

MAKE YOUR MARK!™

for Lupus Foundation of America

Frequently Asked Questions

What is Make Your Mark?

Make Your Mark™ is the Lupus Foundation of America's community fundraising program - a way to turn an event into a fundraiser for lupus. Use your passion to raise funds for lupus through an in-person or virtual event, special occasion, athletic competition, race or challenge, or whatever you have in mind.

How do I get started with Make Your Mark?

Once you have your event in mind, you can register the event through our Make Your Mark platform: lupus.org/makeyourmark. If you don't have a date or location yet, no problem! Contact your Make Your Mark staff with that information once you do.

What is the difference between creating an event page and creating an individual page for Make Your Mark?

If you create a Make Your Mark fundraising event, you are the event host. As the host, you are the event organizer, and all event decisions and event execution are up to you. Others that promote, raise funds or awareness for the event can create an individual page as part of the Make Your Mark fundraising event. All donations from individual event pages will be part of the overall total for your Make Your Mark event and be displayed as a total on the main Make Your Mark event page.

Will the Make Your Mark staff be able to help me organize my event?

When you sign up with Make Your Mark, you commit to organizing, implementing, and managing your own event. We are here to provide tips and guidance on the planning process.

Can the Lupus Foundation of America (LFA) assist in covering costs associated with my event? Unfortunately, the LFA does not have the funds to pay any costs associated with third-party events. To keep your expenses down, consider asking local businesses for in-kind donations in exchange for advertising on your fliers, brochures, letters, t-shirts, and other event materials.

The Make Your Mark staff can provide a letter verifying your intent to raise funds for the Lupus Foundation of America to assist with solicitation of in-kind donations such as food, beverages, and raffle items.

How do I collect funds and what do I do with them once I have them?

Make Your Mark event hosts are encouraged to use their Make Your Mark fundraising website when possible, for donations. If event expenses are incurred and need to be deducted from funds raised, including but not limited to registration fees raised through the Make Your Mark event, funds must be collected prior to adding donations to the Make Your Mark website or submitting them via check to LFA. Any donations should be submitted via your Make Your Mark page within 30 days of your event concluding.

Any check donations should be made out to Lupus Foundation of America with Make Your Mark and your name in the memo and mailed to: The Lupus Foundation of America, Attn: Make Your Mark, 2121 K Street NW, Suite 200, Washington, DC 20037 within 30 days of receipt.

Only donations made directly by the donor to the Make Your Mark page or LFA by check are eligible for a tax receipt. If funds are collected from others and the host submits them to LFA on their behalf, these funds are considered the personal donation of the host and receipts will be issued accordingly.

Please refer to the Make Your Mark Guidelines for more information.

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Can I get reimbursed for event expenses?

LFA does not cover or reimburse expenses from Make Your Mark fundraising events. The host may be reimbursed for costs and expenses only from the host's individual bank account.

Upon creation of the Make Your Mark fundraising event, the host is encouraged to record all costs, expenses, and estimates of donated goods/services into an expense tracker (spreadsheets and google docs are great!) to determine the tax-deductible amount for expenses incurred from the amount raised and funds donated.

The host is required to maintain adequate records of revenue and expenses for tax purposes.

Please refer to the Make Your Mark Guidelines for more information.

Can LFA provide materials for my event such as signage and brochures?

There are printable materials available for downloading in your Make Your Mark Toolkit (bottom of the page). This includes facts sheets about lupus and the LFA, a printable flier/poster you can use for your event and a variety of logos/digital elements you are able to use.

Additionally, LFA provides up to 5 tear-off banners for each Make Your Mark event. Please let the Make Your Mark staff know how many you would like and where to send them.

Can I use the Lupus Foundation of America logo in any promotion for my event?

Make Your Mark participants should only use the Make Your Mark logos available in the Make Your Mark toolkit (bottom of the page) in accordance with the Make Your Mark logo guidelines. Make Your Mark logos may not be altered or used for any other purpose. LFA does not otherwise permit use of its logo for a fundraising event.

When referencing and promoting your Make Your Mark event, the LFA name cannot be used without the addition of "for the benefit of," "benefiting," "supporting, or "raising funds (and awareness) for," the Lupus Foundation of America."

Can a Lupus Foundation of America Representative attend the event?

LFA staff members and ambassadors love attending Make Your Mark events, however due to potential health risks, travel costs, and schedules, it is not possible for us to have a representative at every event. If a Make Your Mark host requests our presence and provides details of the event at least 8 weeks in advance, we will do our best to try to get a representative to attend, though we can never make any promises. We are always happy to provide a letter of acknowledgement that can be read at your event.

Do you have additional questions? If so, please contact your LFA Make Your Mark staff contact for assistance.

The Lupus Foundation of America is a charitable organization with tax-exempt status granted under Section 501(c)(3) of the Internal Revenue Code. Our mission is to improve the quality of life for all people affected by lupus through programs of research, education, support, and advocacy.

The work of the Lupus Foundation of America would not be possible without your efforts. Thank you for Making Your Mark on lupus.