

Team Make Your Mark Fundraising Guide

Getting Started

Congratulations on joining **Team Make Your Mark!** There is magic that happens when you commit to combining a physical challenge with a fundraising challenge. People love to support causes that their friends and family care about.

There are many ways to raise money – but the key to success is getting started and asking everyone you know to support you. Start telling your story TODAY and keep going until you have crossed the finish line. 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 taking on, what it will take to cross the finish line and when/where the race will take place
- Why are you doing it? Be sure to include your personal connection to lupus and why this is important to you
- Include your goal. Aim high! Our team events have a minimum commitment of \$1250 (\$500 for 5K) but we encourage you to drive for the maximum! That will be different for everyone – but aiming for \$2000 is a great place to start.
- What is your deadline for raising your goal? People respond to dates and deadlines. If you have more than 3 months until your race, start with a “help me reach my goal by date”. Pick a date that is 1-2 months away to create a sense of urgency.
- 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 TEAM MAKE YOUR MARK/(include name here)
2121 K Street NW, Suite 200
Washington DC 20037

MAKE YOUR MARK™

for Lupus Foundation of America



Step 2: Compile a list of everyone you know.

You know more people than you realize! You can reach your goal with as few as 10 of your closest friends and family members or as many as 1000 of your coworkers and Facebook friends. Your donors will probably be somewhere in between and will include a mix of 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/emails ASAP!

The sooner you send your emails and letters, 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
- How your training is going
- A blog of your training and transformation
- 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 emails in addition to Facebook posts. We also find that Facebook event pages don't get traction. Keep your fundraising efforts personal and powerful!



Step 5: Follow Up

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

- Send a personal thank you note to each donor
- Give a mid-training update and second request
- Remind your potential donors as your deadline approaches.
- Send a wrap up to everyone after your event and include a picture of you with your medal! They will still be able to donate and sometimes hearing of your success, your race day and the journey to it, will prompt more people to donate.



Step 6: Determine if you will add in any additional fundraising tactics

While an email/ letter campaign is the most tried and true method for fundraising success, you may consider layering on some additional activities such as a party, bar night or other special event. Not sure where to begin and/ or need help putting an event idea into action, read our **[Event Planning Guide](#)**.

Interested in a one-on-one planning session? Send us a note at makeyourmark@lupus.org and one of our awesome fundraising experts will set up a time with you to discuss how to not only reach your fundraising goal but surpass it!