



## **Myositis Support and Understanding**

### **Peer to Peer Fundraising Toolkit**

**And Helpful Hints for Successful Fundraising  
for the 5<sup>th</sup> Annual Myositis Empower Walk**



## Our Mission

Our mission is to improve the lives of and empower those fighting myositis through education, support, awareness, advocacy, and access to research.

**Don't forget to add in visual storytelling through images! You can find graphic to share in Canva. Find the links to the Canva templates listed below.**

## 5<sup>th</sup> Annual Myositis Empower Walk Campaign

### Celebrate our 5th birthday with us!

Join us as we empower one another and raise awareness for all forms of myositis. The Myositis Empower Walk is a day to celebrate the community we've built and the barriers we've broken. As MSU's Vice President, Lynn Wilson said "Myositis is not on the sidelines anymore!"

Not only is the Myositis Empower Walk a community-building event, but it has become MSU's signature fundraiser! **Please join MSU and the Landman Family by encouraging those you know and love to support your fundraising efforts.** No matter the size of your gift, it will make a lasting impact for the myositis community.

Did you know that because of people like you, MSU has awarded over \$250,000 in life-changing myositis patient financial assistance in the last 5 years? This is what your gift has the power to do, this is how YOU can truly make a difference.

Help us reach our goal of \$30,000 by fundraising, spreading the word and joining us for the 5<sup>th</sup> Annual Myositis Empower Walk in person or virtually on Saturday, October 7<sup>th</sup>.

**There's power in teamwork and even more in team fundraising!** All it takes is for us to work together and spread the word. Your fundraising team will make an impact on the lives of myositis patients and their families.

The more you share, and the more you give, the more we can do for the Myositis Community.

### The Power of Your Fundraising

- a. \$500 - Provide Education to the Myositis Community  
Raising \$500 allows MSU to host 3 educational webinars on topics important to myositis patients and caregivers such as Ig Therapy, Pain, Grieving, Exercise, and more.
- b. \$1000 - Combat Isolation for Patients and Caregivers  
It all starts with "from the Heart" support at MSU. We engage with the community where they are, using platforms where people impacted by Myositis feel safe and part of our family. Raising \$1000 covers costs that allow support program operations for 1 full year!

- c. \$2000 - Ease the Financial Burden for Myositis Patients  
Living with Myositis is not cheap. MSU's signature program, the Myositis Patient Financial Assistance program, is a life-changing program. Raising \$2000 will fund one full award that can help patients cover emergency household expenses, cover costly medical bills, and purchase mobility devices.

## Create your Fundraising Page

1. **Click on Become a Fundraiser** and choose your fundraising style from the available choices.



- a. **As an Individual** - Sign up to get started right away and fundraise with your own personalized page for the 5<sup>th</sup> Annual Myositis Empower Walk!
  - b. **Join a Team** - If your school, business, or other group has already created a team, join them to make an even greater impact!
  - c. **Create a Team** - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together towards a larger goal!
2. **Set your fundraising goal** - there is a pre-populated goal set, but you can change that goal to whatever is right for you. Keep in mind that **you can always edit your goal once you get started**. Here are some ideas of how your fundraising goal will impact our mission and community.

Create your page

Set your fundraising goal \*

USD \$ 500.00

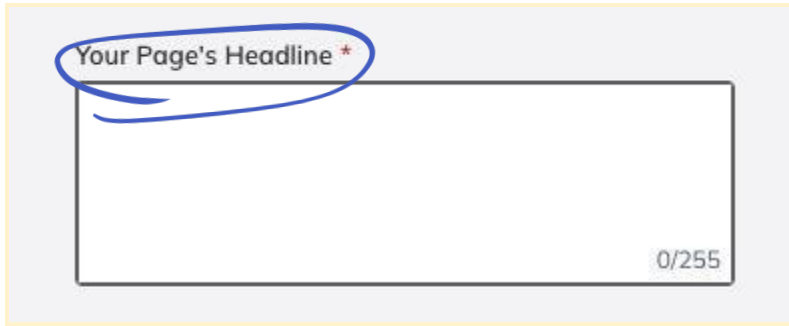
The screenshot shows a form titled 'Create your page'. Below the title is a text input field with the label 'Set your fundraising goal \*'. The field contains 'USD' in a dropdown menu and '\$ 500.00' in the main input area. A red checkmark icon is visible on the right side of the input field.

3. **Choose a fundraising end date**

Fundraising end date \*

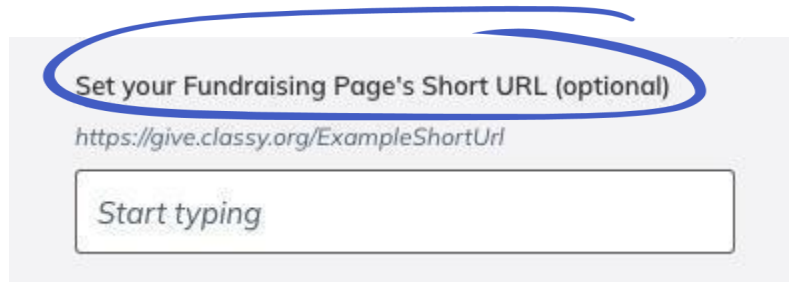
The screenshot shows a form titled 'Fundraising end date \*'. Below the title is a date selection input field with a calendar icon on the left.

- 4. Add your headline** - share a short blurb about why you are fundraising for the Myositis Empower Walk.



A screenshot of a fundraising page editor. At the top, the text "Your Page's Headline \*" is circled in blue. Below it is a large, empty rectangular text box. In the bottom right corner of this box, the text "0/255" is displayed, indicating the character count.

- 5. Set an optional short URL** - so you can easily share it with your friends and family! Type what you want to use in the box provided.
  - Example: give.myositisempowerwalk.org/yourfundraisersname



A screenshot of a fundraising page editor. The text "Set your Fundraising Page's Short URL (optional)" is circled in blue. Below this text is an example URL: "https://give.classy.org/ExampleShortUrl". Underneath the example is a text input field with the placeholder text "Start typing".

- 6. Upload a photo** - Make your page more personalized and recognizable for your friends and family! You can always come back and change it if you'd like.

To learn more about editing and personalizing your page, access Classy's support article [here](#).

## Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, **like why you are fundraising, your connection to our organization, personal photos and stories, helps your friends and family connect more with the mission.** Your personal supporters will feel more compelled to give because they understand your personal relationship and what our organization means to you. So don't be shy to make edits to your page and share updates as your progress grows!

**Pro Tip** - Don't forget to be the first to donate to show how dedicated you are to the MSU mission! You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

## Spread the Word

You're on your way to fundraising success - now it's time to spread the word and reach your goal!

We suggest starting by creating a list of people you plan to reach out to.

- 1. Start with your closest inner circle** - They're the most likely to make the first few donations, as they are more accountable to your personal outreach. It's always nice to get some quick wins in the beginning too!
- 2. Cast a wider net** - Don't be afraid to push yourself and expand your list - some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

## Email Examples

Email is one of the easiest and most effective ways to fundraise! This should be the first place you start in your outreach strategy.

**Pro Tip** - Keep it clear, direct, and urgent! Don't be shy about adding some visual and personal elements to keep your messaging more engaging!

### Email Example 1

In case you didn't know, MSU is an all-volunteer organization, which keeps overhead costs low so more of your donation can go directly myositis patients. Your gift will help those living with these rare illness through support, education, patient-centered initiatives, and the Myositis Patient Financial Assistance Program.

**Subject - [Add Powerful Subject Line]**

Dear **[Name]**,

Please help me support **Myositis Support and Understanding (MSU)** by making a donation through my fundraising page for the **5<sup>th</sup> Annual Myositis Empower Walk**. It would mean so much to me if you could help contribute towards my goal!

Please Click Here **[Add Your Fundraising Page]** to give.

In case you didn't know, MSU is an all-volunteer, patient-led nonprofit organization with a mission of improving the lives of all who are impacted by the group of rare systemic muscle diseases, myositis. Your donation helps to ease the financial burden for myositis patients with the Myositis Patient Financial Assistance program, which covers emergency household expenses, costly mobility devices, and medical bills.

No donation is too small to make a big difference! Your gift of \$5, \$10, \$15 or more will help me reach my goal and make an immediate impact on the lives of myositis patients and care partners. Thanks so much for your support!

**[Name]**

## Email Example 2

**Subject - [Add Powerful Subject Line]**

Hi **[Name]**,

It's almost time for the 5<sup>th</sup> Annual Myositis Empower Walk and I'm fundraising for Myositis Support and Understanding (MSU), an organization that **[insert Why you support MSU]**.

