a great dinner, and dancing at your favorite club. Ask the restaurant to discount the dinner or donate a percentage of the bill and ask the night club to waive an entrance fee and maybe buy a round of drinks. Charge each lady a fee to participate.

Garage Sales - Ask all your friends and family to donate items and have a huge garage sale.

Gift Wrapping - Offer to wrap Christmas/Hanukkah gifts for a fee.

Golf Outing - Host a golf outing at a local golf club. Charge golfers the greens fee plus an extra 20% for the Lupus Research Alliance. Ask the golf club if they will donate a percentage of the proceeds as well.

H

Home Parties - Host a jewelry, candle, clothing, home decorating, etc. party at your home and donate the profits to your team.

I

In Honor/Memorial - Ask friends, family, coworkers, and associates to make a donation in honor or in memorial of a loved one with lupus.

Incentives - Offer your team members incentives for fundraising. For example, you could offer to cook dinner for the team member who raises the most money.

J

Jeans Day - Ask your boss to have a jeans day. Each employee makes a \$5 donation and can dress down on a pre-approved day.

K

Karaoke Night - Host a Karaoke party at your house or other venue. Ask everyone to make a donation to sing a song.

L

Lids for Lupus - Ask the school principal to host a Lids for Lupus Day. Each student pays \$1 to wear a hat to school on a pre-approved day.

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Loose Change for Lupus - Set out change jars at various retail stores in your neighborhood, in your office, cafeteria, church, etc.

Lemonade Stand - A great way for the kids, grandkids, nieces or nephews to be involved.

Lunch In - Make and bring your own lunch to work every day for a week or a month and donate the money you would have spent eating out to your Walk effort. Team Captains, encourage your team members to eat in too.

M

Matching Gift - Many companies have a matching gift program. A matching gift is where a company will match a donation made by an employee to an accepted charity. Ask each of your donors to check with their employer to see if they have a matching gift program.

Mow the Lawn - Offer to mow your neighbors, family, and friends' lawns for a donation to your Walk effort.

Morning Coffee - Pick a week or a month and bring your coffee from home instead of buying your coffee out. Donate what you saved to your Walk effort. Team Captains, encourage your team members to do the same.

Mail - Mail an old fashion fundraising letter. Tell the story of why you're walking, what your goal is, and how the reader can make a check payable to the Lupus Research Alliance. Be sure to include a stamped, self-addressed return envelope to make it easier for your supporter to make the donation.

N

National Holidays - Host a Memorial Day, Fourth of July or Labor Day party and ask everyone who attends to make a donation.

O

Office Ice Cream Party - Host an ice cream social at lunchtime. Recruit top managers in your company to serve ice cream to those who make a donation.

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P

Percentage of Sales - Ask a store/company if they would donate a percentage of sales for a particular day to finding a cure for lupus.

Pancake/Waffle Breakfast - Host a pancake breakfast at your place of work or your church. Don't have a kitchen at your office, just ask coworkers to bring in electric griddle pans, pre make batter and pour it into pitchers. Make it even better by adding sausage and fruit.

Personal Donation - Show your commitment to finding a cure for lupus by making your own personal donation.

Personal Fundraising - Be sure to do your own fundraising by sending out a fundraising email, and asking for support on social media sites like Facebook and Twitter.

Premier Night - Host a party for your favorite TV show when it premieres for the season.

Purple Ribbons - Make purple ribbon pins and sell them to your coworkers, church members, book club group, etc.

Q

Quilting - Get all your friends together and make a quilt(s). Sell the quilt using an auction website or social media.

R

Recurring Donation - Ask your friends and family to consider making a recurring donation each month.

S

Self-Donation - Be sure to show your commitment to finding a cure for lupus by making a significant donation to your Walk effort. It doesn't matter if you donate \$10 or \$100 as long as it's a meaningful donation for you.

Social Media - Reach a bigger audience by using Facebook, Twitter, and Instagram. Make regular posts to your social media pages asking people to support you in the Walk. Be sure to tell your story of why you're walking, what your goal is, and why you chose to support the Lupus Research Alliance.

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Spaghetti Dinner - Host a spaghetti dinner at your church and ask each person to make a donation.

Sponsor - Ask your employer if they'd be willing to become a Corporate Sponsor for the Walk. Contact your Lupus Research Alliance fundraising representative for the corporate sponsorship opportunities for your local Walk and tips on how to make the ask. If they can't sponsor the Walk, maybe they'd be willing to sponsor your team.

Season Finale - Host a party for the season finale of your favorite TV show. Ask all guests to make a donation.

Scrapbooking Party - Host a scrapbooking party at your house or church. Provide ideas, materials and inspiration. Be sure to have food and drinks too. Charge a donation to attend.

T
Team T-shirt - Create a colorful t-shirt for your walk team. Give a shirt to each member of your team as a thank you for walking. Make extras and sell them to raise money for your team.

