

Arthritis Walk

FUNDRAISING GUIDE



**let's
move
together**SM

WALK | ARTHRITIS
FOUNDATION

www.letsmovetogether.org

WELCOME!

Welcome!



Spring is just around the corner. That means that the Arthritis Walk will be here before you know it! Walkers of all ages will soon come together at hundreds of sites nationwide to share their support of the Arthritis Foundation mission in the prevention, control and cure of arthritis and related diseases.

The Arthritis Walk is our biggest opportunity to impact the lives of millions of men, women and children with arthritis. That is why your participation in the Arthritis Walk is so important to us. You are the key to the success of the Arthritis Walk, and to everything the Arthritis Foundation hopes to accomplish. We thank you for your commitment to helping us find a cure for arthritis!

As an Arthritis Walk participant, you are asked to raise funds to help support the mission of the Arthritis Foundation. You'll want to start by setting a fundraising goal for yourself. Aim high – think about all the creative ways in which you can raise money and have fun with it! Remember the more money you raise, the more you are helping those living with arthritis.

There are three (3) ways in which you can raise money to reach your fundraising goal:

- 1. Individual Fundraising** (tips on page 4)
- 2. Team Fundraising** (tips on page 7)
- 3. Online Fundraising** (tips on page 9)

To be the most effective in reaching your goal, you should try to use all three of these methods. Remember to start as early as you can! It's always best to spread your fundraising activities out over a period of time. Developing a fundraising plan that includes events throughout the year is a great way to keep the excitement of the Arthritis Walk going and raise a tremendous amount of money along the way!

NOW START YOUR ENGINES AND LET THE FUNDRAISING BEGIN!

FUNDRAISING TIPS

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👉 **Dedicate your personal or team fundraising efforts to an individual living with arthritis.** Walk and raise funds in their honor. Your honoree can be a co-worker, friend or family member with arthritis. Putting a face with the cause helps donors realize the impact of the disease.

👉 **Arm yourself with facts about arthritis and the Arthritis Foundation.** Let donors know that their donations will benefit the millions of Americans living with arthritis. Visit www.letsmoveitogether.org to learn more about what we do and how you can help.

👉 **Be enthusiastic about your participation.** Whether asking for a donation or for someone to join your team, your enthusiasm will be contagious. Others will want to support you.

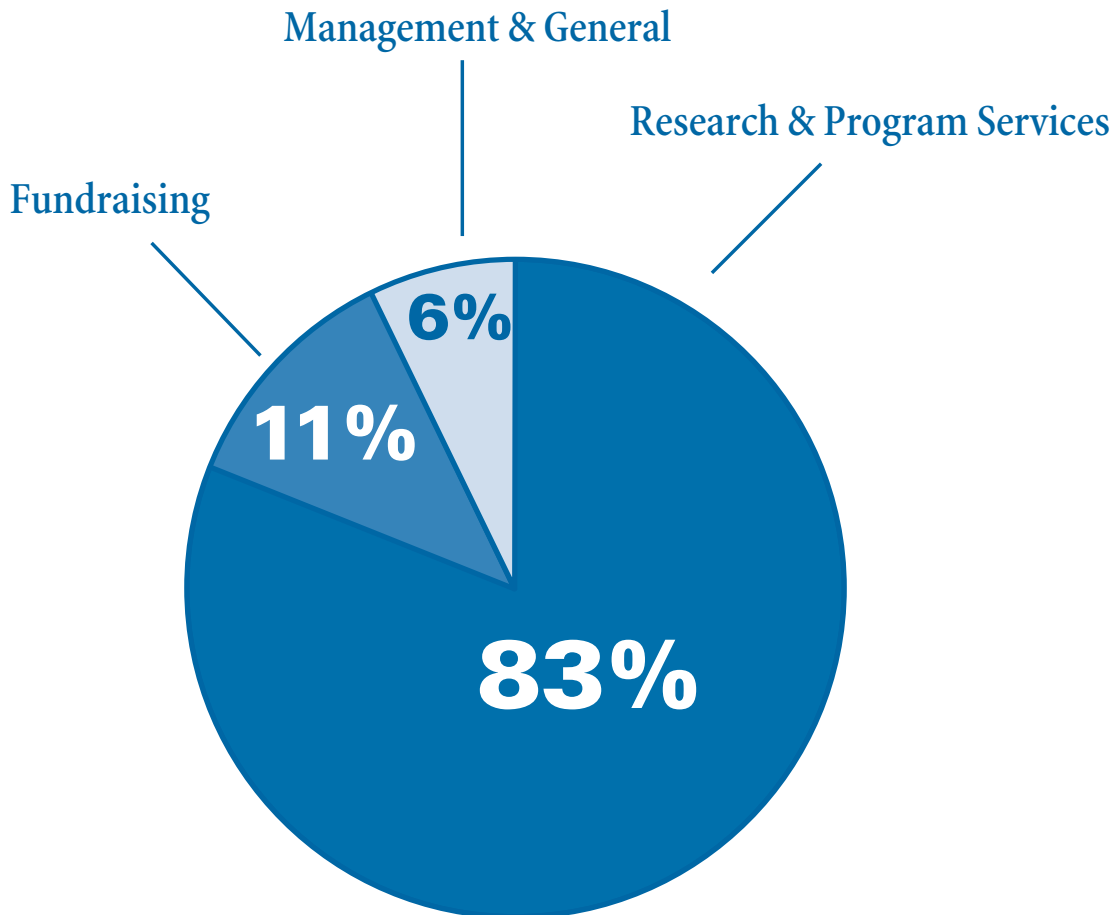
👉 **Ask, ask, ask! Aim high.** If you know your donors are capable of making a large donation, do not be afraid to ask for a specific amount. Also ask donors if their companies have a matching gift program.

