

DIY Fundraising Toolkit



Get Creative



FSHD
LAUGHTER FOR A CURE
FUNDRAISER

Have Fun



fundraising YOUR way

Table of Contents

INTRODUCTION

- 1. What is a DIY fundraiser?**
- 2. A to Z Fundraising Ideas**

GETTING STARTED

- 1. Register**
- 2. Steps to Success**
- 3. Key Messages**
- 4. Telling Your Fundraising Story**
- 5. Promotional Tools**
- 6. Spread the Word**
- 7. Fundraising Rewards**

COMPLETING YOUR FUNDRAISER

- 1. Thanking Your Donors**
- 2. Sending In Any Cash/Checks**
- 3. Collecting Your Fundraising Reward**

DIY FUNDRAISER FAQ'S

Introduction

What is a DIY Fundraiser?

A DIY Fundraiser is a unique opportunity where YOU get to decide where, when, and how you would like to support the FSHD Society. You choose the type of event or fundraiser that resonates with you, and the FSHD Society provides the tools and resources to bring your idea to life.

The possibilities are as diverse as your interests! Love baking? Have a bake sale. Enjoy hiking? Organize a day-long hike. Passionate about pickleball? Host a tournament. Just register [HERE](#) to create a fundraiser page that you can share, allowing your friends, family, and community to donate effortlessly.

A to Z Fundraising Ideas

Want more inspiration? Check out this list of [A to Z DIY FUNDRAISER IDEAS](#) to turn your passion into action and raise funds and awareness in a way that speaks to you.



Getting Started

Register

Getting started is as easy as 1...2...3!

1



Choose the type of fundraiser you want to do!

REGISTER HERE by clicking “Become a Fundraiser” and personalize your fundraising page. Don’t forget to tell people why you are participating and what raising money for the FSHD Society means to you.

2



Start fundraising! Ask your friends, family, and community to support you, either by making a donation or sharing your page with their circle.

3



Steps To Success

- Set personal and team fundraising goals! Aim HIGH. Ending FSHD will take all of us.
- Kickstart your fundraising by making a personal donation. This demonstrates your commitment and gets the ball rolling.
- Customize your fundraising page. Share your story of why FSHD is important to you. Don't forget to add pictures!
- Start a Facebook Fundraiser. Did you know, on average, people who fundraise on Facebook raise more than 2x more money? More money means more research! This is easy and can be done right from your fundraising center.

Key Messages

Now that you have your fundraising page set up, you are ready to GO! Here are a few key messages that will help get you started with your outreach. They're also great to share with your friends and family if they ever ask what the FSHD Society does to support patients and families.

- **FSHD Society Promise:** As long as we are here, no patient will need to ever face this disease alone. With generous support- gifts of time, talent, and treasure - from patients, families, friends, major donors, and sponsors, the FSHD Society will keep working to accelerate research leading to treatments, and eventually, a cure.
- **FSHD Society Vision:** A world free of the suffering caused by FSH Muscular Dystrophy (FSHD)
- **FSHD Society Mission:** Find treatments and a cure for FSHD while empowering our families and supporters.

Messaging Continued

- **What is FSHD?** Facioscapulohumeral muscular dystrophy, or FSHD, is a genetic disorder that leads to the weakening of skeletal muscles. Typically beginning in early teenage years with the loss of muscle strength in the face (facio), shoulders (scapula), upper arms (humeral), legs, or core, FSHD can spread to any muscle. Around 20 percent of those affected will need a wheelchair by age 50. Over 70 percent experience debilitating pain and fatigue. There is no effective treatment or cure, but there is hope!
- **Who is affected?** An estimated 1 in 8,000 individuals or 1 million people worldwide. FSHD strikes men, women, and children of all races and ethnicities. The condition is inherited and can affect family members across generations. Some 30 percent of cases arise in families with no prior history. No individual or family is immune.

Telling Your Fundraising Story

People give to people, especially people they know!

