

2021 OREGON STEPPING OUT TO CURE SCLERODERMA!



Thank you for your participation in our virtual walk!

www.scleroderma.org/steppingoutoregon

When is this event?

We will kick off on June 29th – World Scleroderma Day!

You will have until July 10th (when we normally have our event) to complete your walk.

What is a virtual walk? How do I walk virtually?

A virtual walk is just like our regular benefit walk, except for two things:

1. You can participate from anywhere in the world! This means you can invite your friends and family from far away to join you and help you support this cause!
2. If you don't want to walk (or can't) – you don't have to! You can walk any distance you want, whenever you want, or even pick another activity!

What other activities could we do?

Great question! It doesn't matter what you do, just ask others to join you and do it to raise funds and awareness of scleroderma. Here's a few ideas for your team:

- Run a 5k, ride a bike, swim, do 500 jumping jacks, or any other physical challenge...
- Knit a teal scarf! Draw a name to decide who keeps it, or raffle it off for donations!
- Binge-watch your favorite TV show!
- Do something fun over Zoom with your team – have a trivia night or play charades!

Where does the money go?

All funds raised go to the Scleroderma Foundation, whose mission of Support, Education, and Research is a lifeline for many scleroderma patients across the country. The Scleroderma Foundation is also a top funder of research, funding approximately \$1 million in scleroderma research annually.



Questions? Email us at ORchapter@scleroderma.org

CREATING A TEAM



Why should I create a team?

While this event is a fundraiser, it's also much more! Creating a team and inviting your friends and family raises more important money for research, but it also spreads awareness and brings your group together to support YOU and our cause!

Teams also make fundraising so much easier – it's difficult for one person to raise \$1000, but easy for 10 people to raise \$100!

How do I create a team?

Easy! When you register for the walk, just click the "Start a Team" button. (If you've already registered, but you later decide to create a team, just send an email to ORchapter@scleroderma.org with your desired team name. We'll create it for you!)

Okay, I created a team. Now what? GOOD Question! Here's how you get started:

Reminder: Don't want to walk? You don't have to!!

Your team could run, bike, knit a sweater, binge-watch a TV show... it doesn't matter what you do, just do it together, and do it to find a cure for scleroderma.

Invite your friends and family to join your team.

- Since the walk is virtual, your team members can be ANYWHERE!
- Be sure to tell people WHY this is so important to you. Share your personal story.
- Post a link to your team page on Facebook or send an email to your contacts.
- Ask people in your social groups like church, work, or book club.

Tip: If you invite someone and they don't want to join your team, ask if they would consider making a small contribution to your fundraising goal!

Ask your team **members** to help by...

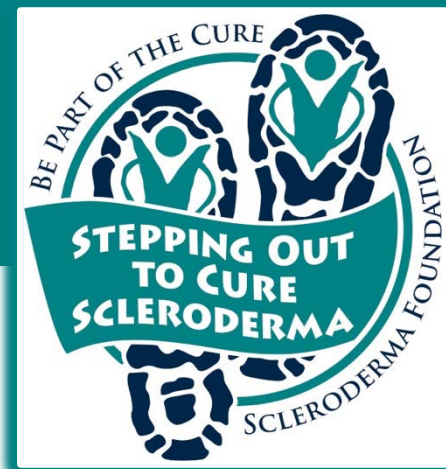
- ...challenging them to meet a small fundraising goal. What if everyone on your team raised \$100?
- ...inviting their friends and family to join or donate.
- ...sharing your fundraiser on their social media.

Don't forget to thank your team for their support!

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VIRTUAL FUNDRAISING



Asking for money can be tricky.

The past year has been difficult for all of us, for so many reasons. But... scleroderma patients still have scleroderma, and now more than ever, the Scleroderma Foundation NEEDS your help to continue its mission of Support, Education, and Research. Our hope is that your efforts will help find a cure for scleroderma.

How do I raise money? Once you have registered for the event...