👉 **Thank your donors!** With their help and yours, we can make a difference for the one in five adults and nearly 300,000 children with arthritis!

You're making a **great commitment** not only to yourself, but also to your community and to the **one in five Americans** living with arthritis and related conditions. **Be proud** and **set your goal high!**

How Your Dollars Are Spent

The Arthritis Foundation is the only nationwide, nonprofit health organization helping people take greater control of arthritis by leading efforts to prevent, control and cure arthritis and related diseases.



Fast Facts about Arthritis



- More than 46 million Americans or one in five adults plus nearly 300,000 children have some form of doctor diagnosed arthritis.
- Arthritis is one of the most prevalent chronic health problems and the most common cause of disability.
- Arthritis limits everyday activities such as walking, dressing and bathing for millions of Americans.
- Arthritis results in 39 million physician visits and more than a half million hospitalizations.
- Arthritis costs the U.S. economy nearly \$128 billion annually.
- Arthritis affects people in all age groups including nearly 300,000 children.
- Baby boomers are now at prime risk. More than half those affected by arthritis are under age 65.
- Arthritis refers to more than 100 different diseases that affect areas in or around joints.

Potential Donors

- Attorney
- Baby sitter/day care center
- Banker
- Business suppliers
- Car dealer
- Children's teammate's parents
- Clergy/church members
- Clients
- College classmates
- Coworkers
- CPA
- Dentist
- Doctor
- Employer
- Financial adviser
- Florist
- Golf partners
- Grocery store
- Hair stylist
- Holiday card list
- Insurance agent
- Interior designer
- Lawn service company
- Manicurist
- Mechanic
- Neighbors
- Parents' friends
- Pediatrician
- Pharmacist
- Printer
- Professional associations
- Psychologist
- Realtor
- Relatives
- Service organizations
- Sorority/fraternity
- Spouse's business associates
- Tenants in office/apartment
- Travel agent
- Veterinarian

FUNDRAISING IDEAS FOR INDIVIDUALS

Hold an auction: Auction a prime parking space at work, a half or whole day off or yourself to work a day for someone and donate the proceeds to the Arthritis Walk.

A little change makes a lot of “cents”: Ask your bank to post this message at the teller line, “donate the cents from your deposit to help fight arthritis.”

Use your green thumb: Sell corsages, your extra houseplants or bouquets from your garden.

Schedule a game night: Host a Monopoly, poker, bingo or other game night and charge admission.

Cut out arthritis: Ask your hair salon or barber shop if they will donate \$2.00 of each hair cut over a weekend to your fundraising goal.

Organize a pretty baby contest: Gather employee baby pictures, have donation jars set up as votes - the jar with the most donations wins. Get prizes donated for the winners.

Sell your career skill: For example, if you're a CPA, offer to do your friends' taxes for a fee that goes toward your goal.

Schedule a share-the-profit event: Many local restaurants will give a portion of a day's profits to a specific cause. Set this up with restaurant management and notify your friends, family, etc. to visit the establishment on the scheduled day.

Host a spring cleaning yard sale: Sell your unwanted items and put the profit towards your goal. If family/friends don't want to give money, suggest that you sell their unwanted items and donate the profit towards the Arthritis Walk.

