FUNDRAISING GUIDE

lupus charity runners

ride for lupus

Lupus Society of Illinois
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Dear Lupus Charity Runner/Rider:

Thank you for taking the first step towards making a difference in the fight against lupus! We sincerely THANK YOU for choosing to fundraise for LSI and the lupus community in the event of your choice. By participating as a Lupus Charity Runner/Rider, you are making a difference. You will spread awareness, educate people about the illness, and raise critical funds to support those affected by the disease.

Did you know?
Since 2007, Lupus Charity Runners/Riders has raised over $500,000 toward the LSI’s mission. Funds necessary to provide personal assistance to anyone in the lupus community at no cost.

Our goal this year is $50,000!
The Lupus Society of Illinois (LSI) depends on leaders like you to mobilize friends and family. Lupus Charity Runners/Riders are a group of both new and seasoned athletes who run, bike, or swim to raise funds and awareness for the Lupus Society of Illinois. Whether this is your first or your fifth event, this guide is meant to help you fundraise, spread awareness and become the best Lupus Charity Runner/Rider you can be!

An estimated 65,000 lupus patients live in Illinois and the LSI is the only organization in the state committed to assisting these patients and their families cope with the often devastating disease. Our programs and services are funded in large part through Lupus Charity Runners/Riders events and the generosity of individuals like you! Every dollar you raise makes a difference in the fight against lupus.

If you have any questions, need materials, or want to discuss growing your efforts, please feel free to contact me at 312-542-0006 or liz@lupusil.org. Thank you again for joining us this year!

Sincerely,

Liz Guzman
Special Events Manager
E: liz@lupusil.org
P: 312.542.0006
WHAT IS LUPUS?

Lupus is an acute and chronic (lifelong) autoimmune disease in which the immune system becomes unbalanced, causing inflammation and tissue damage to virtually every organ system in the body.

Lupus can affect many parts of the body, including the skin, joints, blood and blood vessels, heart, lungs, kidneys and brain. The health effects of lupus range from mild to life-threatening and the disease vacillates between periods of increased activity called flares and periods of remission.

Lupus can be particularly difficult to diagnose because its symptoms are similar to those of many other illnesses and major gaps exist in understanding the causes and consequences of lupus. More than half of all people with lupus suffer four or more years and visit three or more doctors before obtaining a correct diagnosis.

WHY RUN?

Lupus can be a devastating disease. Individuals and families can suffer for years before a diagnosis is made and then suffer years longer in silence due to a lack of understanding about the disease.

Funds raised by Lupus Charity Runners/Riders enables the Lupus Society of Illinois (LSI) to provide programs and services to those who need it – at no cost to them. Support groups, educational opportunities, financial assistance, individual peer support and the Lupus Personal Advisory Program are just a few of the programs and services the Lupus Charity Runners/Riders make possible.

WE SUPPORT YOU!

- LSI wristband and welcoming letter upon registration
- Personal fundraising webpage—upload photos, share your story and customize your own messages!
- Lupus Charity Athlete Quarterly Newsletter
- Fundraising Incentive Prizes!
  - $100+ Lupus Charity Runner Knit Cap
  - $300+ LSI Travel Mug
  - $600+ Lupus Charity Runner Sweatshirt

Questions—Please contact Liz Guzman at liz@lupusil.org or 312.542.0006
FUNDRAISING BASICS

As a Lupus Charity Runner, you are helping LSI increase lupus awareness by putting a face to lupus. Every time you share your lupus story and information about lupus you are increasing lupus awareness. Every dollar you raise contributes to lifesaving programs and services provided at NO COST to those in need.

BE BOLD! Make a list of everyone you know - family, friends, colleagues, neighbors, Facebook friends, Twitter followers and more! Remember to share your page and get the word out!

GO VIRAL! Use social networking pages, including Facebook, Twitter, and Instagram to raise funds and awareness! Add your fundraising link to a Facebook status, tweets and e-mail signature!

BE CREATIVE! Create fundraising flyers with your story and lupus information and post them around your work, church, etc. Include the URL that links to your personal fundraising page and LSI’s website www.lupusil.org.

TALK IT UP! Take a moment to talk about lupus and your efforts at committee meetings, book groups, church groups and more!

