

MAKE YOUR MARK!™

for Lupus Foundation of America

GO VIRTUAL EVENT GUIDEBOOK:

Thank you for registering to **Go Virtual to End Lupus**. By going virtual to end lupus, we will show the world we stand together to raise money to help end lupus, even when we are apart.

Here's how to make it happen!

STEP 1: DECIDE WHAT TYPE OF VIRTUAL EVENT YOU ARE GOING TO HOST: Game Night, Virtual Happy Hour, Fitness Class or Challenge, Dance Party, Cooking Class, Concert- the options are endless! We're here to help if you need ideas!

STEP 2: REGISTER YOUR EVENT through the Lupus Foundation of America's *Make Your Mark*™ program.

STEP 3: PERSONALIZE YOUR MAKE YOUR MARK FUNDRAISING PAGE with a picture, fundraising goal, event details and most importantly your WHY – share why you are hosting a virtual fundraiser to help end lupus.

STEP 4: CHOOSE A VIDEO CONFERENCE PLATFORM AND/ OR APP to host your event.

Need help choosing one? We're here to help you!

Once you choose, create a meeting/ event/ group so you have a place to send your friends, coworkers and family for your virtual fundraising event!

STEP 5: CREATE AN INVITATION OR SAVE THE DATE - Evite.com has some great templates for online invitations.

Don't forget to include:

What: A description of your event

Where: Include a link to the online video conference meeting room/ app group/ event

When: Share the date and time, as well as the duration of the event – 1 hour, 30 minutes, etc.

Why: Why are you on a mission to help end lupus?

How: Ask people to donate \$5, \$10, \$20, etc. to help support lupus research, education, advocacy and support services. Don't forget to include your Make Your Mark fundraising website so your participants can make their donation to your page.

STEP 6: HAVE FUN WITH IT! Set a purple dress code, incorporate a raffle or contest, and enjoy connecting and fundraising with your friends and family wherever they are!

CONTEST AND RAFFLE SUGGESTIONS:

Game Night – Have a prize for the winner(s)!

Happy Hour – **Hold a purple drink/snack recipe contest** and ask the group to vote on the most creative recipe! Have everyone share the recipe in advance and vote on best dish/drink.

Workout Challenge – Set a workout challenge for the week or month and have people donate to participate. The winner gets half the pot! Create a group on Facebook and have everyone check in each week.

Virtual 5K – Tally up the times and award the winners.

Have questions and/ or need additional support? Contact Stacey at clark@lupus.org.

Thank you for Making Your Mark on lupus by going virtual!