



WALKER FUNDRAISING GUIDE



Now that you have decided to get involved in the Walk for Sjögren's you may be wondering where to begin with your fundraising efforts. This packet will help answer your questions and get you started on your quest to raise funds for the Foundation. We truly appreciate your willingness to help raise funds that will impact the Foundation's ability to continue its research and awareness efforts. We are also happy to help however we can in your personal efforts. Inside you will find information on:

- 1** Creating your own fundraising webpage
- 2** Starting a team; joining a team
- 3** Conducting an outreach campaign (send emails, letters, post on social media, etc.)
- 4** Information about Sjögren's & the Sjögren's Foundation
- 5** Organizing a special event fundraiser
- 6** Frequently asked questions

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CREATE YOUR OWN FUNDRAISING WEBPAGE

There are many advantages to using a fundraising page.

Raising funds with your personal fundraising page helps you reach more people more easily and enables them to donate from anywhere in the world simply by using a credit card. This helps you get more donations with less work. The donations are then automatically processed for the Foundation. This saves you the effort of collecting checks manually and having to mail them to the Foundation. Additionally, thank you notes, and tax acknowledgements are sent to each donor automatically via email. It is also very easy to share your page via social media.

The pages are a very personal and fun way to connect with your friends, family, and colleagues to tell them about your efforts. It can also serve as a hub for your supporters to monitor your efforts online as well as a way for you to monitor your fundraising efforts by seeing who has donated. In addition, you can add offline donations to your page to see the exact total of the funds you've raised.

Register for the Walk:

- **Your first step as a Walker is to register.**
- **Visit events.sjogrens.org and find your walk.**
- **Click on the Register button.**
- **Select, start a team, join a team, or register as an individual.**
- **Enter necessary information.**

Set up your webpage:

- **Customize your page with photos and personal stories. Add Why You Walk and how you are Stronger than Sjögren's, if desired.**
- **Send your page link to your friends, family members, and as many people that you are comfortable reaching out to who you know. (Send via email, flyer via mail, and/or social media.)**

Start Fundraising

If you have any questions on setting up your fundraising page please contact Jessica Levy, at jlevy@sjogrens.org or (301) 530-4420 ext. 218.

Tips for online fundraising



Tell your story.

Not sure how to start? Try answering these questions in your personal message on your fundraising page:

- Why are you fundraising?
- Why is this cause important to you?
- What impact will each donation make?
- Why are you walking for Sjögren's?

Set a fundraising goal.

Donors want to see their friends succeed. Some may even donate again if they know you are close to your goal.

1. Set a fundraising target when editing your fundraising page
2. Give updates on the status of your fundraising goal
3. Raise your goal once you reach it. Then update your donors again
4. The average participant raises \$250.

Add a picture.

Add image that speaks to your donors (i.e.: photo of you, who your donations support)

Tell your contacts.

Share your fundraising page with family, friends, colleagues, neighbors, your church groups, or anyone in your community.

Create a Facebook fundraiser from your Walk Page participant center (Please note that fundraising through FB is temporarily unavailable. Hopefully, it will be back soon.)

Click 'Connect Fundraiser to Facebook' and follow a pop-up to login and allow access to your Facebook page. All money earned through this fundraiser will automatically be added to your walk totals (if you initiate it from your walk page).

Thank your donors.

The online fundraising platform automatically emails a "thank you" message to your donors. When editing your fundraising page, personalize it. Tell donors what it means to you or how their donation is helping your nonprofit.

Keep sharing.

Send updates on your fundraising. Share your stories about challenges and achieving milestones makes donors feel a part of your fundraising efforts. Who knows - you may inspire some donors to join your team or advocate for your efforts?

And remember donors contribute because...

- they know you and want to support you.
- your nonprofit resonates with them.
- they're amazed by your fundraising efforts or the event you are tackling.
- they can see the direct impact their donation makes.

