



## Fundraising 101

### Ask early and ask often

Let's be real – seldom do people react instantly when asked for donations. Don't be surprised if it takes 2-3 asks before you get results. If you explain your reasons for fundraising, eventually people will be compelled to donate. How do you explain fundraising for the Great Unknown Challenge and the Lupus Foundation of America? Feel free to cut and paste any of the info below or use them to craft your own email and/or social media posts:

- 20 percent of people with lupus will have a parent or sibling who already has lupus or may develop lupus. (Insert personal connection, if applicable). I'm doing my part to fight this chronic autoimmune disease and signed up for the Lupus Foundation of America's Great Unknown Challenge fundraising event. Please help by going to [www.thegreatunknownchallenge.org](http://www.thegreatunknownchallenge.org) and click donate. Many thanks!
- I'm fundraising for the Lupus Foundation of America's Great Unknown Challenge. (Insert personal connection, if applicable). The event will test my ability to complete unknown challenges. All funds raised will go towards the fight against lupus. Lupus is a chronic autoimmune disease that affects 1.5 million people in the US and 5 million people worldwide. Please help by going to [www.thegreatunknownchallenge.org](http://www.thegreatunknownchallenge.org) and click donate. Thank you!
- Did you know, on average, it takes nearly six years for people with lupus to be diagnosed from the time they first notice their lupus symptoms? I'm participating in the Lupus Foundation of America's Great Unknown Challenge fundraising event to fight this chronic autoimmune disease. Please help by going to [www.thegreatunknownchallenge.org](http://www.thegreatunknownchallenge.org) and click donate. Many thanks!
- I signed up for the Lupus Foundation of America's Great Unknown Challenge – and I have no idea what it is! The more funds I raise, the more clues and information I get about the event. Of course, the more funds I raise, the closer we get to a cure for lupus. Please help by going to [www.thegreatunknownchallenge.org](http://www.thegreatunknownchallenge.org) and click donate. Thanks!
- 73% of Americans between the ages of 18-34 have either not heard about lupus or know little or nothing about lupus beyond the name. This is particularly disturbing because this is the age group at greatest risk for the disease. I'm participating in the Lupus Foundation of America's (Foundation) Great Unknown Challenge fundraising event to help fight this chronic autoimmune disease. The fun(ny) part about this event is that I have no idea what it is! However, you can help me figure it out by donating towards my efforts. The more



*Once donors believe that  
your cause truly matters,  
giving almost becomes an  
afterthought.  
- Marc Koenig*

funds I raise, the more information I get about the event. Please help by going to [www.thegreatunknownchallenge.org](http://www.thegreatunknownchallenge.org) and click donate. Thanks!

### **Personalize your free online fundraising page**

When you personalize your page you'll get a higher percentage of people to donate! Don't know how to access your fundraising page link to personalize it? Email [infopnw@lupus.org](mailto:infopnw@lupus.org) and we'll send you the info.

### **Be creative and have fun!**

Try out these fun ideas at work:

- Run errands for your co-workers in exchange for a donation – deliver their morning coffee for \$25, pick-up their lunch for \$50, deliver their car curbside for \$50 (super helpful during rainy days!), deliver afternoon snacks for \$25, bring them a homemade lunch for \$100.
- Ask your supervisor if he/she would consider swapping offices for a day to the highest bidder. Or, sell tickets for \$20 and have a drawing.
- Ask your HR department or supervisor if he/she would allow employees to leave an hour early for a \$50 donation.