- Ask your friends & family – see if they will join you or donate to your fundraiser!
- Share on social media – Use Facebook, Twitter, Instagram, TikTok, or even LinkedIn to raise awareness. Make sure to include a picture or link to your fundraiser to attract attention. Use #scleroderma or #steppingoutoregon.
- Matching donations – Does your employer match donations to a nonprofit? Ask them! (If not, maybe they would be interested in sponsoring the event.)
- Create a Facebook Fundraiser – This is the easiest way to reach a lot of people and raise a lot of money. It's very simple to do – follow the guide in this packet.
- Just ASK – Many people will donate if you just ask them personally. Send emails to your contacts. Make some phone calls. Send a letter in the mail.
- Create a team – Splitting your fundraising goal across a team of people will make it more achievable! Plus, the more the merrier when spreading scleroderma awareness!

TIP: GET PERSONAL

People are more likely to donate if they have an emotional connection to the cause. Tell your scleroderma story, and why their support is so important to you.

- Instead of asking just a few people to donate a lot of money... ask a lot of people for a small amount of money.
- Make it fun – issue a challenge. “I challenge you to skip your morning Starbucks and donate \$5 to my fundraiser instead.”
- Ask for a specific amount, like \$20. They may give more!



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FACEBOOK FUNDRAISERS



If you spend any time on Facebook, you have probably seen Facebook Fundraisers from your friends popping up on your feed. You may have even donated to one.

But did you know that this is so easy to do and is a trusted and easy way to get donations from a lot of people? After you've registered for the walk...

- Go to www.scleroderma.org/steppingoutoregon and log in.
- Go to your Participant Center. (Click the link at the top right)
- *NOTE: If you haven't clicked "Edit My Personal Page" yet and written something here, it's recommended you do so NOW – this is your chance to tell them WHY this is important to you, and why they should donate. This text will be copied into your Facebook Fundraiser – it's what people will see on Facebook.*
- Click the "Fundraise on Facebook" button in the sidebar on the right and follow any instructions that pop up. (It will likely ask you to log in to Facebook.)

Raise more money with Facebook

Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.

 Fundraise on Facebook

CLICK HERE!

- That's all - It's that simple! Check out your fundraiser on Facebook! You can edit the details of your fundraiser or change the wording if you want to.
- Donations made through Facebook will show up as "Facebook Fundraiser" on your walk fundraising website. The donor's name will not be visible.



SOCIAL MEDIA POSTS



Sharing on social media can be the quickest and easiest way to raise both money and awareness of scleroderma!

Here are a few example posts: (Change them to tell YOUR story!)

Facebook/Instagram:

In 2009 I was diagnosed with an autoimmune disease called scleroderma. Due to this disease, I lost my career because I could no longer type due to the painful curling of my fingers, and I have trouble breathing due to lung damage. I will be participating in the 16th Annual Oregon Stepping Out to Cure Scleroderma on June 29th. Please consider joining my team or making a small donation to my fundraiser. I can't walk much, so my team is going to play games on Zoom instead! I need the cure for scleroderma, so please donate anything if you can!

Facebook/Instagram:

Have you ever heard of scleroderma? It's an autoimmune disease that affects the internal organs as well as the skin. My wife Jenny has scleroderma, and it impacts our family every day. Please join us on June 29th as we Step Out to Cure Scleroderma! Join my team and walk a mile with me – from anywhere in the world! All proceeds go to the Scleroderma Foundation, who provide support and education to patients and fund important scleroderma research!

Twitter:

#Scleroderma affects me every day of my life. Please consider joining me on June 29th as we Step Out to Cure Scleroderma. Go for a nice walk and help me raise money and awareness of this disease. Join my team or donate at: [post link here]

Make sure you always add a link to your personal fundraiser website!

(If you are posting a picture on Facebook, you can post a link to your fundraising page in the comments immediately after you post the picture.)

A FEW MORE TIPS!

- Always include a picture or a link to catch people's attention!
- On Instagram, post the link to your fundraising page in your bio.
- Use hashtags, like #steppingoutoregon, and #scleroderma!
- Send people a message and ask them personally if they will join your team or donate to your fundraising efforts.



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SAMPLE EMAILS



Here are two example emails: (Change them to tell YOUR story!)

Dear _____,

It was so nice talking to you the other day. I wanted to tell you about an event that I am participating in this June – the Scleroderma Foundation Oregon Chapter’s 16th Annual Stepping Out to Cure Scleroderma.