If fundraising is daunting to you and/or you are experiencing a challenging time, try these additional tips:

- Remember that people want to make a meaningful difference and support you.
- Let them know you hope they will consider supporting your efforts with a donation, but if this isn't a good time for them, you appreciate them learning about this disease, as so many people have Sjögren's, and they don't even know it.
- Inform your potential donors about what the Foundation has been doing to fight for Sjögren's patients.
 - Share the Foundation's Annual Impact: <https://sjogrens.org/about-us/our-impact>
 - Show the Family/Friends support page: <https://www.sjogrens.org/living-with-sjogrens/family-friends-information>
- Remember, it doesn't hurt to ask. Also, if you don't ask, you won't get.
- Always thank people for their support and 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 their donation.

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START A TEAM or JOIN A TEAM

Participating in the Walk for Sjögren's is a wonderful experience but forming or joining a team can make it that much more rewarding. This is a great way to bring family and friends together in the fight against Sjögren's. It also provides everyone with an opportunity to make a difference when a family member, friend or co-worker has been affected by the disease. Forming a team is also a terrific way to raise even more awareness and funds to further Sjögren's research and education. Being part of a team is truly a great way to experience the event. The camaraderie and support you'll feel from the rest of your team is like no other. (Sending a personalized invitation via phone, text &/or email with reminders helps.)

By forming a team and serving as a team captain, your job is:

- **Recruitment.** Recruit individuals to join your team. The more the merrier! Team members can be anyone from family, friends, coworkers, neighbors . . . anyone you can think of! And there is no limit to how big a team can be.
- **Fundraising.** Encourage your teammates to raise funds towards the team goal. Have fun with a little competition to see who can raise the most money or have team focused efforts that has everyone working together.
- **Inspire.** Individuals that join your team and help fundraise are doing it because of you. Share your story with them and why it is so important for everyone to be involved and how much it means to you to have their support.
- **Motivate.** Stay in touch with your team in the weeks leading up to Walk with regular emails and updates on fundraising progress. Be ready to provide solutions to team members who have a tough time asking for donations. Suggest they take their fundraising efforts to Facebook or Twitter.
- **Inform.** Keep your team members up to date on the event details, incentives, and resources.
- **Celebrate.** Celebrate your team's success on Walk Day! Gather your team, enjoy the festivities and energy of the day. And most important Walk for Sjögren's.

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CONDUCT AN OUTREACH CAMPAIGN

Use phone, email, texting, or social media ... whatever works for you to get your word out. Be sure to share the link to your walk page.

What is an outreach campaign?

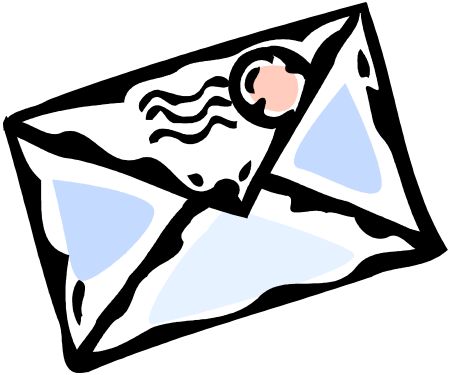
An outreach campaign is one of the most effective ways to let others know what you are doing and how they can help. Some find writing a letter or an email, a personal way to ask for a donation. In your letter/email be sure to explain what you are doing and why a donation is important in helping you meet your goal. Attached you will find a sample letter/email. Feel free to edit the letter to fit your personal style. You can also use the templates available through your walk page participant center.

Who should I ask?

ASK EVERYONE! Friends, family, co-workers, teachers, dentists, dry cleaner.... Go through your address book and consider the places that you do business. Now sit down and write a list. You will be surprised of how many people you will think of.