MSU is an all-volunteer, patient-led nonprofit organization with a mission of improving the lives of all who are impacted by the group of often-debilitating, rare systemic muscle diseases, myositis. Your donation will help MSU continue to provide programs to help combat isolation, provide patient and caregiver education, and help to ease the financial burden for myositis patients with the Myositis Patient Financial Assistance program.

I'm trying to raise **[\$ FUNDRAISING GOAL]** by **[DEADLINE]**. If I can get 5 people to each give **[\$ FUNDRAISING GOAL/5]** or more, I'm there. It's important for me to help people impacted by myositis. I hope you'll support me and MSU by making a gift to my fundraising page below.

Please Click Here **[Add Your Fundraising Page]** to give.

Thanks so much for your support!

**[Name]**

## Example Social Media Posts

**In addition to emails**, you can **use social media** to expand your communication outreach. You can reach people who fall outside of your inner circle. Take advantage of the built-in social sharing options on your fundraising page! **Remember to include the link to your fundraising page when sharing via email and social media.**

**Tip** - All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, so don't be shy about sharing on all social media platforms!

### Here are some posts you can use, or to edit to reflect your experience

1. Living with Myositis can be isolating. Muscle weakness and pain leading to mobility challenges, the need to avoid the sun, being on strong immunosuppressive medications, and debilitating fatigue are just some of the reasons living with Myositis can feel so lonely. Myositis Support and Understanding works to break down the walls of isolation and connect with our diverse community through a 'from the Heart' support program. Will you give today to help combat this isolation and improve the quality of life for those impacted by myositis?
2. Will you give today to help me raise money for Myositis Support and Understanding's (MSU) patient and caregiver support and financial assistance programs? YOU can make a positive impact in someone's life. I appreciate your generous support for MSU, an all-volunteer, patient-led organization leading with love and understanding.
3. There are people right now living with myositis facing eviction or foreclosure and others who are trying to keep their utilities on. Myositis affects more than just our physical health, it also affects financial health and stability and that is why Myositis Support and Understanding (MSU) provides the Myositis Patient Financial Assistance program.
4. The Myositis Empower Walk is almost here! Will you give to Myositis Support and Understanding (MSU) through my fundraiser? MSU is an all-volunteer, patient-led nonprofit organization and your gift helps ease the financial burden for patients living with this rare disease with the MSU myositis patient financial assistance program.

Myositis Support and Understanding (MSU) is amplifying the voices of Myositis patients and caregivers to help others better understand life with this rare, systemic muscle disease. I am proudly raising money for MSU because the organization has helped me **[[ENTER HOW**



***MSU HAS HELPED/OR WHY YOU ARE SUPPORTING***]]. Will you give today to help me reach my goal?

Living with a rare disease like myositis is expensive and that's why MSU is proud to offer the Myositis Patient Financial Assistance program. Launched in 2017, MSU has awarded over \$250K in direct patient assistance, including emergency household expenses, costly mobility devices, and medical bills. Your donation is what makes this program possible! Will you give today?

Thanks to generous and caring people like YOU, Myositis Support and Understanding (MSU) raised enough in the last 5 years to award over \$250K in myositis patient financial assistance! This needs-based program provides for emergency household expenses, costly mobility devices, and medical bills. Will you help me reach my fundraising goal so we can help even more people living with myositis?

## Remember to Thank your donors

With your personal fundraising campaign, take ownership and thank each of your donors - it wouldn't have been possible without them! You can send a personalized email, acknowledge them directly on your fundraising page by leaving a comment, or even give them a shout-out on social media!

**Subject - [Add Powerful Subject Line]**

Dear **[Name]**,

*The Myositis Empower Walk is over and my fundraising page has closed, but the impact of your contribution will continue on! I am very grateful for the support you have shown for Myositis Support and Understanding (MSU) and the Myositis Empower Walk!*

*With your support, I have raised **[\$X]** to help improve the quality of life for those impacted by Myositis. I encourage you to follow MSU on [Facebook](#), [Instagram](#), and [Twitter](#) to stay up to date on their work, and visit their website, [www.Understandingmyositis.org](http://www.Understandingmyositis.org).*

*Thank you again for your generosity,*

**[Name]**

**Pro Tip** - Be sure to share your fundraiser often, both via email and social networking. Including why you support MSU in your communication will go a long way in gaining donors.

## Some ways to thank your donors

- **Send an email or handwritten note.** Don't underestimate the value of a personalized email or a good, old-fashioned handwritten card.
- **Use your fundraising page.** You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.

- **Give them a social media shoutout.** Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!