HANDY HANDOUTS! Make sure everyone who donates to your efforts receives information about lupus. (LSI has bookmarks you can distribute—ask Liz to send you some!)

START EARLY! Remember, the earlier you start fundraising, the more time you have to reach (and surpass!) your fundraising commitment.

GET A BOOST LOCALLY! Ask a local restaurant to specify a day when it will donate a percentage of their breakfast, lunch, or dinner checks to your fundraising efforts.

PLAY GAMES! Invite a group to play softball, basketball, ping-pong, pool, darts, board games, or even video games. Charge an entry fee and donate all proceeds to your fundraising total.

SCHEDULE A PERFORMANCE! Is there a musician, artist, comedian, dancer in your network? See if you can find a venue to donate a space for a benefit performance. Set a donation amount with all proceeds going to your fundraising page.

FOLLOW UP! Don’t be afraid to ask individuals on your list twice. Often, people plan to donate and a reminder makes all the difference!

BECOME A SALES PERSON! Hold a bake sale at your child’s school. Hold a yard sale, book sale, arts and crafts sale or even a lemonade stand to raise funds for your big run.

USE SNAIL MAIL! A personal, handwritten letter is a great way to ask for a donation. Be sure to include the URL to your fundraising page, as well as a donation form and stamped, self-addressed envelope for donors who you think would prefer to mail a gift to you.

PLAN A PARTY! Host a fundraising cocktail party or dinner, a movie night or a football party and charge guests an entry fee.

COUNT PENNIES! Ask friends and family to collect spare change and donate the coins to your cause. It is a fun way to get kids involved. A little change can add up to a lot pretty quickly.
Every time you invite donations for your efforts, you increase lupus awareness.

Educating the public about lupus while raising funds is the ideal *Lupus Charity Runners* situation. This list of fundraising ideas is intended to spark your original ideas. Please let us know if you have tips to add!

- **CREATE A UNIQUE FUNDRAISING PLAN!** Like training for the marathon, reaching your fundraising goal requires a plan. Break your fundraising goal into smaller goals. One example:

  | Sponsor yourself | $50  |
  | matching gift from employer | $50  |
  | 5 co-workers donate $50 | $250  |
  | co-workers matching gift from employer | $250  |
  | 5 family members donate $50 | $250  |
  | 5 friends donate $50 | $250  |
  | 2 neighbors donate $25 | $50  |
  | 10 Facebook friends donate $20 | $200  |
  | Your employer contributes | $100  |
  | 3 businesses you frequent to donate $25 | $75  |
  | Garage Sale fundraiser | $100  |

  **TOTAL $1,625**

*find a Fundraising Plan Worksheet in the back of this packet.*

- **MATCHING GIFT OPPORTUNITIES!** Many companies will match charitable donations made by their employees. This is a fantastic way to double or even triple a donor’s gift. Be sure to remind your donors to explore this option.

- **OFFER PRIZES TO YOUR DONORS!** Offer the winner a prize like dinner at your house, an invitation to a movie night, or a gift card (let us know if an organization donates an in-kind item and we’ll send out a thank you letter so their gift is tax deductible).

- **SET UP DONATION JARS!** Create opportunities to collect spur-of-the-moment donations. Set a donation jar on your desk, in the lunchroom at your office, at your church, or anywhere you think people might donate.
Email & Letter Campaigns

Emails and letters are personal and effective methods of raising funds. The average fundraiser raises $100 and the average email/letter writer raises $500+! Don't be afraid to ask—often! Participants sending 15+ emails to potential donors raise 76% more than those who don’t!

Here are some tips for your email/letter writing campaign:

- Write your letter from the heart, tell your story with passion, enthusiasm and make it personal.
- Tell people your fundraising goal and how close you are to reaching it.
- Set a reasonable goal – you can always raise it and it’s fun to brag about having to increase your goal.
- Keep your letter short and to the point.
- Include the link to your personal fundraising page so people can donate safely online.
- Send the letter to everyone you can think of. Start with your holiday card list and include all friends, family, co-workers, colleagues, vendors, doctors, and more! If people do not donate, at least you are spreading awareness!
- Ask two, three, and four times! Most people need a reminder. Don’t be shy about asking more than once.
- Let your contacts know that they can share the letter. They may know someone with lupus who would like to help.
- Carry extra copies of your letter. You never know who you will run into and the more people you ask, the more donations you will receive!

