



59 Front Street  
Binghamton, NY 13905



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(800) 867-0885



SclerodermaTriState.org  
@SclerodermaTS



# TEAM CAPTAIN PACKET

## WELCOME TO WALK SEASON!

Thank you for joining us this walk season! As a team captain, you play a critical role in raising the funds needed for research, to support patients, raise awareness and ultimately find a cure. Last year alone, we raised more than \$146,000 through our walks and this year we're excited to go even further. Thank you for being a part of this incredible community!

# TOOLS TO USE

## HERE ARE A FEW EASY WAYS YOU AND YOUR TEAM CAN KICK-START YOUR FUNDRAISING.



### EMAIL/SOCIAL MEDIA

Sending emails and posting on social media are great ways to ask for support and start fundraising. Be sure to include a link to donate in your message.

### MATCHING GIFTS

Many employers will match employees' charitable donations. Ask your HR department if they have a matching gift program and ask everyone on your team to do the same.

Post your story on all of your social media channels: Facebook, Twitter, Instagram, Pinterest, etc.

### WHY ARE YOU WALKING?



### YOUR PARTICIPANT CENTER

When you log in on your walk's website, you can access your "Participant Center". There you will be able to customize your personal page, send emails, see your progress, and more.

### COMMUNITY FUNDRAISERS

From car washes to bake sales to coin collection jars, there are hundreds of creative ways to raise money.

### YOUR NETWORK

Make a list of people you could reach out to, then craft your message. You'll find some sample language on the next page to get you started.

People you may want to reach out to include:

- Family and in-laws
- Co-workers and classmates
- Business associates, customers and vendors
- Companies you patronize (e.g. your dry cleaner or doctor) - See attached "Business Sponsorship Form".
- Friends on social media

# SAMPLE LANGUAGE



## SOCIAL MEDIA

Please join me at the 2022 [LOCATION] Stepping Out to Cure Scleroderma Virtual Walk. This year, I have a goal - I want to help find the cure for scleroderma, a disease that has affected me by [INSERT HOW SCLERODERMA HAS AFFECTED YOU HERE]. To do that, I need your help! Please consider making a donation to help me reach my fundraising goal of [\$GOAL]. You can donate and see my progress at [LINK TO PERSONAL SITE]. Thank you for your support!

**Once you've met your goal;** "...please help me meet my stretch goal of [\$GOAL]."

## EMAIL

As you may know, on [EVENT DATE] I'll be participating in the [LOCATION] Stepping Out to Cure Scleroderma Walk, a fundraising walk supporting the work of Scleroderma Foundation Tri-State Chapter. Scleroderma is a devastating disease that causes hardening of the skin, tissue and organs. It affects approximately 300,000 people nation-wide and the most serious cases can be fatal.

This cause is very important to me. [INSERT YOUR STORY HERE. WHAT IS YOUR PERSONAL CONNECTION TO THE CAUSE? WHY ARE YOU PARTICIPATING?]

This year, I've set a goal to raise [\$GOAL] and I'm asking for your support. Please consider making a gift today. It's fast, easy and it not only helps me reach my goal, it brings us one step closer to finding a cure for scleroderma. Thank you very much for your support. I'll keep you updated on my progress!

To make a donation online, visit my personal page at [LINK] and click the button to support my team. If you'd like to walk with us, click the button to join the team. If you'd prefer to mail a check, please make your check out to SF Tri-State Chapter and mail it to 59 Front Street, Binghamton, NY 13905. In the memo line, please write my full name and the location of the walk so your donation will be counted towards my fundraising goal.

Thank you for supporting this cause that is so close to my heart and for bringing us one step closer to the cure for scleroderma!

Every dollar raised adds up. If every walker nationwide raised just \$100, we'd raise \$1.6 million for scleroderma research and support!

# HOW TO RAISE MONEY

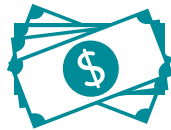


## HERE ARE A FEW FUNDRAISING SUCCESS TIPS FOR YOU AND YOUR TEAM.



### JUST ASK

Ask everyone. If you haven't heard from a potential supporter, ask again. It may take a few tries to get peoples' attention. Drop off a handout or brochure.



