



## **Team Make Your Mark Fundraising Guide**

Congratulations on joining Team Make Your Mark! There is magic that happens when you commit to combining a physical challenge with a fundraising challenge. People love to support causes that their friends and family care about.

There are many ways to raise money – but the key to success is getting starting and asking everyone you know to support you. Start telling your story TODAY and keep going until you have crossed the finish line of your chosen event. The following tips will help you to be successful as you aim high in your fundraising efforts.

### **Step 1: Create your personal fundraising webpage**

It's easy, and it's a great way to raise funds. If you have registered with Team Make Your Mark, the next step is to set up your personal fundraising page. You can use the site as is or add your own photos and messaging; then email your contacts a link to your site and watch the dollars start coming in! It is fun and simple to do, and you have dedicated staff available to assist you with setting up your personal webpage.

### **Step 2: Write Your Letter/Email.**

Without question, personal outreach to your network is the most successful way to fundraise. This letter/email should include the following:

- What are you doing? Tell your network about the event you are taking on, what it will take to cross the finish line and when/where the event will take place
- Why are you doing it? Be sure to include your personal connection to lupus and why this is important to you
- Include your goal. Aim high! Our team events have a minimum commitment of \$1250 – but we encourage you to drive for the maximum! That will be different for everyone – but aiming for \$2,500 is a great place to start.
- Be sure to include a deadline for raising your goal – people respond to dates and deadlines.
- Include your fundraising link for your personal page. Additionally, if people want to mail in a donation they can send it to the following address:

The Lupus Foundation of America  
Attention TEAM MAKE YOUR MARK/(include participant name here)  
2121 K Street NW, Suite 200  
Washington DC 20037

### **Step 3: Compile a list of everyone you know.**

You know more people that you realize! You can appeal to your supporters through an email campaign, a letter writing campaign, a fun event...or all three! Below is a thought starter to help you develop a list of everyone you know!

- Family members
- Friends
- Colleagues/co-workers
- Neighbors
- Fellow club members
- Classmates
- Service professionals (doctor, lawyer, accountant, dry cleaner, hair dresser, etc.)

#### **Step 4: Send out your letters/email!**

The sooner you send your email/letter – the sooner you will start seeing donations on your page.

#### **Step 5: Leverage Social Media**

Social media is a great way to layer in the ongoing story of what you are doing. Different posts could include:

- What you are doing
- How is training going?
- Highlight specific milestones you have achieved (furthest distance run or walked)
- Celebrate donations and achievements

A few pro tips on social media:

- Include pictures. They really are worth a thousand words and help to bring your story to life.
- ALWAYS include the link to your fundraising page.
- Use your story to build momentum.
- Post often to increase the likelihood that your friends and likely contributors see what you are up to.

#### **Step 6: Follow Up**

Do at least 2, if not 3 or 4 emails/mailings as you prepare for your event. The natural outreach points include:

- Send a personal thank you note to each donor
- Give a mid-training update and second request
- Remind your potential donors as your deadline approaches
- Send a wrap up to everyone after your event. They will still be able to donate and sometimes hearing of your success and the story of your event will prompt more people to donate.

#### **Step 7: Determine if you will add in any additional fundraising tactics**

While an email/ letter campaign is the most tried and true method for fundraising success, you may consider layering on some additional activities such as a party or other special event. Here are some tips and ideas on supplemental fundraising activities.

## Host a Party

Dedicate your wedding, Bar Mitzvah or birthday party to raise funds to end lupus. How about hosting a party at a bar with signature purple drinks? Getting your friends together at a restaurant where the night's profits go to fight lupus? Perhaps host a party at the office after work? Or maybe just making pancakes for the neighborhood? You pick the party, and we'll help you organize your friends.

### What Type of Party are you planning?

- Birthday
- Wedding
- Backyard BBQ
- Awards Show Party
- Bar Mitzvah/Bat Mitzvah
- At home sales party such as Tupperware, Pampered Chef, etc.
- Pub/Bar night
- Something we haven't thought of???

### Set the Date and The Place!

If you are dedicating your wedding or Bat Mitzvah to the fight against lupus, you likely already have the date and place picked out. For other types of parties, you will want to consider how many people you are planning for, what type of venue will be necessary and what dates make sense. Before announcing a date, be sure that you have secured your venue and have met the requirements of that venue.