SAMPLE LETTER - donation

Dear {Friend},

In support of lupus, I am participating in the EVENT NAME on EVENT DATE as a Lupus Charity Runner! I've created a fundraising webpage and set a fundraising goal of $500 to support the Lupus Society of Illinois. This year I need YOUR support!

You can help me reach my fundraising goal by donating today! Remember every dollar helps fight lupus by supporting people living with the disease and funding research.

100% of the money raised from the walk is contributed back to the Lupus Society of Illinois to continue their mission to promote lupus awareness and complement the work of health care professionals by providing personalized resources for the lupus community while supporting research. The Lupus Society of Illinois provides these programs and services at no cost to those in need and the money stays here in Illinois.

Please consider making a donation at [PERSONAL FUNDRAISING PAGE] or mailing a check with a donation form (made payable to LSI) to the Lupus Society of Illinois. I am committed to raising $500 and I need your help! To learn more about the LSI, visit their website at www.lupusil.org and follow them on social media @LupusIL.

Sincerely,

{Name}
Dear friend,

I am writing to you today to ask for your support with my important mission as a Lupus Charity Runner. On EVENT DATE I will be participating in the EVENT NAME as a Lupus Charity Runner and I need your support!

For [YEARS LIVING WITH LUPUS] years I have been battling this terrible disease. In case you are not aware, lupus is a devastating and potentially fatal autoimmune disease that causes the immune system to become hyperactive and attack the body’s own tissues and organs. This year I have taken a turn for the better and I want to celebrate by participating in the EVENT NAME. Please consider making a donation to my fundraising webpage [FUNDRAISING WEBPAGE] or mailing a check to the Lupus Society of Illinois. I am committed to raising $500 and I need your help to reach my goal!

Sincerely,
{Name}

SAMPLE LETTER-thank you

Dear {Friend},

Thanks to all of your generous donations and helping me reach my fundraising goal! As a Lupus Charity Runner I am running to raise funds and awareness for lupus and the Lupus Society of Illinois.

100% of the money raised from the walk is contributed back to the Lupus Society of Illinois to continue their mission to promote lupus awareness and complement the work of health care professionals by providing personalized resources for the lupus community while supporting research. The Lupus Society of Illinois provides these programs and services at no cost to those in need and the money stays here in Illinois.

I hope you will cheer me on at the EVENT NAME on Sunday, EVENT DATE! Once again, thank you!

Sincerely,
{Name}
**SAMPLE LETTER - sister/brother living with lupus**

Dear family and friends,

I am writing to you today to ask for your support with my important mission as a Lupus Charity Runner. On EVENT DATE I will be participating in the EVENT NAME as a Lupus Charity Runner and I need your support!

For those of you who do not know, my [SISTER/BROTHER] struggles with lupus every day. Some days are okay, others are not. [SHE/HE] is one of the strongest people I know and it is because of [HER/HIM] that I ask you to join us on [INSERT DATE]. If you cannot donate, please come cheer me on race day! *remember to wear purple*

I am committed to raising $500 and I can’t do it without your help. No donation is too small!

Thank you for helping us fight lupus.

Sincerely,

{Name}

**SAMPLE LETTER - wife/husband living with lupus**

Dear family and friends,

As you all know, for years now my [HUSBAND/WIFE] has had many ups and downs with [HIS/HER] health. There have been moments when [HE/SHE] hasn’t been able to walk or get out of bed, when being touched or hugged hurt, and getting through a task as easy as showering wore [HIM/HER] out for the entire day.

Being diagnosed with lupus was tough for us. There is no cure for lupus and little is known about why people get it and how to effectively treat it. Often the medicines have terrible side effects and cannot be taken for long periods of time.

We need a cure. Without funding, we cannot find one. Without funding, we cannot support the estimated 65,000 people living with lupus in Illinois. Without funding, we cannot spread awareness about this terrible disease. Please help spread awareness by supporting my important mission as a Lupus Charity Runner. On EVENT DATE I will be participating in the EVENT NAME as a Lupus Charity Runner and I need your support!