Businesses can earn a tax write-off for supporting their community. Plus they will receive the bonus of promoting their business and incentives based on their level of support (*see the attached "Business Sponsorship Form"*).



### BE SPECIFIC

Asking for a specific amount - such as \$25, \$50 or \$250 - can help people reach the decision to give.



### LEAD BY EXAMPLE

Make a personal gift to start things off. That often sets the bar for future gifts and signals to donors that you are serious about the cause.



### KEEP IT PERSONAL

Remind people why you are invested in the cause and why their support is important to you.



### GO ONLINE

Online donations are, on average, twice the size of those made by cash or check. Include a link to donate with every message - to make giving easy.



### SAY THANK YOU

There's a rule in the fundraising world - **ask once, thank twice**. Showing appreciation is key to keeping people involved.

# Stepping Out to Cure Scleroderma - 2022 Corporate Sponsorship

All Sponsorships receive recognition in the walk issue of our 2022 newsletter and social media.

## DIAMOND SPONSOR - \$10,000

- Recognition on Scleroderma Foundation Tri-State website
- Company logo on all adult walk shirts
- Set-up tent/table with promotional items at walk site
- Company banner at all walk sites

## PLATINUM SPONSOR - \$5,000 - \$9,999

- Recognition on Scleroderma Foundation Tri-State website
- Company logo on all adult walk shirts
- Set-up tent/table with promotional items at walk site
- Company banner at individual walk site

## GOLD SPONSOR - \$2,500 - \$4,999

- Company logo on all adult walk shirts
- Set-up tent/table with promotional items at walk site

## SILVER SPONSOR - \$1,000 - \$2,499

- Company logo on all adult walk shirts
- Recognition at individual walk site

## BRONZE SPONSOR - \$500 - \$999

- Company logo on all adult walk shirts

## PATRON - \$250 - \$499

- Company name listed on all adult walk shirts

We want to support Stepping Out to Cure Scleroderma 2022 at the following sponsorship level:

- |   |   |
|---|---|
| <input type="checkbox"/> Diamond \$10,000 | <input type="checkbox"/> Silver \$1,000 |
| <input type="checkbox"/> Platinum \$5,000 | <input type="checkbox"/> Bronze \$500   |
| <input type="checkbox"/> Gold \$2,500     | <input type="checkbox"/> Patron \$250   |
| <input type="checkbox"/> OTHER \$ _____   |   |

Westchester Stepping Out to Cure Scleroderma

Date: May 29, 2022

Location: Waterfront Park

Registration Time: 9:00 AM

Walk Begins Time: 10:30 AM



The Tri-State, Inc. Chapter is a nonprofit IRS 501(c)(3) organization [IRS#13-3128296]. Your donation is tax deductible as allowed by law.

Please make check payable: SF Tri-State.

If you wish to pay by credit card please call 800-867-0885.

Office Use only

Company Name (as it should appear in print) \_\_\_\_\_

Contact person \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

email \_\_\_\_\_ website \_\_\_\_\_

**SPECIAL NOTE:** For correct recognition on graphic oriented materials, please send your corporate logo in **EPS, PDF** or **AI** format (or high resolution **JPG**) to [sdtristate@sclerodermatristate.org](mailto:sdtristate@sclerodermatristate.org) by **May 1, 2022**. Call 800-867-0885 if there are questions.

Solicitor (for walk) \_\_\_\_\_ Team \_\_\_\_\_

**In-Kind donations of goods and services are also greatly appreciated. We welcome the donation of items for raffles, door prizes, of food and drink, of gift certificates and coupons and general giveaways.**

Donation \_\_\_\_\_ Value \$ \_\_\_\_\_

Donation \_\_\_\_\_ Value \$ \_\_\_\_\_

Donation \_\_\_\_\_ Value \$ \_\_\_\_\_

**SCLERODERMA**  
**FOUNDATION**  
SUPPORT · EDUCATION · RESEARCH  
**TRI-STATE CHAPTER**

More information about our walks: [www.SteppingOutWalk.org](http://www.SteppingOutWalk.org)

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Connect with us



Visit [SclerodermaVideo.com](http://SclerodermaVideo.com) to access past educational events 24/7 - free-of-charge!