As you probably know, scleroderma is unfortunately a huge part of my life, and the Scleroderma Foundation has helped me so much by providing education and support to me and my family. The Foundation also is a top funder of important scleroderma research that is searching for better treatments or a cure.

From June 29th to July 10th, we will be having our benefit walk virtually! This means that anyone can join from anywhere, and I am writing to ask if you’d consider joining my team or making a \$25 donation to my fundraiser.

Here is a link to my personal fundraising page. [\[Link\]](#) I hope to talk to you soon!

Dear _____,

On June 29, 2021 I will be Stepping Out to Cure Scleroderma! Scleroderma is a devastating autoimmune disease that affects approximately 300,000 Americans, and yet many people have never heard of it. There is currently no cure. My daughter Samantha was diagnosed in 2012, and she has lung involvement which makes simply breathing very difficult.

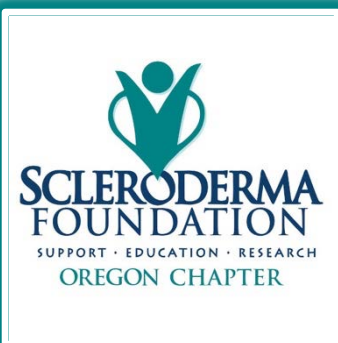
This is a virtual walk, so you can participate in whatever way you would like. Samantha can’t walk, so our team is going to put on teal t-shirts and walk a mile while she watches her favorite movie. There are printable “race bibs” and even a printable completion medal!

It would mean a lot to our family if you would either join our team or make a small donation to our fundraiser for the Scleroderma Foundation, which provides support and education to patients and family, and funding for research. If you can’t participate, please spend a few minutes learning about this difficult disease.

Here’s the link to my team: [\[Link\]](#)

And here’s a link to the Scleroderma Foundation: [\[Link\]](#)

Thank you! I hope to see you soon!



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TALKING POINTS



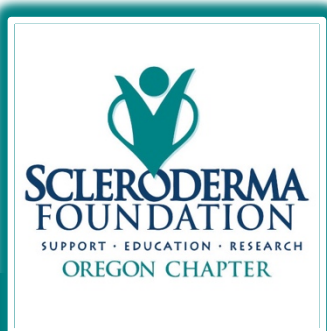
When asking people to join your team or donate to your fundraiser, you may want to have some informative talking points to help the donor understand where their donation is going.

About scleroderma:

- It is estimated that 300,000+ people in the U.S. have scleroderma.
- Scleroderma is a chronic, progressive autoimmune disorder that affects skin and internal organs. There is currently no cure.
- Because the entire body can be affected, symptoms vary greatly. This means that diagnosis and treatment can be very difficult.

About the Scleroderma Foundation:

- The Scleroderma Foundation is a national nonprofit established in 2001.
- We have a 4-star rating (the highest) on Charity Navigator, which includes a 100% score on transparency.
- Our mission is Support – Education – Research.
 - Support – we host support groups (virtual too!) across the country.
 - Education – we have a large annual educational conference, smaller chapter conferences, virtual education events, a YouTube channel with years of educational material, an informative website, brochures, and more!
 - Research – The Scleroderma Foundation funds approximately \$1 million in research annually. Your donated funds may help find treatments or a cure!
 - An extensive peer review process managed by scleroderma experts from around the world determines which research grants are chosen to be funded.
 - The Scleroderma Foundation is funding 8 research grants in 2021 and you can read about these projects on the website below.
 - More information can be found on www.scleroderma.org.



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Print, cut out, and attach to your shirt. Grab a marker and write something in the middle – it could be a race number, your name, who you are walking in honor of, why you walk, your team's name... it's up to you!

• 2021 Oregon Stepping Out
to Cure Scleroderma •

#steppingoutoregon
scleroderma.org/oregon •



Help spread awareness by sharing your photos on social media, and don't forget to tag the Oregon Chapter!



Printable Medal

Instructions:

- Cut out each piece along the dotted lines.
- Using tape or glue, attach the long pieces from end to end to create the lanyard.
- Attach the lanyard to the medal.
- Print more pieces if you need the lanyard to be longer.

After Stepping Out to Cure Scleroderma, wear your medal with pride. You earned it!

Take a picture and share it on your social media!

Invite your friends and family to join you in helping find a cure for scleroderma!

Finished result:

