Participant Guide
2019

FOUR WALKS
ONE MISSION

Northern Suburbs-Vernon Hills
Sunday, May 5, 2019

Southern Suburbs– Chicago Heights
Saturday, June 1, 2019

Western Suburbs-Naperville
Saturday, August 10, 2019

Chicago-Lincoln Park
Sunday, September 22, 2019
(includes a 5k fun run!)

www.lupuswalkil.org
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Dear Illinois Lupus Walk Participant,

Thank you for taking the first step in the fight against lupus! This year, thousands of people across the state will walk, donate and participate in our Illinois Lupus Walk events. We will spread awareness, educate people about lupus and raise critical funds to support those affected by the disease.

The Lupus Society of Illinois (LSI) depends on people like you to join with family and friends to make the walks a success and we are excited that you are joining us this year! Whether you are a first time participant or a seasoned veteran, this guide is meant to give you some tips about raising awareness and funds. This guide will have a section with detailed instructions to help you get the most out of the tools and resources available to you.

An estimated 65,000 lupus patients live in Illinois and the LSI is the only organization in the state committed to assisting people with lupus and their families to cope with this often devastating disease. Our programs and services are funded in large part through the Illinois Lupus Walk 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 ideas about fundraising, please contact me at 312-542-0006 or Liz@lupusil.org. Thank you again for joining us this year!

Sincerely,

Liz Guzman
Special Events Manager
Liz@lupusil.org
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 WALK?**

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 through the *Illinois Lupus Walks* enable 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 *Illinois Lupus Walks* make possible.

All of the LSI’s programs and services are free to lupus patients and their family and friends. Funds raised at the walks help pay for these programs and services and keep them free to the public.
As an Illinois Lupus Walker, 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!

**GET THE APP!** Download the free mobile app for Android™ or Apple™ devices by going to the app store for your system, typing in “Salsa labs” and logging in with the same username and password you use to access your fundraising page on the walk website. There you can check your progress, ask for donations, raise awareness and thank your donors on the go!

**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 us to send you some!)

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

**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.

**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.
FUNDRAISING BASICS

SETTING YOUR FUNDRAISING GOAL

When you registering as a walk participant, you are encouraged to set a fundraising goal. This goal is flexible, but coming up with a plan can help you reach your goal.

LSI offers prizes for fundraising—you may want to set your fundraising goals based on:

- **$100 +**
  - LSI purple tote bag

- **$300 +**
  - LSI purple tote bag and water bottle

- **$600 +**
  - LSI purple tote bag, water bottle, and Bluetooth speaker

- **$1,000 +**
  - LSI purple tote bag, water bottle, Bluetooth speaker and unisex windbreaker

HOW TO RAISE $1,000

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<th>Anticipated Funds Raised</th>
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<tr>
<td>Registration</td>
<td>$25</td>
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<tr>
<td>Employer contribution</td>
<td>$250</td>
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<tr>
<td>10 family members contribute $25</td>
<td>$250</td>
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<tr>
<td>10 colleagues $20</td>
<td>$200</td>
</tr>
<tr>
<td>Matching Gifts</td>
<td>$200</td>
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<tr>
<td>5 neighbors donate $5</td>
<td>$25</td>
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<tr>
<td>Garage Sale Fundraiser</td>
<td>$100</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$1,050</strong></td>
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You can increase your goal using the “tools” available on your fundraising page!
→ Go to www.lupuswalkil.org and select the walk you want to participate in
→ Click the “Sign Up” button on the walk site home page

→ Select either
  - REGISTER INDIVIDUAL—Adult or Child under age 12
→ On the next page (image 1), you will be able to:

- Select if you are registering yourself OR another person
- If you are creating a team for the first time, remember that the first person you register will be listed as team captain
On the Registration Info page (image 2), you will be able to:

- Select your t-shirt size
- Enter your contact information
- Tell us your connection to Lupus
- Accept walk waiver
The 2nd step of registration is to setup your fundraising page. This is required for all, even if you are not going to use your page.

**if you skip this section you will not show up on your team’s page.**

Create Account

→ On the “We need some information from you to create your fundraiser” (image A) page, click “create an account”

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

Login with Facebook

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

→ On the “We need some information from you to create your fundraiser” page, click “Continue with Facebook.”

→ Login with your Facebook account.

→ Clicking “Continue” on the share with Salsa screen (image C) will take you to the “Fundraiser Registration Page” (image D)

**FUNDRAISER REGISTRATION PAGE**

→ You will be asked basic questions including:
  
  • Starting/joining a team
  
  • Fundraising goal

*Please note: you can register one account per email address.*

Complete the form and click “next”
Now you are ready to checkout OR Add Another Registration. (Image E)

If you are adding another registration, please follow the previous steps again for that person.

If you are done click “Go to Checkout”

→ On the Check Out page (image F), you will be able to:
  
  • Make a donation to your fundraising page
  • Increase your donation to cover credit card fees charged to LSI
  • Input your payment information
  • Select if you would like to receive LSI updates
  • Review your order

→ Once completed, click “submit”
Personalizing your fundraising page accomplishes two goals:
1. Educating your friends and family about your reasons for participating in the walk
2. Increasing donations to your fundraising page

Sharing your story about why you are involved in the lupus walk will educate your community about lupus and the services available through LSI.

Studies show that individuals who customize their fundraising pages increase donation numbers and amount.

Setting up your fundraising page is quick and easy!
Everyone registered for the Illinois Lupus Walk will receive a fundraising page.

For individuals, accessing your page can be done by clicking on the link from the confirmation page (image A) or from the confirmation letter (image B) emailed to the address you input at the time of registration. The letter also serves as your receipt for tax purposes.

You are encouraged to personalize your fundraising page with:

→ The story about your connection to lupus

→ Photos of yourself or of the people in your life who are living with lupus
ACCESSING YOUR PAGE

→ Access your fundraising page through the emailed confirmation letter or by logging in via the walk home page.

→ Once you click “Log In” you will be asked to input your email and password or login via Facebook.
Once logged in, your fundraising page will look like this:

There are 4 tabs at the top:

- Dashboard
- Post Update
- Edit Page
- Settings
Your “Dashboard” page will show you:

→ Progress towards your fundraising goal including a list of donors
→ Change your financial goal
→ Visit your team page or create a team if you haven’t done so
→ Promote your fundraising efforts through
  • Email— a suggested text is available. You input your contacts
  • Facebook— suggested text allows you to post directly to Facebook and select your audience
  • Twitter suggested text makes posting simple
  • Copy a link to your fundraising page to include in any document or your email signature.
The “Post Update” tab enables walkers to post an update to your Facebook and Twitter followers
- There is no suggested text.
- A link to your fundraising page still exists.

The “Edit Page Tab” allows you to change your:
- Profile Photo—if you logged in to Facebook, your profile picture will default to your FB profile picture. You can change that picture here.
- Your Story—there is default text included. You are encouraged to make this your own and to share your reasons for walking.
- The Cover Photo is different than your profile photo and shows at the top of your page. (For best results, image should be at least 950px wide. Use jpg, png, or gif. 3MB max.)

The “Settings” tab allows you to:
- Connect or disconnect from social media
- Download the mobile app
- Update your login information—including change your password
Emails and letters are personal and effective methods of raising funds!

**Use the App!** Don’t forget to download the Salsa Labs app for Android or IOS. Update your donors and contacts about your efforts from anywhere!

**Don’t be afraid to ask!** You never know who has a connection to lupus or who is just waiting to be personally asked to donate to a good cause.

**Don’t be afraid to ask multiple times!** Walkers who send out 15 or more emails to donors raise 76% more funds! Most people are busy and need reminders. Don’t be shy about asking more than once. Frame your request within an “update” about your team’s progress and interesting facts about lupus or LSI services.

**Write a letter from the heart!** Tell your story with passion, enthusiasm and most of all make it personal. Make your letter stand out by mailing it in a **PURPLE** envelope!

**Tell people your fundraising goal and how close you are to reaching it!** People love to help others reach goals—especially for a worthy cause! Remind potential supporters why the **Illinois Lupus Walk** is so meaningful to you and how the funds are used.

**Keep your request short and to the point!** Have someone proofread your message to help you eliminate repetition and clean up wordy sentences.

**Include the link to your personal page so people can donate online!** Also let them know where to send a check (made payable to the **Lupus Society of Illinois**) and mark the check with your name and team name so the donation is credited correctly.

**Encourage your contacts to share your letter, email or social media post!** They may know someone with lupus who needs help from LSI or who would like to donate, participate or volunteer.

**Carry copies of your letter and the walk flyer!** You never know who you will run into and the more people you ask, the more donations you will receive. Keep a small box or folder in your car to keep your supply organized and neat—ready to grab when you need them!

**Keep track of everyone you’ve reached out to!** Following up with a phone call will increase participation and donations.

**Thank everyone who supports your team!** Before the walk, thanking donors publicly will make them feel good and inspire others to donate. After the walk, thank everyone who helped you reach your fundraising total. If you are close to the next incentive prize level, report that and see if your contacts will help you reach the post event goal!

**Remember that the walk is also about awareness!** Everyone you connect with can benefit from hearing about the services and resources available through the Lupus Society of Illinois.

**Use your social media tools!** Your fundraising page has built in tools to make raising funds and communicating with your community easy!
SAMPLE LETTER-lupus individual

Dear Friend,

I am writing to you today to ask for your support with a very important mission. My family is walking at the annual *Illinois Lupus Walk* on [INSERT DATE] and we need your support!

For [# OF 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 walking three miles in support of those who cannot.

Please consider joining me at [INSERT WALK LOCATION], making a donation at [INSERT PERSONAL PAGE LINK] or mailing a check (made payable to the Lupus Society of Illinois and include my name) to the Lupus Society of Illinois. 411 South Wells St. Suite 503 Chicago IL 60607. I have committed to raising [FUNDRAISING $ GOAL] and earning [INCENTIVE PRIZE]. When people in my community see the incentive prize, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs. I know that with your help I can reach or exceed my goal!

To learn more about LSI, visit their website at www.lupusil.org and follow them on social media @LupusIL.

*Thank you for your support!*

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SAMPLE LETTER-team member recruitment

Dear Friend,

In support of those I love with lupus, I am participating in the [LOCATION] *Illinois Lupus Walk* on [DATE]. I've set a fundraising goal of [FUNDRAISING $ GOAL] to support the Lupus Society of Illinois. This year I need YOUR support!

You can help me reach or exceed my fundraising goal by joining me at the walk! If you cannot attend the walk, please consider making a donation at [INSERT YOUR PERSONAL OR TEAM PAGE LINK] or by mailing a check to the Lupus Society of Illinois. Every dollar help to support people living with lupus and to fund 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 to help the estimated 65,000 lupus patients.

I am committed to raising [INSERT $ GOAL] and I need your help! *Thank you for your support!*

To learn more about LSI, visit their website at www.lupusil.org and follow them on social media @LupusIL.
SAMPLE LETTER-sister/brother living with lupus

Dear Friend,

This year thousands of walkers will join together in support of the *Illinois Lupus Walk*. These walkers raise funds to fight this terrible disease and help the estimated 65,000 people living with lupus in Illinois.

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 can’t walk, please donate. If you can’t donate, please volunteer. If you can’t volunteer, please help spread awareness by telling friends about lupus and how they can help.

I am committed to raising [INSERT $ GOAL] and earning [INCENTIVE PRIZE]. When people in my community see the incentive prize, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs. I know with your help I can reach or exceed my goal. No donation is too small! You can register to join me or donate at [INSERT A LINK YOUR FUNDRAISING PAGE].

To learn more about LSI, visit their website at www.lupusil.org and follow them on social media @LupusIL.

*Thank you for helping us fight lupus!*

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.

Last year [HE/SHE] was diagnosed with lupus. There is no cure for lupus and little is known about why people get it or 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 by signing up to walk with me [INSERT WALK WEBSITE LINK] or by making a donation today on my personal fundraising page at [INSERT A LINK YOUR PAGE]. I am committed to raising [INSERT $ GOAL] and earning [INCENTIVE PRIZE]. When people in my community see the incentive prize, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs. I know that with your help I can reach or exceed my goal. No donation is too small!

To learn more about LSI, visit their website at www.lupusil.org and follow them on social media @LupusIL.

*Thank you for your support!*
Track your cash and check donations with this form. Please fill out completely so your donors get credit for their contributions and you get credit for incentive prizes!

<table>
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<tr>
<th>DONOR NAME</th>
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TOTAL COLLECTED:

Make checks payable to: Lupus Society of Illinois.

To pay by credit card, visit www.lupuswalkil.org or call 312-542-0006.

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

This form is for donations only. To register for the walk, visit www.lupuswalkil.org.

Ask your donors if their employer will match their gift!

Questions? 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!
FUNDRAISING FAQ

IF MY SUPPORTERS DON’T WANT TO DONATE ONLINE, HOW CAN THEY MAKE A DONATION?
From the walk website home page or your fundraising page, donors may print a hard copy of an offline donation form to make credit card, check or cash donations. If you receive this form directly from a donor, you can mail it to the LSI office (411 South Wells Street, Suite 503, Chicago IL 60607) with the donations. If you will be collecting many donations by cash or check, you may want to use the ‘Track Your Donations’ form (available on the Home Page and on page 20 of this Participant Guide) to keep track of your donors. It is very important to recognize donors for their generous support by sending thank you notes quickly. When donors feel appreciated, they are more likely to donate to you again.

HOW CAN I ADD OFFLINE DONATIONS?
Cash and checks are entered by LSI staff. If you receive cash donations, you can write one check to mail to the LSI office with the information about each donor included so we can properly credit them and your team. You can keep track of cash and check donations with the form on page 20.

HOW CAN I SEE WHO HAS DONATED TO ME?
Donors appear at the end of your fundraising page showing their name, the amount of their donation and a button to click for an immediate “thank you” notes through email, Facebook or Twitter. You can customize the basic message with updates about the walk, your fundraising progress and personal stories.

WHY ARE SOME OF MY DONORS NOT SHOWING UP ON MY PAGE?
When donors make a contribution, they have the option to give anonymously. If they choose that option, their name will not appear on the page.

I FORGOT MY USERNAME AND PASSWORD. HOW CAN I FIND OUT WHAT THEY ARE?
Your username and password are case sensitive and your username is the email you registered with. Click on “forgot your password?” to reset.

HOW DO I ASK PEOPLE FOR A DONATION?
Let people know why you are raising funds for LSI! Are you a survivor or a family member or good friend of someone living with lupus? Tell your story and you may find people offering to support you before you even make a direct ask. Invite everyone to join you and/or donate. Many people prefer to make a “soft ask” through email or a personalized letter reminding potential donors that a donation of any amount will go a long way!

I’VE CONTACTED EVERYONE I KNOW— HOW DO I FIND MORE WALKERS/DONORS?
Create a list of everyone you know; utilize your holiday card list, think of friends of your friends, look at your Facebook friends and other social media connections. Think about your hair stylist, dentist, doctor, trainer and business associates.
Invite the spouses, partners and coworkers of everyone you know. You’ll be surprised at how big your list becomes! Anyone who cannot attend the walk in person can donate to you or they can still raise awareness and funds to help the walk reach its goal and advance the LSI mission. Multiple contacts to update people about the walk or about LSI services, resources and programs may eventually result in a donation!