

FUNDRAISING EVENT GUIDE:

Thank you for registering to **Make Your Mark on Lupus**. There is magic that happens when you bring your friends, family, coworkers or community together by raising funds and awareness through a passion or exciting event.

Here's how to make it happen!

STEP 1: DECIDE WHAT TYPE OF EVENT YOU ARE GOING TO HOST: This can be a paint night, happy hour, fitness class, bake sale, sports event, or dedicating a wedding, Bar Mitzvah or birthday – the options are endless! Visit our **A to Z Guide** for more ideas. Thinking about a **Virtual Fundraiser**? Visit our **Virtual Event Guidebook** and learn more about how to put it into action.

STEP 2: SET A FUNDRAISING GOAL. We recommend starting with \$1,000 or more!

STEP 3: REGISTER YOUR EVENT through the Lupus Foundation of America's **Make Your Mark** platform.

STEP 4: PERSONALIZE YOUR MAKE YOUR MARK FUNDRAISING PAGE with your fundraising goal, event details (date, time, location, ticket price, how to donate/purchase tickets) and why you are hosting a fundraiser to help end lupus.

STEP 5: COMPILE A GUEST LIST. Think about everyone you know! You know more people than you think. Here are some groups to think of to help you get started: Family members, friends, colleagues/co-workers, neighbors, fellow club members, classmates, service professionals (doctor(s), lawyer, accountant, etc).

STEP 6: GET THE WORD OUT WITH EMAILS, SOCIAL POSTS, TEXTS AND INVITATIONS. Without question, personal outreach to your network is the most successful way to fundraise. Don't forget to include:

Event Description: A description of your event, date, time and location.

Motivation: Be sure to include 1-3 lines on your personal connection to lupus and why this is important to you in your emails, invitations and social posts. Don't forget to include pictures when you can!

Tickets/Donations: Include ticket prices, raffle information, how/where to donate/purchase tickets and how to make a donation if they cannot attend. Be sure to include the link to your personal fundraising page.

STEP 7: FOLLOW UP! Send AND post at least 2-3 reminders about the event, how to donate, your motivation and of course a thank you. An extra special touch is a personal thank you to each attendee/donor.

STEP 8: HAVE FUN! Remember what this event is all about. Don't forget to **share pictures from your event** with the Lupus Foundation of America: @LupusOrg ([Twitter](#) + [Instagram](#)), @LupusFoundationofAmerica ([Facebook](#)). Good luck, have fun and thank you for Making Your Mark on lupus!

Have questions and/or need additional support? Looking for more information on how to solicit raffle prizes and donations? Build a committee to help with the planning? Contact Stacey at clark@lupus.org.