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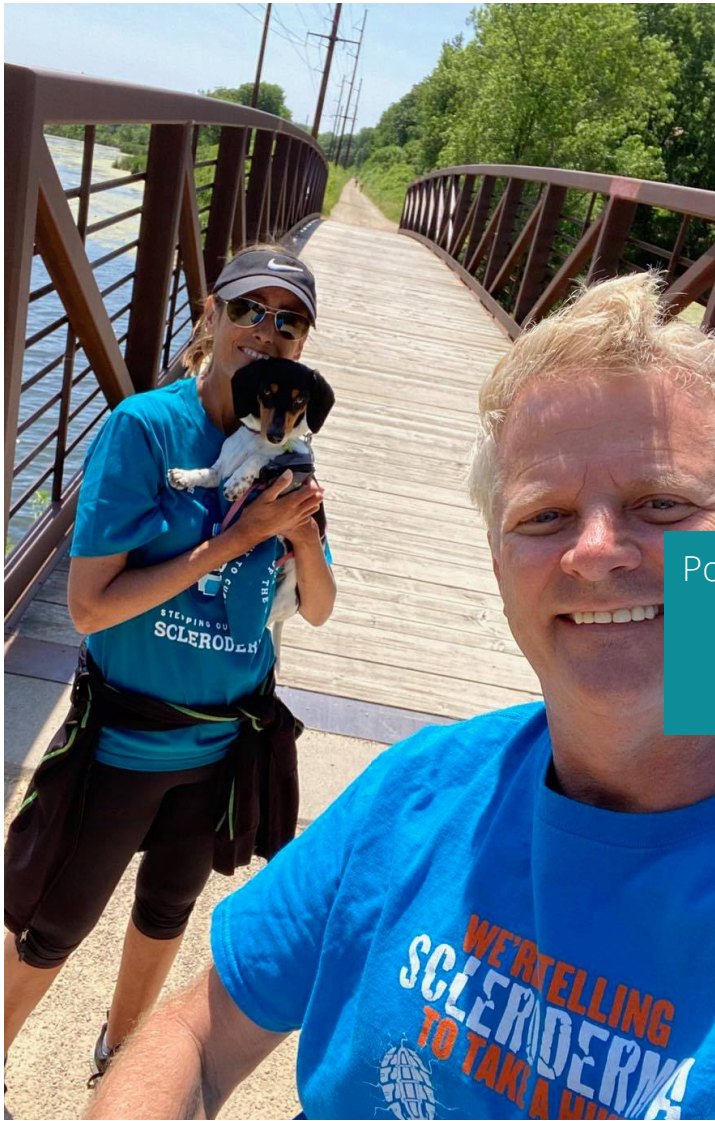


Team Captain Packet

Welcome to Walk Season!

Thank you for joining us this walk season! As a team captain, you play a critical role in raising the funds needed for research, to support patients, raise awareness and ultimately find a cure. Thank you for being part of this community!

Tools To Use



Here are a few easy ways you and your team can kick-start your fundraising

EMAIL/SOCIAL MEDIA

Sending emails and posting on social media are great ways to ask for support and start fundraising. Be sure to include a link to donate in your message

MATCHING GIFTS

Many employers will match employees' charitable donations. Ask your HR department if they have a matching gift program and ask everyone on your team to do the same.

Post your story on all of your social media channels: Facebook, Twitter, Instagram, Pinterest, Tik Tok, Snapchat, etc.

WHY ARE YOU WALKING?

YOUR PARTICIPATION CENTER

When you log in on your walk's website, you can access your "Participant Center." There you will be able to customize your personal page, send emails, see your progress, and more.

COMMUNITY FUNDRAISERS

From car washes to bake sales to coin collection jars, there are hundreds of creative ways to raise money.

YOUR NETWORK

Make a list of people you could reach out to, then craft your message. You'll find some sample language on the next page to get you started.

People you may want to reach out to include:

- Family
- Co-workers and classmates
- Business associates, customers and vendors
- Companies you patronize
- Friends on social media

Sample Language



Social Media

Please join me at the 2021 [LOCATION] Stepping Out to Cure Scleroderma Virtual Walk! This year, I have a goal - I want to help find a cure for scleroderma, a disease that has affected me by [INSERT HOW SCLERODERMA HAS AFFECTED YOU HERE]. To do that, I need your help! Please consider making a donation to help me reach my fundraising goal of [DOLLAR AMOUNT]. You can donate and see my progress at [LINK TO PERSONAL SITE]. Thank you for your support!

Once you've met your goal: "... please help me meet my stretch goal of [DOLLAR AMOUNT]."

Email

As you may know, on Saturday, June 26 I'll be participating in the [LOCATION] Stepping Out to Cure Scleroderma Walk, a fundraising walk supporting the work of the Scleroderma Foundation - Minnesota Chapter. Scleroderma is a devastating disease that causes hardening of the skin, tissue and organs. It affects approximately 300,000 people nationwide and the most serious cases can be fatal.

This cause is very important to me because [INSERT YOUR STORY/PERSONAL CONNECTION HERE].

This year, I've set a goal to raise [DOLLAR AMOUNT] and I'm asking for your support. Please consider making a gift today. It's fast, easy and it not only helps me reach my goal, it brings us one step closer to finding a cure for scleroderma. Thank you very much for your support. I'll keep you updated on my progress.

To make a donation online, visit my personal page at [LINK] and click the button to support my team. If you'd like to walk with us, click the button to join the team. If you'd prefer to mail a check, please make your check out to the Scleroderma Foundation - Minnesota Chapter and mail it to PO Box 240244, Apple Valley, MN 55124. In the memo line, please write my full name and the location of the walk so your donation will be counted toward my fundraising goal.

Thank you for supporting this cause that is so close to my heart and for bringing us one step closer to the cure for scleroderma!

Every dollar raised adds up. If every walker nationwide raised just \$100, we'd raise \$1.6 million for scleroderma research and support!

How to Raise Money



JUST ASK

Ask everyone. If you haven't heard from a potential supporter, ask again. It may take a few tries to get peoples' attention. Drop off a handout or brochure.



Businesses can earn a tax write-off for supporting their community. Plus they will receive the bonus of promoting their business and incentives based on their level of support (*see the attached "Business Sponsorship Form"*).



BE SPECIFIC

Asking for a specific amount - such as \$25, \$50 or \$250 - can help people reach the decision to give.



LEAD BY EXAMPLE

Make a personal gift to start things off. That often sets the bar for future gifts and signals to donors that you are serious about the cause.



KEEP IT PERSONAL

Remind people why you are invested in the cause and why their support is important to you.



GO ONLINE

Online donations are, on average, twice the size of those made by cash or check. Include a link to donate with every message - to make giving easy.



SAY THANK YOU

There's a rule in the fundraising world - **ask once, thank twice**. Showing appreciation is key to keeping people involved.