



# A Guide to Being a Team Leader and Virtual Fundraising



Thank you for signing up as a Team Leader for our Stampede Scleroderma virtual fundraising event. As the leader of your pack, we are counting on you to support your team, encourage fundraising efforts and spread the word for the event.

The Michigan Chapter's Stampede Scleroderma virtual fundraising event benefits the National Scleroderma Foundation. Every dollar raised directly benefits the three-fold mission of the organization: to advance medical research, promote disease awareness, and provide support and education to people with scleroderma, their families and support network.

This guide has been created to help you and your team members successfully meet and exceed your fundraising goals.

We understand not every one of our supporters is an expert fundraiser and making the ask can be challenging for even the most seasoned professional. We hope these tips help make your fundraising experience a positive one.

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## Tips to Help Your Team Register

The larger your Stampede Scleroderma pack, the more fun. Grow your team by reaching out to family, coworkers, classmates, business associates, companies you patronize (ex: your dry cleaner or doctor), and friends on social media!

Registration is easier than ever for your team. Just send them these seven simple steps:

1. Visit [www.scleroderma.org/stampedescleroderma](http://www.scleroderma.org/stampedescleroderma)
2. Click "Register"
3. Click "Join a Team"
4. Enter your existing username and password, or create a new account
5. Type in our team name or click "Search for a Team"
6. Once you have found our team, click "Join"
7. Complete registration



## Getting Started With Fundraising

Tips to help you reach and exceed your fundraising goals.

### 1. Set an attainable goal and raise it as needed.

Start with a small, reachable goal based on how many people you think or intend to reach out to (i.e. If you know you can ask 10 people to donate \$15, you can set a starting goal of \$150). Raise the goal every time you get close to achieving the goal to encourage even more people to donate.

### 2. Personalize your fundraising page.

Log in to your Participant Center on the Stampede site:

[www.scleroderma.org/stampedescleroderma](http://www.scleroderma.org/stampedescleroderma)

From here, personalize your personal fundraising page to share your passion and own connection to scleroderma, Stampede, or the Michigan Chapter. You can use the emotional and educational information on your fundraising page to help write emails, social posts, texts, etc. to ask for and encourage donations.

### 3. Reach out to people you know.

Text or email your closest friends, family members and coworkers.

### 4. Share a personal connection or story as it relates to the scleroderma community.

You can even use the scleroderma facts on pages 10-11.

### 5. Be specific in your ask.

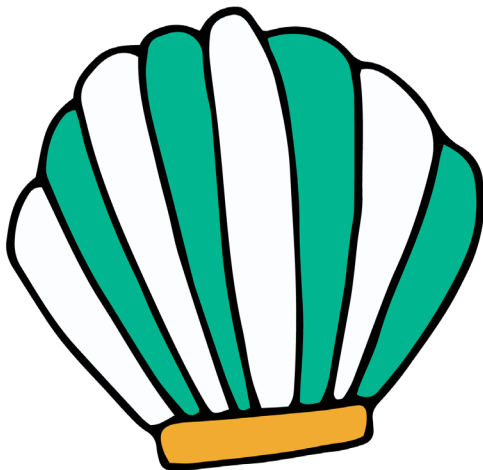
If you would like a \$25 contribution, ask for that amount. If you think this person can donate more, be confident in your ask and request more. The worst the person can say is no. Every person is a potential donor.

### 6. Use social media to encourage donations.

When logged into your personal Participant Center/fundraising Stampede Scleroderma page, you can start a Facebook fundraiser that people can donate to on the Facebook platform – securely and easily.

You can post Instagram or Facebook stories asking for 10 people to donate \$10 to help you get closer to your fundraising goal.

If people do not want to donate through the official Stampede Scleroderma site, ask them to Venmo or PayPal you their donation. At the end of a week, transfer those funds to your Stampede page yourself.



**7. Ask your donors to share their generosity with their network.**

Your donors can help you reach and exceed your fundraising goal by talking to their own network. It only takes one question: "Do you know anyone who would consider donating to help me reach and exceed my goal?"

**8. Update your progress.**

Update your donors often about your fundraising progress through social media and email. Keep them engaged in what you are doing and excited that their own dollars are making a significant difference in the overall campaign.