Turn a gift to you into a gift to the Foundation: Ask family and friends to donate money on your behalf to the Arthritis Foundation instead of giving you presents at your upcoming birthday or anniversary.

Present an instructional class: Invite possible donors to participate in a how-to class and charge a fee that goes toward your goal. For example, if you're a great dancer, offer to conduct classes for your friends with the proceeds benefiting the Arthritis Foundation.

Host a party: Throw a great party and charge admission! Have the party at your house or partner with a local bar that gives you a portion of the evening's cover charge.

Host a block party: Invite your neighbors to a neighborhood block party. Sell food and charge admission.

Approach your company: Many companies will give a flat donation and many others have a gift matching program. These gift programs usually match donations given by employees. Be sure to approach your Human Resources department to learn the details.

Try a letter writing campaign: Either using the online tool to send e-mails or mailing letters with your personal goals via the postal system, a letter writing campaign has proven to be the most effective form of fundraising. Some participants choose to enclose a self-addressed envelope to make it easier for donors to mail back.

Frequently Asked Questions

Do I have to type in all of the e-mail addresses of my friends and family?

No. You can upload your personal address book from Outlook, Outlook Express, Palm or Netscape. The import wizard will guide you through the process.

Is it safe to use my credit card online? What about privacy?

In order to prevent unauthorized access and protect our users' personal information, the Arthritis Foundation strives to maintain physical, electronic and administrative safeguards to secure the information we collect online. Contributions are processed using Secure Socket Layer (SSL) to make sure that your credit card information, passwords and personal information travel securely through the Internet.

How do donors know if their credit card donation went through?

Kintera will automatically generate a donation confirmation e-mail when the transaction goes through. The donor will receive this e-mail and should print it out for tax purposes.

How will I know if someone has donated online to support me?

You will receive an e-mail notifying you when someone makes a donation. You can also log in to your HQ and you will be able to view your fundraising efforts including your fundraising total to date, how many people have viewed your page and how many e-mails you have sent. Click on Reports to view who has donated and how much they gave.

Some people are not comfortable donating online. Can they still send in their donations?

Yes. Although donating online is often more secure than conventional postal methods, many people feel more comfortable sending in a check.

When someone makes a donation online, will they receive an automated thank you letter from the Arthritis Foundation?

Yes, everyone who donates online will receive a thank you letter on behalf of the Arthritis Foundation. For donations under \$250, this e-mail notification will serve as their tax receipt (this is stated in the e-mail). For donations over \$250, the Arthritis Foundation chapter will send a hard copy tax letter in the mail. You should also send them a personal e-mail thanking them for helping you get one step closer to your goal!

I have also received cash and checks from supporters. How can I get these to show up on my Web page?

You can record offline donations by logging in to your HQ, there you will find a link for entering an offline donation. You can enter your offline donation information there to keep track of your overall fundraising. You will want to mail or drop off any cash or checks at the local Arthritis Foundation office on a regular basis.

For additional information regarding online fundraising, please contact your Arthritis Walk Event Chair, Team Captain or staff partner.

FUNDRAISING IDEAS

Fundraising ONLINE

What is Online Fundraising?

Online Fundraising is just what it sounds like – the ability to raise event funds online through the Arthritis Foundation Web site. It enhances any fundraising program by taking some of the worry and hard work out of fundraising. Now participants have one place to:

- *Register online*
- *Create a free personal fundraising Web page*
- *Execute an e-mail campaign to solicit donations*
- *Recruit team members*
- *Track their fundraising progress*

Online fundraising is also easy and fun. In just minutes, you can set up your own Web page, in which you can change and update text and add photos. In no time at all, you can upload your personal address books and send out an e-mail solicitation to everyone you know, or you can send personalized e-mails to potential big donors. You can also monitor visits, donations and encourage messages from donors. In addition, thank you e-mails can be used as receipts for tax purposes and are sent to your donors automatically. Raising funds just became fun!

Who is Kintera?

The Arthritis Foundation has partnered with Kintera to provide online support for the Arthritis Walk. Kintera is a service provider whose tool allows participants to register online, create a personal Web page for fundraising, start a team, recruit team members, send mass and/or personal solicitations for donations and receive those donations online in real time.

How does it work?

Once you register for the event and create your own page using the step-by-step instructions provided to you online, you should visit the communications center. Use the e-mail tool to compose your first e-mail campaign to recruit teammates and raise money.

What do you mean by “e-mail campaign?”

