



## Make Your Mark Fundraising Guide- Getting Started

Thank you for registering for Make Your Mark! There is magic that happens when you commit to Making Your Mark on lupus by raising funds and awareness through a passion or exciting event. People love to support causes that their friends and family care about.

Before you get started with your fundraising, read through our [Event Planning Guide](#) to make sure you have everything you need to put your event into motion. Once you do, you are ready to spread the word and start fundraising.

There are many ways to raise money – but the key to success is getting started and asking everyone you know to support you by attending the event and/or making a donation. Start telling your story TODAY and keep going until you have hit your goal! The following tips will help you to be successful as you aim high in your fundraising efforts.

### **Step 1: Write Your Letter/Email.**

Without question, personal outreach to your network is the most successful way to fundraise. This letter/email should include the following:

- What are you doing? Tell your network about the event you are planning.
  - When/where the event will take place
  - The price of tickets or the suggested donation amount. If you are having a cover charge or recommended donation amount, include the link for your fundraising page. Your guests can make a direct donation to the Lupus Foundation of America and will automatically get a tax receipt emailed to them.
  - If you are going have raffles, an auction or other ways for people to give at the party, be sure to let them know so they can show up prepared to give money or have their checkbook in hand. Selling something? Tell them all about it!
- Why are you doing it? Be sure to include your personal connection to lupus and why this is important to you.



for Lupus Foundation of America

- Include your goal. Aim high! Start with a goal of \$1,000 and increase it as you begin to hit milestones.
- What is your deadline for raising your goal/ selling tickets? People respond to dates and deadlines.
- Include your fundraising link for your personal page. Additionally, if people want to donate by check, we recommend they submit the check to you and you send it to the following address:

The Lupus Foundation of America  
Attention MAKE YOUR MARK /(include your name and Make Your Mark here)  
2121 K Street NW, Suite 200  
Washington DC 20037

### **Step 2: Compile a list of everyone you know.**

You know more people than you realize! You can have a great event with as few as 10 of your closest party people or as many as 1000 of your Facebook friends. Your event will probably be somewhere in between and will include people from your personal network. Here is a place to start a list of everyone you know– by all means, color outside of the lines and don't limit yourself to this starting point!

- Family members
- Friends
- Colleagues/co-workers
- Neighbors
- Fellow club members
- Classmates
- Service professionals (doctor, lawyer, accountant, etc.)

### **Step 3: Send out your letters/email/ invite/ evite!**

The sooner you send your letter/email/ invitation – the sooner you will start seeing donations on your page.

#### **Step 4: Leverage Social Media**

Social media is a great way to layer in the ongoing story of what you are doing. Different posts could include:

- What you are doing
- Why you are doing it
- Event flyer
- Raffle prizes
- Celebrate donations and achievements

A few pro tips on social media:

- Include pictures. They are worth a thousand words and help to bring your story to life.
- ALWAYS include the link to your fundraising page.
- Use your story to build momentum.
- Social Media is a great way to layer your fundraising. We recommend that you send personal invites instead of a Facebook event invite as they have a much better response rate.

#### **Step 5: Follow Up**

Send at least 2, if not 3 or 4 emails/ letters as you prepare for your event. The natural outreach points include:

- Send a personal thank you note/ email to each donor
- Remind your potential donors/ attendees as your event approaches.
- Send a wrap up to everyone after your event. They will still be able to donate and sometimes hearing of your success and the story of your event will prompt more people to donate.

**Step 6: Determine if you will add in any additional fundraising tactics like raffles.** Raffles are a great way to increase the amount of money you can raise and to build even more excitement around your event.

**MAKE  
YOUR  
MARK!**<sup>TM</sup>

for Lupus Foundation of America

Interested in a one-on-one planning session? Send us a note at [makeyourmark@lupus.org](mailto:makeyourmark@lupus.org) and one of our awesome fundraising experts will set up a time with you to discuss how to have a wildly successful Make Your Mark event!