**9. Help your team members get motivated to fundraise.**

Help create an atmosphere of peer-to-peer fundraising among your team members. Set a goal for each team member to raise at least \$50, create a competition and award the winner a small gift card to a local restaurant with delivery. Show your team members how much you appreciate their efforts without spending much. Get creative!



To easily fundraise toward smaller goals, challenge a team member to accomplish one of the following:

**Fundraise \$50**

- Text 5 friends for \$10
- Email 2 friends for \$25

**Fundraise \$100**

- Email 4 coworkers for \$25
- Post on Facebook for 10 friends to ask each to donate \$10

**Fundraise \$250**

- While keeping distance, go on a walk around your neighborhood or local park to fundraise and raise awareness of scleroderma

**Fundraise \$500**

- Start a Facebook fundraiser

## Tips for Writing Your Fundraising Letter

Whether you are a team leader or an individual raising funds for Stampede Scleroderma, it is important that you take the time to create a letter that has a call to action and tells a story.

1. Tell your story (including your connection to scleroderma).
2. Use simple and straightforward wording. Be specific in your ask, do not hesitate to request what you want.
3. Personalize the letter. Use “You” and “I” in the body of the letter so the reader will feel a connection to the ask.
4. Make your letter easy to read.
5. Avoid making paragraphs longer than seven sentences.
6. Use bullets when possible to make strong points.
7. Bold or underline important statements.
8. Talk about how the donation will have a direct impact on the scleroderma community and those who have scleroderma. People are more inclined to donate when they know where the funds are going.
9. Hand sign the letter and send a stamped return envelope.
10. Add a P.S. to the letter. This can capture the attention of the reader.
11. Research shows the length of the letter does have an effect. Longer letters have been shown to bring in larger gifts. Shorter asks do not always provide enough reasoning for a larger contribution.
12. Make a strong call to action. Be specific and include deadlines and timing.
13. Make an emotional, heartfelt appeal.
14. Provide details about how the gift can be made. Give links and addresses to send a check or offer to pick up the donation when possible.
15. Write a handwritten thank you. It's a personal touch that is highly valued.
16. Establish relationships with your network even after the event. Share details about the work the Michigan Chapter is doing, interesting articles and future events.
17. When necessary, send a gentle reminder letter or email. People are busy and things slip their minds. Do not assume someone is not interested simply because they haven't responded.

Use this sample fundraising letter as a template – customize and structure your letter anyway you want so it becomes a tool that works hard for you.



(Personalized Greeting),

Did you know? An estimated 11,000 Michiganders live with scleroderma – a disease with no known cause or cure. With 1 out of 1,100 Americans being affected, the need is greater than ever for more resources, quality education, and effective awareness and marketing campaigns. We need your help to reach and exceed our \$150,000 goal!

Every dollar raised helps our three-fold mission to provide educational and emotional support to people with scleroderma and their families; to stimulate and support research designed to identify the cause and cure of scleroderma as well as improve methods of treatment; and, to enhance the public's awareness of this disease.

As you may know, I have a personal connection to the scleroderma community. As a (patient/family member/caregiver) I know firsthand the devastating effects of the disease. My journey began (share specific details).

The National Scleroderma Foundation Michigan Chapter is a cause close to my heart because they make a significant impact in the lives of those living with scleroderma.

Will you consider contributing to my campaign? I have a goal to raise (add in goal amount). A gift of (suggested amount) can go far toward achieving the strategic goals of the National Scleroderma Foundation. We are looking to increase the reach of our educational programs, create juvenile programs and resources that are currently non-existent in Michigan, extend our reach to the medical community and expand our marketing, media and public relations campaign. Every dollar you give will benefit these initiatives.

Thank you in advance for supporting my efforts! I could not meet my fundraising goal without your generosity.

(Signature goes here)

P.S. If you would like to make your donation online, the link is secure and easy to use. If you would like to send me a check, it can be made out to National Scleroderma Foundation Michigan Chapter and sent in the enclosed stamped envelope or given in person. If you would like to join my Stampede Scleroderma team, visit: (provide link to your Stampede team page)



Use this sample fundraising letter as a template to reach out to those who have previously donated to your Stampede cause – customize and structure your letter anyway you want so it becomes a tool that works hard for you.