Some suggestions as to who to reach out to:

- Accountant _____
- Attorney _____
- Cleaning Service _____
- Colleagues _____
- Daycare _____
- Employer _____
- Family _____
- Friend's/Family's Business _____
- Hairdresser _____
- Health Club _____
- Healthcare Provider _____
- Insurance Agent _____
- Neighbors _____
- Old College Roommate _____
- Ophthalmologist / Optometrist _____
- Pharmacy _____
- Primary Care provider _____
- Professor _____
- Real Estate Agent _____
- Rheumatologist _____





Sample Letter

Date

Dear Friend:

Did you know that Sjögren's affects upwards of 4,000,000 Americans and is the 2nd leading autoimmune rheumatic disease in the country? This little known, yet severely disabling disease causes dry eyes, dry mouth, and dysfunction of internal organs, including the kidneys, gastrointestinal system, blood vessels, lungs, liver, pancreas, and nervous system. Patients may experience extreme fatigue, joint pain, and have a higher risk of lymphoma. I know, because I have seen first-hand the devastation it causes and that is why *I'm writing to you for your help*. I decided to Walk for Sjögren's, and I need your support to help raise awareness and funds for the fight against this disease.

YOUR WALK NAME HERE Virtual Walk for Sjögren's will take place on **Saturday, Event Date** from wherever you are starting at 10am. I will be there along with many others, virtually, who support the battle against Sjögren's. Together, we will be raising crucial funds towards life-changing research and educational programs offered by the Sjögren's Foundation.

The Sjögren's Foundation is a national non-profit organization that was founded over 30 years ago to educate patients and their families about living with Sjögren's. Today, they continue their educational mission while also supporting vital research projects that will help make a difference in conquering Sjögren's. In addition, they've helped organize over 65 Support groups all over the country and coordinate numerous Patient Educational Seminars a year that bring together the best physicians in the world to answer questions and inform about the latest breakthroughs and treatments available.

I hope you will consider supporting my effort by **donating**. You can do so by donating on my walk page here **Enter Your Page Link (or shortcut link Here)**. It's fast and secure to do so. **(OR YOU CAN SAY: You can also donate online. Please visit events.sjogrens.org/YOUR WALKS SHORT CUT and search for (Insert your name or team name)**. It's fast and secure and you can see my progress. (Or, if you would like to write a check, please make your check out to the Sjögren's Foundation and remember that all donations are tax-deductible. Please, return your donation to me (or send to the Sjögren's Foundation noting my name and the **XXXX Walk**) as soon as possible so that I will achieve my fundraising goal. **(ADD Foundation Address here if you mention mailing in a check.)**

Thank you so much for your support.

Sincerely,

NAME
Walk for Sjögren's Participant



Founded in 1983, the Sjögren's Foundation is the only national 501(c)(3) tax-exempt voluntary health organization focused on increasing research, education, and awareness for Sjögren's while providing valuable support to Sjögren's patients.

The Foundation's vision and mission statement underscore the Foundation's commitment to supporting all Sjögren's patients while acknowledging the truly complex nature of this disease. The Foundation is honored to serve as the voice for all Sjögren's patients. Our initiatives, programs and overall efforts are first and foremost started, advanced, and expanded with the Sjögren's patient in mind. Additionally, the Foundation brings the voice of patients to the highest levels – to the halls of Congress, primary agencies of the United States Government, leading medical centers, and prominent research institutions. We help patients tell their stories to put a human face on Sjögren's and address the misunderstanding of this complex disease. The Foundation is also proud to serve as the lead organization for Sjögren's worldwide.

In addition, specifically over the past few years and throughout the pandemic, the Sjögren's Foundation is proud to have been a trusted health partner. We continued to provide valuable support and services for all Sjögren's patients while taking immediate actions to connect patients with relevant healthcare information and services to focus on their health and well-being.

The Foundation's 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.

The Foundation's Vision

“Create a community where patients, healthcare professionals and researchers come together to conquer the complexities of Sjögren's.”