An e-mail campaign is a proven method of raising funds and recruiting teammates online. You will want everyone you know to be aware of your participation in the Arthritis Walk. By sending out a mass e-mail through the online fundraising tool, you can communicate to many people at one time. Start by sending an e-mail announcing your participation in Arthritis Walk and asking for others to join your team or donate to your campaign. Later on, send a reminder e-mail letting friends and family know that you still need their help or send an update e-mail letting everyone know how your fund

Sample Fundraising Letter

The following is a sample letter to use in your letter-writing campaign. Remember, the more personal you make it, the more effective it will be.

Dear _____,

This year I am helping to support the mission of the Arthritis Foundation to prevent, control and cure arthritis by raising money and participating in the Arthritis Walk.

Did you know that arthritis is the most common cause of disability and affects 46 million people? One in five adults and 300,000 children have arthritis, costing the U.S. economy more than \$128 billion annually.

I have decided to make a difference. I am committed to raising \$_____ to help prevent, control and cure arthritis. You can also make a difference by joining my team and walking with me, or by donating funds to help me reach my goal.

Our team is “_____.” We will be walking together at _____ on _____. Our team is walking on behalf of _____. (Tell the story of your honoree.)

We’d love to have you join us! Or, if you would like to donate, please make your check out to the Arthritis Foundation and mail it to me at _____ or donate online by visiting my Arthritis Walk Website at _____.

Thanks in advance for your support!

Sincerely,

FUNDRAISING IDEAS

FUNDRAISING IDEAS FOR TEAMS

Dress Down Days: Ask your company and other companies to conduct a Dress Down Day for their employees. Designate a day, series of days or a week and charge to dress casual for the day. Give discounts if people wish to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day.

Bake Sale: Hold a bake sale at work, church, or school or sell donuts, bagels and coffee in the morning.

Book Smart: Dust off those bookshelves and have a book sale.

Snack Bar: Set up an inexpensive snack bar. Employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks, with all the proceeds going toward your fundraising goal.

Coin Saving: Ask five to ten people to save their change for you for a month. Give them decorated buckets. At the month's end, invite them to your home for a "counting party."

Meals on Wheels: Have a meal day where you will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

Garage Sale: Have a garage sale in your company parking lot or at your home and have all your friends, coworkers, and team members bring items from their homes to sell.

Movie Night: Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.

Car Wash: Get your team together on a weekend to hold a car wash. Some good places to have a car wash are parking lots of fast food restaurants, grocery stores and churches. Be sure to check with the owners before setting up!

Yard Displays: Place plastic pink flamingos, wooden cows, or whirly birds in the front yard of unsuspecting donors...request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are to be placed next, and another donation as "insurance" that they don't wind up back in their yard again.

Promote Yourself: Call your local newspaper and let them know what your team is doing. Send a letter or press release about your team with a photo. (Sample materials are available from the Arthritis Walk publicity chair.) Your company can also write a newsletter article about you and other employees involved in the Arthritis Walk. Publicity helps generate donations.

Brown Bag Lunch Day: Encourage employees to bring their lunch to work and hold a brown bag party. Ask them to donate their lunch money to you. The money saved from not going out that day can be contributed to the Arthritis Foundation.

Fundraising Parties: Schedule a fundraising party to benefit the Arthritis Foundation. You

can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Promote the party to everyone you know and charge a cover. The restaurant/bar will benefit from the free publicity and

the money you raise will go toward your goal, not to mention it's a lot of fun! Know a local musician? Ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to the Arthritis Foundation.

FUNDRAISING IDEAS

Fundraising **ONLINE**

Arthritis Walk participants can raise funds online and use the power of the Internet to collect donations and recruit team members. It's easy and fast. Follow the steps below to get started today.

Sign Up: Visit www.letsmoveitgether.org. Click on "**Arthritis Walk**," click on your state and select your local Arthritis Walk. Select "**Register Here**" and agree to the standard participant waiver. "**Start a team**" of your own or "**Join a team**" or you can also "**Join as an individual**".

Set Up: Setting up your personal page why you are participating in the Arthritis Walk. Upload a photo of you, your team or your honoree. Change the look and text on the page as often as you like and have fun trying different combinations.

Send: Now you're ready to send out e-mails to your family and friends inviting them to get involved in the Arthritis Walk. Ask them to join your team or start one of their own. If they can't join, ask them to "**Make a Donation**."

Once you register, please record the following:

My URL is [http://_____ . kintera.org/_____](http://_____ . kintera.org/)

(NOTE: There is no www)

Username: _____

Password: _____