(Personalized Greeting),

Thank you for your continued support of the Scleroderma Foundation. Your generosity has significantly benefited their three-fold mission to provide educational and emotional support to people with scleroderma and their families; to stimulate and support research designed to identify the cause and cure of scleroderma as well as improve methods of treatment; and, to enhance the public's awareness of this disease.

The funds raised at last year's Stampede Scleroderma event helped:

- Increase awareness
- Develop educational programs for support groups
- Enlarge patient panels with medical students
- Create resources for those who are living with scleroderma
- Offer web-based learning experiences for the scleroderma community throughout the world

You helped make this all possible!

Last year, my team raised (add in amount). I am hoping to raise (add in amount) this year. Can I count on you to join my team and help me fundraise for this great cause?

(Signature goes here)



## Email Templates to Encourage Donations

### First Email Outreach

I am excited to reach out to you about the 2022 Stampede Scleroderma Virtual Fundraiser and am looking forward to your support. As a team leader, it is my role to raise funds that will support the three-fold mission of the Scleroderma Foundation: to provide educational and emotional support to people with scleroderma and their families; to stimulate and support research designed to identify the cause and cure of scleroderma as well as improve methods of treatment; and, to enhance the public's awareness of this disease.

Every dollar raised will benefit over 10,000 children, men and women who are affected by scleroderma in Michigan.

I am counting on you to help me meet my fundraising goal of \$ \_\_\_\_\_! You can donate online here: [www.scleroderma.org/stampedescleroderma](http://www.scleroderma.org/stampedescleroderma). Just enter my team name, (Team Name), make your donation and see your funds appear on my team page.

Thank you for supporting my team. Together, we can get closer to finding a cure.

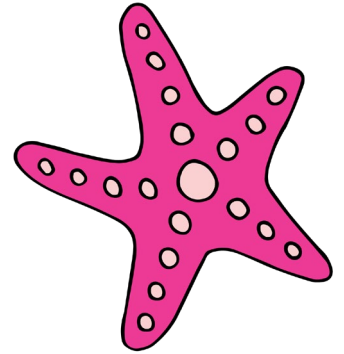
### Follow-Up Email

I recently sent you an email about the 2022 Stampede Scleroderma Fundraiser. I know how busy you are, so I wanted to remind you it is not too late for you to donate to Team \_\_\_\_\_! Your support will help me reach my fundraising goal of \$ \_\_\_\_\_. I am getting closer to this mark, and with your help, I am confident I can reach the goal. Donating and registering is easy. Just go to [www.scleroderma.org/stampedescleroderma](http://www.scleroderma.org/stampedescleroderma).

Thank you for your support. I hope you can help me get one step closer to my goal.



Thank you so much for your recent contribution to the 2022 Stampede Scleroderma Fundraiser. Your kindness and generosity helped Team \_\_\_\_\_ raise a total of \$\_\_\_\_\_ so far. What an accomplishment! I am proud of my efforts but am still \$\_\_\_\_\_ away from my goal. My passion toward Stampede Scleroderma, as you know, stems from \_\_\_\_\_. I am grateful you share that same commitment to supporting the Scleroderma Foundation. Together, we can get closer to finding a cure!



## Social Media Templates & Tips

Templates and tips to help you recruit team members and fundraise.

### 1. Include a call to action in your social media posts.

Creating a call to action will help increase engagement for Stampede Scleroderma. Use phrases like:

- a. Now's the time to get involved with the Stampede Scleroderma Fundraiser - do not miss out! Donate to my team now.
- b. Registration for Team \_\_\_\_\_ is quick and easy. Sign up and participate virtually or for the in-person event today.
- c. Challenge: I am looking for 10 people to donate \$10 to support my team at the Stampede Scleroderma Fundraiser. Are you up to the challenge? Donate now!
- d. Funds raised for the Stampede Scleroderma Fundraiser help over 10,000 people in Michigan affected by scleroderma. Donate to my team now!
- e. I am \$\_\_\_ away from my \$\_\_\_ fundraising goal. Any contribution you make will help over 10,000 people in Michigan who have scleroderma (a rare disease with no known cause or cure).