Donate today and support [HUSBAND/WIFE], myself and the LSI! Thank you in advance for your support!

Sincerely,

{Name}
As a Lupus Charity Runner, you receive a fundraising page through Salsa. Credit card donations to your page are easy and more importantly safe!

Below are instructions on how to set up your fundraising page independently:

1. Go to the Lupus Charity Runners & Riders page on LSI's website:
   And click the Create Fundraising Page Here
2. Select your registration type.
   ⇒ RUNNER
   ⇒ RIDER

3. Then click “Add to Cart”
4. You will see the screen below—asking if you are registering yourself or someone else. Select the appropriate option and click “Next”

5. You will see the screen below—asking you for your contact information, event information. Once you filled all of this out then click “Next”
6. Pick which way you would like to setup your fundraising page

Create Account

→ On the “We need some information from you to create your fundraiser”

→ Your login will be your email address. You will be asked to complete basic information and to create a password (image A)

Login with Facebook

Logging in using Facebook, shares your public profile and email addresses.

→ Login with your Facebook account.

→ Clicking “Continue” on the share with Salsa screen (image B) will take you to the “Fundraiser Registration Page”
7. Now that your fundraising page is completed you need to complete the application process. Click “Go to Checkout”

8. You have the option on this page to make a donation or not. If you are not making a donation to your page please unclick “I would like to make a donation”

9. Click “Submit” and you are now setup to fundraise on behalf of LSI for your chosen event!

Contact Liz at liz@lupusil.org with any questions.
10. You will receive an email detailing your registration and a link to your fundraising page. Click “Edit” to personalize your fundraising page.

11. You will be directed to your editable fundraising page.

You will see the page to the right and will default to the “Edit Page” tab of your page tools.

Your other page tabs are “Dashboard”, “Post Update”, and “Settings”.

We'll go through each tab one at a time.
“Edit Page Tab”

12. Your page defaults to the “Edit Page” tab, so we will start there. This page allows you to:

- Add a profile photo (if you use Facebook to Login, your Facebook profile picture will default to this profile picture as well). You can upload a picture from Facebook (you’ll be asked for your login information) or you can upload a new image.
- Add “Your Story” - your personal connection to lupus and why you are running or riding for the event of your choice on behalf for the Lupus Society of Illinois and
- Add a Cover Photo (a wider photo than your profile picture to appear on your fundraising page.)

Profile picture

Cover Photo
“Edit Page Tab”

The “Your Story” option allows you to explain to your friends, families and donors why you are running or riding as a Lupus Charity Runner/Rider.

There is a default text; however, we encourage you to personalize this section.

[DEFAULT TEXT]

I am participating in the EVENT NAME on EVENT DATE as a Lupus Charity Runner!

For those of you who are not familiar with the disease, lupus is an acute and chronic (lifelong) autoimmune disease in which the immune system becomes unbalanced, causing inflammation and tissue damage to virtually every organ system in the body.

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Funds raised by Lupus Charity Runners enables the Lupus Society of Illinois (LSI) to provide programs and services to those who need it – at no cost to them. Support groups, educational opportunities, financial assistance, individual peer support and the Lupus Personal Advisory Program are just a few of the programs and services the Lupus Charity Runners make possible.

Research estimates that at least 1.5 million Americans have lupus – that’s an estimated 65,000 in Illinois alone.

Donating through this website is simple, fast, and secure. Please consider making a donation. Any amount goes a long way in the fight against lupus.

Thank you so very much for your support. It means the world to not only me but the Lupus Society of Illinois as well.
“Dashboard Tab”

13. The “Dashboard” tab—from the “Dashboard” tab you are able to

✓ change the name of your fundraising page
✓ Check your progress
✓ Change your fundraising goal
✓ See your donations
✓ Promote your fundraiser using Salsa tools:
  ⇒ Email—this tool an email will open with defaulted text*. You can copy and paste your contact email addresses into the email or use your email vendor’s contact list. Include a link to your fundraising page.
  ⇒ Facebook—this tool, you will be prompted to post a message to your Facebook page—prewritten text* is provided for you to post to your twitter page.
  ⇒ Twitter—prewritten text* is provided for you to post to your twitter page.
  ⇒ Copy your link—this tool allows you to copy a link to your fundraising page. You can then paste this link into any document, electronic signature, webpage, etc.

