



# VASCULITIS FOUNDATION

## FUNDRAISING FOR THE VASCULITIS FOUNDATION

### Things to Consider when Setting up your Fundraiser:

#### 1. **Decide on your fundraising event type**

- Will you host an event? Will it be in person or virtual? Are you planning a social media campaign?
- Are you holding an online fundraising campaign for your birthday, anniversary or other milestone? Are you running a marathon or completing another athletic feat and using it to raise awareness and funds?
- Should an agenda or plan for the day be part of this? Please keep in mind that the Vasculitis Foundation (VF) has videos and other resources available for you to share online.
- Who in my community will help me?

#### 2. **Set a fundraising goal- *When deciding on how much you will raise, consider the following:***

- Will I be able to hit the goal in the time frame?
- Do I have a group of individuals helping me?
- How will I reach my goal? Will I ask for donations, sell tickets, ask for sponsorships?

**Remember: You can always increase your goal if met early!**

#### 3. **Tell your story- *Making your page personal will help get more supporters.***

- Share your connection to vasculitis.
  - Example: My friend has GPA, which affects the sinuses, lungs, and kidneys. GPA can worsen rapidly, so early diagnosis and treatment are essential to prevent organ damage or failure.*
- Share the “why” behind your campaign. Why are you fundraising for the VF? What does it mean to you for your friends and family to donate?

**Add statistics about rare disease and vasculitis**

- ✓ 300 million people worldwide are living with a rare disease. Rare disease currently affects 5% of the worldwide population.

- ✓ Any disease affecting fewer than 200,00 people in the United States is considered rare.
- ✓ Vasculitis is a family of nearly 20 rare diseases characterized by inflammation of the blood vessels, which can restrict blood flow and damage vital organs and tissues.
- ✓ Vasculitis is classified as an autoimmune disorder.
- ✓ The cause of vasculitis is unknown and there is no cure.
- ✓ Early diagnosis is critical to the treatment of vasculitis but it can take months of years to receive a definitive diagnosis of vasculitis.

4. **Add your connection to the VF – *Why are you fundraising for the VF?***

- What does the VF do for the vasculitis community that is meaningful and important to you?
- Share the VF's mission and work

**VF Mission:**

Building upon the collective strength of the vasculitis community, the Foundation supports, inspires and empowers individuals with vasculitis and their families through a wide range of education, research, clinical, and awareness initiatives.

**This past year, the VF was able to support the community in groundbreaking ways:**

- ✓ The VF holds 4 weekly and 4 monthly support groups. These groups are an invaluable resource and a space where people can share their lived experience with people who 'get it'.
- ✓ The VF provides monthly educational webinars and panels.
- ✓ Has a library of 7,020 hours of on-demand educational content.
- ✓ Funds two fellowships per year.
- ✓ Will fund \$150,000 in new research in 2023

- ✓ The VF creates invaluable opportunities for patients and families affected by vasculitis to come together at meetings each year to educate, inspire and support one another and provided financial support for patients and families to attend.

5. **Be the first contributor-** *There is no better way to jump-start your fundraising than making the first contribution yourself.*

## Once your fundraising page is set up, it is time to spread the word!

6. **Email-** *Spread the word to friends, family, & your community by sending out emails sharing your campaign and asking for donations.*

- Provide information about the event (Name, Time & Date, Location).
- Add any specifics about the event and about your connection to the VF.
- Provide information on the VF and the work they do. Also, facts about the cause, mission statement and other relevant information for participants to share with their networks. This is not only good for fundraising but also for promotion of the VF.
- Engage Donors by sending a thank you email.

7. **Social Media-** *Share your campaign page on all your social medial channels: Facebook, Twitter, Instagram, YouTube, & LinkedIn.*

- Post about why you are supporting the VF and include information about your fundraising goals.
- Share articles or videos about the VF and vasculitis so potential donors know where their money will go:
  - i. Patient Hero Stories:  
<https://www.vasculitisfoundation.org/vf-patient-heroes-2023-links/>
  - ii. Thank you from Teresa: <https://www.youtube.com/watch?v=XJgWDxKtA-E>
  - iii. Vasculitis Foundation Fellowship Program:  
<https://www.youtube.com/watch?v=0nn3KKCPJKw>
  - iv. Joyce Kullman, ED, speaking to the history and future of the VF:  
[https://www.youtube.com/watch?v=zdOpT\\_OMsXc](https://www.youtube.com/watch?v=zdOpT_OMsXc)
- Remind your followers that no amount is too small- all donations help to push you to your fundraising goal!
- Engage supporters by liking comments, thanking (and tagging) them, and commenting on their posts.

- Add useful hashtags:
    - i. **#vasculitis**
    - ii. **#vasculitisawareness**
    - iii. **#vasculitiscommunity**
  - Remember to share the link to your fundraising page in your posts.
  - Post often to promote your event and fundraising goal. Make sure to include any updates to keep supporters aware of your progress.
  - **Social Media Challenge:** Do a 24-hour challenge to your friends to support you. Ask for \$10 from 10 friends or \$20 from 5 friends and you raised \$100. \$10 from 20 friends you are at \$200 and so on! Post throughout the timeframe and share facts and information about the cause you are supporting. Be sure to include why it's important to you. Make it personal and be sure to thank those donors who do support you!
8. **Get Matching Gifts-** *Encourage supporters to explore their employer's matching gift programs. Ask your company to match what you raise to double the effort.*
9. **Ready to start your fundraising journey?** Contact Emily Girdwood, Development Manager at [egirdwood@vasculitisfoundation.org](mailto:egirdwood@vasculitisfoundation.org)