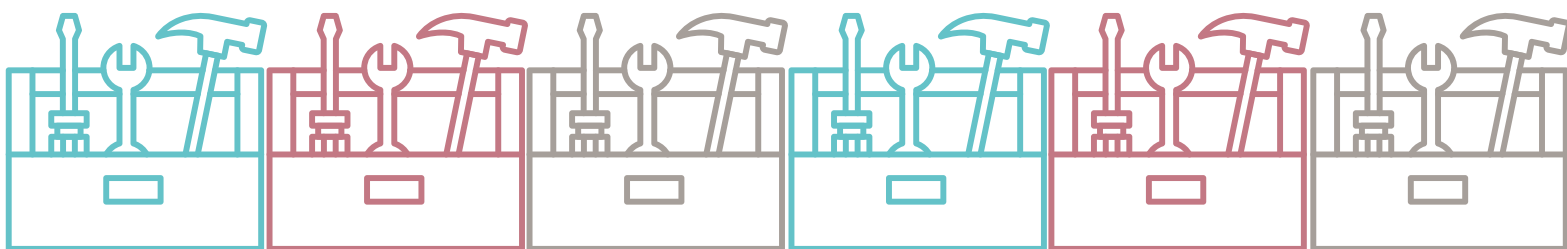


Adding personal information to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give when they understand what ending FSHD means to you. So, don't skip this step!

Promotional Tools

Whether you are hosting or participating in an event or just doing what you love, we have some great promotional resources you can share to encourage folks to participate or donate. These resources can be found on the [DIY Fundraiser Page](#) of our website.

- FSHD Society Logos
- Social media images for posts asking people to donate
- Social media images with donation thermometers
- Social media images thanking donors
- Create a [QR CODE](#) to Promote Your Fundraising



Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and make progress towards your fundraising goal. Use this 25 Names Fast document to brainstorm friends, family, coworkers, etc. to help you on your fundraising journey, whether by joining you and fundraising or making a donation.

Just think, if 10 people donate \$25 each, you already have \$250!
If all 25 respond, you will raise \$625!

Fundraising Rewards

DIY fundraiser participants can earn great fundraising rewards for their efforts. Prize levels are based on a person's individual fundraising total and will be calculated approximately 45 days after registering your fundraiser. Participants will receive an email giving them an opportunity to select the prize they want and then items will be shipped directly to you.



Fundraise Your Way

*Congratulations
You Deserve a Reward!*

Completing Your Fundraiser

Once your fundraiser is complete, follow these steps to finish strong:

Thanking your Donors

Thank your donors! Whether you send them an email, a text, or pick up the phone and give them a call, let them know how much you appreciate their support.

Sending in Any Cash/Checks

We prefer that cash not be sent by mail. If possible, turn any cash collected into a personal check or cashier's check.

Mail any checks you have received to the FSHD Society. Please make sure to include this information on the checks:

DIY Fundraiser- Your First Name, Your Last Name

Mail Checks To: FSHD Society * PO Box 41617 * Boston, MA 02241-1617

Collecting Your Fundraising Reward

Choose your fundraising reward when you receive our email. Just a reminder, fundraising rewards start once you have reached the \$250 level.

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Mark your calendar for next year! We need your continued support to help ensure no patient will ever need to face this disease alone.

Celebrate your hard work! You're making a meaningful difference in the lives of those affected by FSHD.

Thank you for
your support

DIY Fundraiser FAQ's

1. How can the FSHD society support me with my fundraising efforts?

We are here to provide fundraising guidance to participants. Our state of the art fundraising platform is quick and easy. Should you need help, please don't hesitate to reach out to us at FSHCommunity@FSHDSociety.org

2. How do I find my personal page URL?

Once you've set up your page on our fundraising platform, a unique URL will be generated for you.

3. Where should I mail my checks?

Mail any checks you have collected or written to the FSHD Society. Please make sure to include this information in the 'note' on your check:

DIY Fundraiser- Your First Name, Your Last Name

Mail Checks To: FSHD Society * PO Box 411617 * Boston, MA 02241-1617

4. Are donations tax deductible?

All donation checks that are written to FSHD Society are tax-deductible to the fullest extent of the law.

5. Can I mail in cash?

To assure you that your donation gets credited to you and your fundraiser, we request you turn all cash into a personal check or a cashier's check when possible. Please make sure to include DIY Fundraiser with your first name and last name.

6. What if I want to do a restaurant fundraiser?

A restaurant fundraiser can be an easy way to raise money! Our recommendation is to reach out to the restaurant and ask about their process for fundraising for non-profits. They might require the FSHD Society's TaxID number to donate the proceeds. Please contact us for our TaxID number

FSHCommunity@FSHDSociety.org

7. How do I create a QR Code for my fundraising page?

Creating a QR code can make it easy for people to connect to your fundraising page and make a donation or register to fundraise with you. There are several free websites you can use to create this QR code. We recommend QR CODE GENERATOR. Just click [HERE](#) and follow the instructions.

8. How can I receive my fundraising reward?

Approximately 30 days after you finish fundraising, you will receive an email to pick out your fundraising prize. You will be able to pick an item at the highest level of fundraising you reached or below. Prizes are not cumulative. Items will then be shipped within approximately 30 days.