Thank You - Be sure to thank everyone who made a donation to your Walk effort. You can send an email thank you through your Dashboard, thank them on social media and/or send a thank you card. Don't forget to thank your team members for their support and fundraising efforts. The more you thank them the more likely they are to return next year.

U
University/College - Hold a fundraising event on campus. Sell the paper footprints, collect change, host a mini walk, or other event.

V
Vacation Day - If you are walking on a company team ask your boss to donate a vacation day to the person who raises the most money or auction off the extra vacation day.

Vacation Time Share - If you have a vacation time share or vacation home consider auctioning it off to raise money for research.

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W

Walker Fundraising - Be sure that each of your team members has made their own donation and is conducting their own fundraising campaign.

Wedding Favors - If you're getting married consider making a donation to the Walk on behalf of each guest and provide them with a donation card as your favor.

X

X-mas - Make holiday center pieces, wreaths and tree decorations to sell.

Y

Yoga - Ask your yoga instructor/studio to host a yoga class and donate the fee to your Walk effort.

Z

Zoo Day - Plan a trip to the zoo. The cost for each participant will cover the entry fee and a donation.

A-Z of Fundraising

Contact your Regional Lupus Research Alliance Fundraising Staff if you have any questions about fundraising for the *Walk with Us to Cure Lupus*
lupusresearch.org • 866-925-5257

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Online Tools Available

All Walkers will have access to online tools to help them be successful fundraisers. Here are some of the tools available.

Personal Fundraising Page: Once registered you will have a personal fundraising page that you can customize with your own photo and story about why you are walking. This page also tracks fundraising progress. When asking for donations, give people the link to your personal fundraising page so they can make a secure online donation directly to you and your fundraising goal.

Team Fundraising Page: A team fundraising page is available to registered Team Captains in addition to their own personal page. This fundraising page allows the Team Captain to customize a fundraising page for the entire team and track team fundraising progress. The Team Captain can post why he/she formed the team, how people can join the team and the reason for fundraising for the Lupus Research Alliance.

My Dashboard: Dashboard allows you tools to help you maximize your fundraising efforts. You will receive your login information for your Dashboard after you have completed the registration process. Below is a list of key features you will find in the Dashboard.

Email: Dashboard's email feature allows you to send out fundraising emails to your contacts. You can use one of the template emails provided.

Updating Your Fundraising Goal: The most successful walkers set a fundraising goal at the very beginning. Set a manageable goal and let people know how they can help you achieve it. You can always adjust your goal as necessary.

Customizing your Personal Fundraising Page: Share your story with potential supporters. Let people know why you are participating in the Walk and why the work of the Lupus Research Alliance is important to you.

Customizing your Team Fundraising Page: If you are a Team Captain you will have access to customizing the Team Walk page. Describe your team and how people can join it and make a donation.

Tracking Fundraising Progress: Keep track of your fundraising progress. This feature allows you to keep tabs on who has donated to your personal page and how far away you are from reaching your goal. Make sure to thank all those people who have supported you by using the email feature described above.

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Learn from Others

Here are some additional tips and words of wisdom from our top Walk with Us to Cure Lupus fundraisers.

"It's wonderful that individuals are prepared to walk ... but it's raising money that will help to one day find a cure for this disease," shared Marie. "Up until the Walk, I encourage everyone to tap into all of their resources and fundraise, fundraise, fundraise." -*Marie Alexander, Washington, DC Walk*

"I put the link for the Walk on my Facebook page and I could not believe at the amount of people that clicked on it and donated. I mean, it's my first Walk and I raised over \$800!" -*Denise Cartagena, New Jersey Walk*

"My family, my friends, every year we get more and more people to come to the Walk with Us, which is really exciting. We look forward to it and talk about it all year long." -*Sue Myrick, Boston Walk*

"Everybody [on my team] has to do some type of fundraising in order for us to find a cure. There are all different types of ways to raise money, but you just have to go out and ask people. My mother-in-law, she's 80 years old, what she does is she sets up a jar in the lounge and all of her co-workers drop all their change in the jar. She raised \$500 in one year, just from dropping change in that jar." -*Angie Hudnell, Washington, DC Walk*

"One of my coworkers, he sells empty bottles and cans to redeem them and he gives me the money to give to lupus research. Then I started going in the neighborhood, in my neighborhood, collecting empty bottles and cans, so now my neighbors know me as the bag lady and I use that money to donate to the Lupus Research Alliance." -*Lucinda Lucas, New York City Walk*

Lori engages the help of a sidekick. Juni (aka Naked), her Yorkshire Terrier, is part of Lori's fundraising performance. Here's how it goes: Juni wears a "My name is Naked" T-shirt and Lori strikes up a conversation with a stranger. Then, in her inimitable way, she offers the person a chance to be photographed – walking Naked for charity! -*Lori Newman, New York City Walk*