### 2. Share a personal connection or story as it relates to the scleroderma community.

Sharing something personal will give readers a compassionate reason to engage. Pull from the information you included in your personal fundraising page.

### 3. Create a Facebook Fundraiser.

After registering for Stampede, add a personal story about your passion for scleroderma to your personal fundraising page. From this page in your Participant Center, click "Fundraise on Facebook." A link will be generated for your Facebook fundraiser. Copy and paste the link into your web browser to publish the fundraiser. From here, people can securely donate through Facebook directly to your Stampede fundraiser. Message friends on Facebook, post statuses about your progress and re-share the fundraiser periodically to raise additional funds.

- 4. Create and post a video about why you are involved with Stampede Scleroderma.**
- 5. Post often.**

Post frequently to remind your family and friends that you are passionate about Stampede Scleroderma. You do not know when someone is seeing the post for the first time. Always include a URL to your fundraising/team page to make it easy for people to donate.
- 6. Thank your followers after you receive donations or reach your fundraising goals.**

Thanking your followers and giving them an update on the success of your team, the fundraiser and the overall fundraising efforts will help people feel great about their contributions. People like to see follow up information and will appreciate the posts!
- 7. Make sure your links are working correctly before you post.**

## Scleroderma Facts

Providing information about scleroderma can be beneficial when soliciting for donations. An educated donor will be more compelled to contribute if he/she understands who benefits from their contribution.

- Scleroderma is a chronic, autoimmune connective tissue disease. Symptoms typically include some or all of the following: sensitivity to cold in fingers and hands, thickening of the skin, shortness of breath, difficulty swallowing, joint stiffness and pain, and damage to internal organs.
- Autoimmune diseases, which affect more than 50 million Americans, are the third leading cause of death in the United States.
- There are over 10,000 persons living with scleroderma in Michigan.
- 1 out of 906 American are affected by scleroderma.
- 95% of scleroderma cases begin with Raynaud's phenomenon (hands and feet become abnormally sensitive to cold).
- Federal research funding for scleroderma lags behind other diseases of similar prevalence.
- Misdiagnosis is common. It can take three years or more for an individual to be diagnosed and receive appropriate treatment, often due to lack of familiarity with the disease among medical professionals.

- In Michigan, some clinics have reported seeing as many as ten newly diagnosed scleroderma patients per week.
- Although scleroderma can strike anyone (from infants to the elderly), an estimated 80% are women between the ages of 25 and 55.
- The estimated total economic impact of scleroderma in the United States is \$1.5 billion annually.
- The direct cost of treatment for scleroderma patients is more than \$460 million annually.
- The thickened skin in scleroderma is caused by overproduction of collagen, which is the basic component of scar tissue. Abnormal accumulation of collagen is called fibrosis.
- There are basic forms of scleroderma: systemic (systemic sclerosis) usually affects the internal organs or internal systems of the body as well as the skin, and localized affects a local area of skin either in patches (morphea) or in a line down an arm or leg (linear scleroderma), or as a line down the forehead (scleroderma en coup de sabre). It is very unusual for localized scleroderma to develop into the systemic form.
- There are many clues that define susceptibility to develop scleroderma. A genetic basis for the disease has been suggested by the fact that systemic scleroderma is more common among patients whose family members have other autoimmune diseases (such as lupus).
- In rare cases, systemic scleroderma runs in families, although for the vast majority of patients, there is no other family member afflicted.
- Environmental factors may trigger the disease in the susceptible host. For example, silica exposure has been associated with scleroderma, and certain drugs can cause scleroderma-like reactions.
- Localized scleroderma is more common in children, whereas systemic scleroderma is more common in adults. Both can occur at any age, however.

Scleroderma was first diagnosed in 1754



**OVER 10,000**  
Michiganders are affected  
by scleroderma

1 in 906 people  
HAVE SCLERODERMA



80% OF PATIENTS ARE  
**FEMALE**

It takes

**3-5 YEARS**  
to get diagnosed

{30-50  
age most patients  
are diagnosed }



**\$1.5 billion**

is the estimated impact  
of scleroderma in the U.S.  
every year



For more ideas or assistance with fundraising, contact  
the Scleroderma Foundation Michigan Chapter

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