**DATE:**

**TIME:**

**PLACE:**

### Determine how you will raise money!

- Donation in lieu of gifts
- An entry fee/cover charge
- Free will donations
- Percentage of sales
- Drawings/raffle
- Auction
- Silent auction

### Make Your Guest List!

You can have a great event with as few as 10 of your closest party people or as many as 1,000 of your Facebook friends. Your party will probably be somewhere in between and will include people from your personal network. Use the same list you compiled for your email/letter writing campaign to start your guest list – by all means, color outside of the lines and don't limit yourself to this starting point!

For a private party:

- Family members
- Friends
- Colleagues/co-workers
- Neighbors
- Fellow club members
- Classmates
- Service professionals (doctor, lawyer, accountant, etc.)

For A Public Party, in addition to above:

- Ask your “network” to invite their friends, family, colleagues, etc.
- If you are having your party at a public venue, ask the proprietor/manager to invite their “house” list, post information in advance

### **Invite Your Guests!**

A few things that are critical to keep in mind when inviting people to a fundraising party - be upfront about what you are doing, why you are doing it and what your goal is. If you are having a cover charge or recommended donation amount, include the link for your fundraising page. Your guests can make a direct donation to the Lupus Foundation of America and will automatically get a tax receipt emailed to them. If you are going have raffles, a silent or live auction or other ways for people to give at the party, be sure to let them know so they can show up prepared to give, money or checkbook in hand.

If you are dedicating your wedding, birthday party or other event to supporting LFA you may consider adding an insert to the invitation that states: In lieu of gifts, please consider making a donation to The Lupus Foundation of America at [*insert your online fundraising link*]

There are several ways to invite guests to your party:

- Paper/Mailed formal invitations
- Online invitations (Check out Evite.com and punchbowl.com)
- Word of Mouth
- Email
- Social media
- Flyers/posters
- Newspaper announcements
- press releases

### **Host a Special Event**

Host a fashion show, paint your town purple or do anything you can think of! Anything is possible if you use your imagination. Start brainstorming and *Make Your Mark™ today!*

### **What Type of event are you planning?**

- Paint your town purple, host a community festival
- Sell something
- Put on a show
- Host a dress down day at work
- Hold an Auction

### **Set the Date and The Place!**

Consider how many people you expect to attend, what type of venue will be necessary and what dates work best. Before announcing a date, be sure that you have secured your venue and have met the requirements of that venue.

**DATE:**

**TIME:**

**PLACE:**

### **Determine how you will raise money!**

- An entry fee/cover charge
- "Free will" donations
- Percentage of sales
- 100% of all sales
- Drawings/raffle
- Auction

### **Invite People to Participate!**

A few things that are critical to keep in mind when inviting people to a fundraising event - be upfront about what you are doing, why you are doing it and publicize your goal. If you are having a cover charge or recommended donation amount, include the link for your fundraising page. Your guests can make a direct donation to the Lupus Foundation of America and will automatically get a tax receipt emailed to them. If you are going have raffles, an auction or other ways for people to give at the party, be sure to let them know so they can show up prepared to give money or have their checkbook in hand. Selling something? Tell them all about it!

There are several ways to promote your event:

- Email
- Social media
- Online invitations (Check out Evite.com and punchbowl.com)
- Word of Mouth
- Flyers/posters
- Newspaper announcements
- Press Releases

### **Build a Committee!**

If you are planning a large fundraising event, you may want to consider putting together a committee. A committee is a great way to divide the work, expand the reach of people to invite and ultimately have more fun! Here are a few ideas on various roles your committee members can fill:

1. **Fundraising:** Each committee member should actively invite people to the party, and should actively fundraise for the event.

2. **Solicit Donations:** Based on relationships and contacts that committee members have, divide up the list of things needed for the party and solicit donations.

-Water	-Tables, chairs, staging
-Food/catering	-Helium
-Printing	-Generator
-Signage	-Auction and raffle items
-Beverages	-Direct sponsorship

3. **PR & Media:** Identify volunteers that have relationships with print, radio or television to help with pre- event public service announcements, human interest stories, day-of-event coverage, etc. Calendar listings? Social Media?  
*\*Please notify the LFA when contacting the media.*

4. **Logistics:** Each committee member should plan to assist with pre-event and day-of-party logistics that should include:

Pre-event organizing of materials needed for day of party

Volunteer recruitment–volunteers will be needed for the following party-day logistics

- Set-up
- Auctions and raffles
- food/catering
- Lupus information table
- Check in and donation collection
- entertainment

---

**Interested in a one-on-one planning session? Send us a note at [makeyourmark@lupus.org](mailto:makeyourmark@lupus.org) and one of our awesome fundraising experts will set up a time with you to discuss how to have a wildly successful fundraising party!**