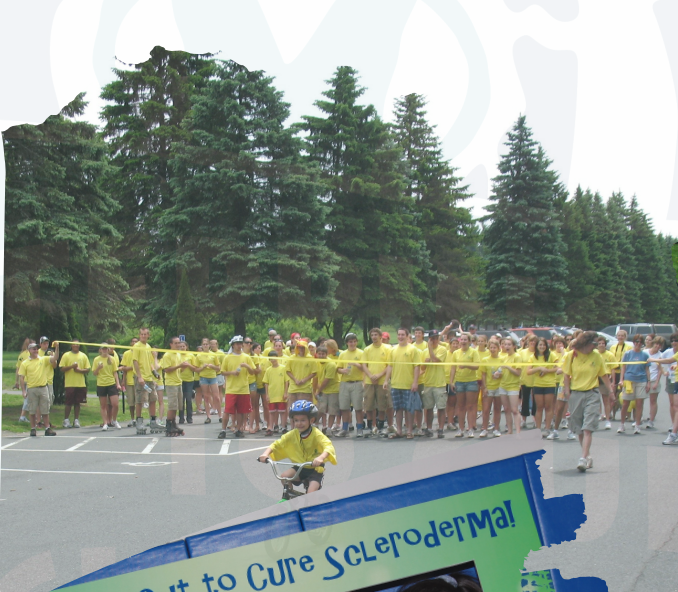




ONE DAY
ONE WALK
SO MUCH HOPE



BE PART OF THE CURE!

Choose Your Own Adventure – Helping to Find a Cure!

Let's make "virtual" a reality by turning our 2021 Stepping Out to Cure Scleroderma Walks into a virtual adventure/personal fundraiser! Individuals who have scleroderma need us more than ever to fulfill our promise to provide support, education and research.

TEAM CAPTAIN TOOLS TO USE

HERE ARE A FEW EASY WAYS TO KICKSTART YOUR FUNDRAISING

PARTICIPANT CENTER

Use the participant center to customize your personal page. Describe your virtual fundraiser, post a photograph, tell your story, send emails, set up a Facebook fundraiser and track your progress.



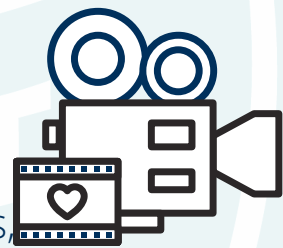
EMAIL/SOCIAL MEDIA

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 or register in your message. Continue to share photos and videos of you and your team as they participate in the virtual adventure. Use hashtags: #scleroderma, #steppingoutNE, #SFNEadventure on social media. Challenge others to join you!



CREATE A CALL TO ACTION VIDEO!

Let everyone know you are participating in a Stepping out to Cure Scleroderma New England. Tell your story. Why is this important to you? "I am taking part in this event to raise funds to support patients raise awareness and ultimately find a cure for scleroderma." Describe your virtual fundraiser and challenge others to join your efforts by registering or donating now. Include your personal or team link in the post or email. **Pro Tip!** Record in a well lit area without background noise or wind. Speak up!



EMPLOYER CHARITABLE MATCHING

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



978-887-0658



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@sfnewengland



scleroderma.org/newengland



scleroderma.org/steppingoutNE

HOW TO RAISE MONEY



ASK EVERYONE! If you haven't heard from a potential supporter, ask again. It often takes a few times to get people's attention.



BE SPECIFIC! Asking for a specific amount – such as \$10, \$25 or \$50, can help people make up their minds to give.



LEAD BY EXAMPLE! Make a personal gift to start things off. That often sets the bar for future gifts.



GROW YOUR TEAM! Invite everyone to participate in your virtual adventure/fundraiser. Post videos and photos of your adventure on social media or in an email and challenge others to join you!



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 with just a click. Set up a Facebook fundraiser.



SAY THANK YOU! There's a rule in the fundraising world – ask once, thank twice. Showing appreciation is key to keeping people involved. !

SAMPLE MESSAGING

"Join my virtual **[Insert a description of your virtual adventure here]** adventure/fundraiser to raise funds to fight scleroderma. This year, I have a goal – I want to help find the cure for scleroderma, a disease that has affected me by **[Insert how scleroderma has affected you here]**. The money raised will be used to fund research, to support patients, raise awareness and ultimately find a cure for the disease. To do that, I need your help. Please join my team or consider making a donation to help me reach my fundraising goal of **[Insert \$\$\$ goal here]**. You can donate and see my progress at **[Insert personal site or Facebook fundraiser here]**. Thank you for your support!"



EMAIL



"I'll be participating in the Stepping Out to Cure Scleroderma New England on **[insert date(s)]**. I will be (or my team will be) raising money via... **[insert adventure/fundraiser title and description.]** can be fatal.

This virtual fundraiser supports the work of the Scleroderma Foundation New England Chapter (SFNE). Scleroderma is a devastating disease that causes hardening of the skin, tissue and organs. It affects approximately 300,000 people in the U.S. and the most serious cases This cause is very important to me. **[Insert your story here. What is your personal connection to the cause. Why are you participating?]** This year, I've set a goal to raise **[Insert \$\$\$ goal here]** and I'd like to ask for your support. The money raised will be used to fund research, to support patients, raise awareness and ultimately find a cure for the disease. Please consider making a gift today. It's fast and easy and it not only helps me reach my goal, it takes 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, please visit my personal page at **[Insert link to your personal site]** and click the button to support my team. If you would like to join my virtual adventure, click the button to join my team. If you prefer to mail in a check, please make it out to the Scleroderma Foundation New England Chapter and mail it to their office at 462 Boston Street, Suite 1-1, Topsfield, MA 01983. In the memo line, please write my full name and the 2021 Virtual Stepping Out so that your donation will be counted towards my fundraising goal. Thank you for supporting this cause that has become so close to my heart and for bringing us one step closer to the cure."

VIRTUAL FUNDRAISER IDEAS

Virtual

BINGO

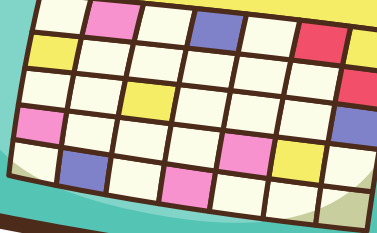
12	18	41	47	61
7	26	39	54	70
4	27	FREE SPACE	49	63

BINGO

12	18	41	47	61
7	26	39	54	70
4	27	FREE SPACE	49	63



Calendar Raffle



Virtual Cooking Class



Virtual Paint Night

Exercise or Yoga Class



Hiking for a Cure



Biking for a Cure