

## FUNDRAISING GUIDE:

Congratulations on joining **Team Make Your Mark!** There is magic that happens when you run or walk for something bigger than yourself while raising money for a cause that is important to you. The key to success is getting started and asking everyone you know to support you. People love to support causes that their friends and family care about. Start telling your story TODAY and keep going until you have crossed the finish line.

Here's how to make it happen!

**STEP 1: PERSONALIZE YOUR TEAM MAKE YOUR MARK FUNDRAISING PAGE:** Include your fundraising goal, race details (date, location, distance) and your WHY – why are you Making Your Miles Matter to help end lupus.

**STEP 2: GET THE WORD OUT WITH EMAILS, SOCIAL POSTS, TEXTS.** Without question, personal outreach to your network is the most successful way to fundraise. Don't forget to include:

**What you are doing:** Share about the event you are taking on, what it will take to cross the finish line and when/where the race will take place.

**Why are you doing it:** Be sure to include your personal connection to lupus and why this is important to you.

**Your fundraising goal:** Don't be afraid to aim high! Our team events have a minimum commitment of \$1,250 (\$500 for 5K/Choose Your Own) but we encourage you to strive for the maximum and reach to go above and beyond!

**Your fundraising deadline:** People respond to dates and deadlines. If you have more than 3 months until your race, start with a "help me reach my goal by date." Pick a date that is 1-2 months away to create a sense of urgency.

**Your fundraising link:** Include your personal link whenever you reach out to your network or share your story. Read more about how you can link your fundraising page directly to Facebook [HERE](#).

**Make it visual:** Include pictures when you can, especially on social media!

**STEP 3: COMPILE YOUR LIST.** Make a list of who you will reach out to for support and donations. Think about everyone you know! You know more people than you think. Here are a few groups to think of to help you get started: Family members, friends, colleagues/ co-workers, neighbors, fellow club members, classmates, service professionals (such as doctor (s), lawyer, accountant, etc).

**STEP 4: FOLLOW UP!** Send emails AND post on social media at least 2-3 reminders as you prepare for race day. Remind people how to donate, your motivation, training updates and milestones, and of course, a thank you. An extra special touch is a personal thank you to each donor with a picture of you on race day.

**STEP 5: DETERMINE IF YOU WILL ADD IN ANY ADDITIONAL FUNDRAISING TACTICS:** While an email + social + text campaign is the most tried and true method for fundraising success, you may consider additional activities such as a fundraising event which could be a party, bar night or other special event. Learn more about how to plan a fundraising event [HERE](#).

**STEP 6: HAVE FUN!** Remember what this race is all about – Making your Miles Matter to End Lupus! Enjoy the process and have fun!

Have questions and/or need additional support? Contact Stacey at [clark@lupus.org](mailto:clark@lupus.org).