* Personalizing all of your communications is strongly recommended!

Check progress toward your goal

Change your goal by clicking on the Change Goal hyperlink above your progress bar.

Check your donations in the “Your Donations” section of your dashboard.
“Post Update Tab”

14. “Post Update” tab allows you to post a personalized update to Facebook or Twitter with a link to your fundraising page.
“Settings Tab”

15. “Settings Tab” allows you to:

- Link your social networks or disconnect your social networks.
- Download the mobile Salsa Labs App that allows you to post updates and make changes to your fundraising page from your mobile device.
- Change your login information—including your password.
View Your Fundraising Page

From any of the 4 tabs in your edit fundraising page section you can click “view my page” to see your live page:

Mary’s Page
2018 Bank of America Chicago Marathon Lupus Charity Runners Team - Grant Park
Sunday, October 7, 2018

Mary Dollear
I am participating in the 2018 Bank of America Chicago Marathon on Sunday, October 7th as a Lupus Charity Runner!

For those of you who are not familiar with the disease, lupus is an acute and chronic (long-term) autoimmune disease in which the immune system becomes unbalanced, causing inflammation and tissue damage to virtually every organ system in the body.

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To get back to your Edit Page, click this link.
## FUNDRAISING PLAN

*Worksheet*

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**TOTAL**
Make checks payable to: Lupus Society of Illinois or LSI.
411 S. Wells Street, Suite 503; Chicago, IL 60607

To pay by credit card, direct donors to your Salsa personal fundraising page.

Mail collected donations with this form to our office (please do not send cash).

Ask your donors if their employer will match their gift!

Questions? Please contact Liz Guzman at 312.542.0006 or liz@lupusil.org

The Lupus Society of Illinois is a non-profit organization and your donation is tax deductible. Your generosity helps provide support and services to those affected by lupus, increase awareness, and find the causes and cure for this disease. Thank you for supporting the fight against lupus!
Can I accept cash/check donations?
Yes! Checks can be made payable to LSI or Lupus Society of Illinois. You can track cash/check donations using the “Donation Form” on PG 23. You can drop cash and checks or mail checks into LSI at 411 S. Wells St., Suite 503, Chicago, IL 60607.

Please include your donation form or a note letting us know to apply the donations to your fundraising efforts. If you plan to stop by the office, please let us know.

How do I input offline donations on Salsa?
You can input offline donations on your Salsa account by logging into your Salsa account and go to the “Your Fundraising” tab. Click on the “Enter Offline Donations” link and complete the information. Once LSI receives the donation, we can confirm the donation. Please note that until the donation is confirmed by LSI the donation is pending and is not included in your goal.

Can you input my offline donations on Salsa?
Yes, LSI can input the offline donations. If you send the necessary information to Liz at liz@lupusil.org, that information will be added to your Salsa account.

What if I don’t want to set up a fundraising page?
Online fundraising is a great way to achieve your fundraising goals. If you would prefer not to set up a page, we can track your donations manually. Please contact Liz Guzman at liz@lupusil.org or 312.542.0006 to discuss procedures.

Can you help me create a fundraising plan?
Yes! LSI can help you think through your fundraising plan. Contact Liz at liz@lupusil.org or 312.542.0006

Do I have to use the tools through Salsa?
You are not required to use any of the tools provided by Salsa.

Can I email a link to my fundraising page through my personal email account?
Yes, you can copy the link for your fundraising page and include that in an email, letter or even in the signature on your email accounts.

How often should I ask family/friends for donations?
You can ask family/friends for donations as often as you feel comfortable. Past experience indicates that often, individuals wait to donate closer to the event they are donating to and you may want to email family/friends several times as reminders.

THANK YOU!

Lupus Society of Illinois
411 S. Wells Street, Suite 503
Chicago, IL 60607
Questions? Please contact Liz Guzman
P: 312.542.0006
E: liz@lupusil.org