Sjögren's Fact Sheet

- Sjögren's is a chronic autoimmune disease in which white blood cells attack and damage the moisture producing glands in a person's body.
- Sjögren's is the 2nd most common rheumatic autoimmune disease in the United States. Affecting as many as four million Americans, Sjögren's is three times more common than better known related diseases such as Lupus and Multiple Sclerosis.
- Sjögren's strikes nearly 1 in every 70 people.
- 90% of Sjögren's patients are women. Most patients are diagnosed in their late 40s however the disease has been recognized in nearly all racial and ethnic groups and in all age groups, including children.
- Sjögren's affects the entire body. Along with symptoms of extensive dryness, other serious complications can include profound fatigue, chronic pain, major organ involvement, neuropathies, and lymphomas.
- Some symptoms a patient may experience include gritty or burning sensation in the eyes; difficulty talking, chewing or swallowing; sore or cracked tongue; dry or burning throat; dry, peeling lips; vaginal and skin dryness; increased dental decay and digestive problems
- Sjögren's can occur on its own or with another autoimmune disease such as lupus, rheumatoid arthritis or scleroderma and 50% of all Sjögren's patients have another autoimmune disease.
- Someone with Sjögren's has a greater risk of developing lymphoma (44 times greater than a healthy individual).
- Sjögren's remains relatively unknown and is often undiagnosed or misdiagnosed. The average time from the onset of symptoms to diagnosis is 3 years.
- A diagnosis can be difficult because symptoms can vary from person to person and may mimic other medical conditions. Additionally, patients may not share all their symptoms with a specific healthcare professional (i.e., telling a dentist about dry eyes, etc.) and symptoms are not always present at the same time, so they are treated individually rather than systemically.
- There is currently no known cure for Sjögren's.
- The Sjögren's Foundation is the only national non-profit organization dedicated to increasing research, awareness, and education.

For more information you can visit www.Sjogrens.org or call the Sjögren's Foundation at (301) 530-4420

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ORGANIZE YOUR OWN FUNDRAISER

Special event fundraisers can be a wonderful way to raise money and help you meet your fundraising goal. Be sure that the cost of the having the fundraiser does not outweigh the revenue it will produce. Some of the best fundraisers require little or no money to have. The fundraising possibilities are endless. Have fun and use your imagination. Below are examples of some tried and true fundraisers.



Bake Sale

Grab some friends and coordinate bakers to make a variety of yummy treats.

Arrange to set up a table at a local grocery store, church, school, etc.

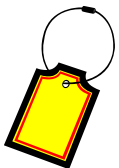
Bold Blue Day

Organize a “Casual for a Cause” day at the office. Participants can pay a fee. (ex. \$3, \$5, etc.) to participate and switch out their typical professional attire for their comfortable jeans.



Dinner Party

If you like to cook and entertain, how about turning a dinner party into a fundraiser? Invite friends and family over for a special meal. Ask each guest to donate.



Yard Sale

One person’s trash is another person’s treasure. Yard sales are a great way to clean out your garage and raise some money. You could also get your neighbors involved and have a neighborhood yard sale.

Matching Gifts

Ask for a Corporate Matching Gift. Ask your company to match the amount of donations you receive from your fellow coworkers. To see if your company will match a gift to the Foundation.



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FREQUENTLY ASKED QUESTIONS

1. What do I do with the checks I have collected?

Checks collected should be mailed to the Foundation office. Be sure to include your name with the checks to ensure that you received credit. The address for the Foundation is:

Sjögren's Foundation – **YOUR WALK NAME HERE** Walk for Sjögren's
10701 Parkridge Blvd, Suite 170
Reston, VA 20191

2. What if someone donates cash?

If someone makes a cash donation you can deposit the cash and write a check for the donated amount.

3. What if a donor wants a receipt for their donation?

The Foundation can mail a receipt to your donor if requested. Just provide us with the name and address of the donor that would like a receipt. If a donation is made on your fundraising webpage, the donor will automatically receive a receipt.

4. What is the money we raise used for?

The funds raised help to support patient services to Sjögren's patients and their families, increase national awareness, as well as provide funding towards cutting-edge research with the hope of improving the lives of Sjögren's patients.

5. Is there a registration fee?

There is no registration fee for Walk. However, we ask every walker to make a personal donation and commit to raising funds in the battle against Sjögren's.

6. Does every walker get a T-shirt?

Every registered participant will receive a T-shirt after achieving the fundraising minimum of \$50.00. There are other wonderful Incentive Prizes awarded for higher fundraising levels. See the walk site to learn more.

Please contact the Foundation office with any additional questions at (301) 530-4420, ext. 218.