



Tips for Fundraising in the time of COVID-19

Although we are all going through challenging times, you may find that some donors are going to pull back on giving. However, there will be others who step up during this time as they truly want to help and understand the need to support the vital work of the foundation.

The Sjögren's Foundation Mission:

- Support Sjögren's patients and their loved ones through education, resources and services
- Provide credible resources and education for healthcare professionals
- Serve as the voice for all Sjögren's patients through advocacy and awareness initiatives
- Lead, encourage and fund innovative research projects to better understand, diagnose and treat Sjögren's

We also encourage you to visit (and/or share) two great resources on our website:

Visit: <https://www.sjogrens.org/about-us/our-impact> to see the Foundation's Annual Impact.

To read about the activities the Foundation has been doing during this crisis, visit:

<https://www.sjogrens.org/news/2022/coronavirus-the-sjogrens-foundation-updates>

Make a list of those you are comfortable reaching out to. Be sensitive about who to ask at this time, given their individual circumstances. Start with people you are close with, as they are more likely to support our cause because they care about you. [Click here to see the tool "Who do you know?" for ideas](#)

- Friends/Family/Co-workers
- Past Supporters/Donors
- Your Healthcare Providers
- Businesses you frequent

Prepare your communication: It is okay to bring up the pandemic – you can acknowledge that we are all dealing with it and learning to navigate our lives accordingly.

- Set-up your personal Walk fundraising page - Be sure to share your story (then share your page link). [See Sample Walk Page here](#) from Jessica Levy, Director of Fundraising, who lives with Sjögren's.
- Write an awareness and fundraising letter. For a sample letter contact jlevy@sjogrens.org
- Mention your struggles with living with Sjögren's (if you are comfortable doing so).
- Communicate through various means such as letters, emails, texts, phone calls or social media
- If you do a standalone Facebook Fundraiser, let Jessica know, so the funds get applied to your walk page

Additional Tips

- Inform your potential donors about what the Foundation has been doing to fight for Sjögren's patients. <https://www.sjogrens.org/living-with-sjogrens/family-friends-information>
- Remember that people want to make a meaningful difference and support you.
- Always thank people for helping or even just learning about Sjögren's and considering your request.
- Ask your employer if they match gifts or have your donors ask their employers to double your donation.

For more tips or personalized coaching, contact Jessica Levy: jlevy@sjogrens.org or at 301-530-4420 ext. 218