FOUR LUPUS WALKS IN THE CHICAGOLAND AREA
SELECT THE ONE NEAR YOU

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
(includes a 5K run!)
Sunday, September 22, 2019
Dear Team Captain:

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

The Lupus Society of Illinois (LSI) depends on leaders like you to mobilize friends and family. Teams are the heart and soul of our walks and we are excited that you are joining us this year! Whether you are a first time team captain or a seasoned veteran, this guide is meant to help you grow your team and give you tips on how to raise funds and awareness. 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 LSI is the only organization in the state committed to assisting patients 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 to discuss growing your team, 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
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 free programs and services to lupus patients and the people who care about them:

- Personalized assistance through the Lupus Personal Advisory Program
- Financial Assistance for lupus related costs
- Lupus educational opportunities
- 16+ Support Groups Statewide
- Individual Peer Support Network
- Volunteer Health Fair Program
YOUR ROLE AS TEAM CAPTAIN

Every great team is led by a great captain! You’ve taken the first step by committing to lead a team at this year’s Illinois Lupus Walk. If you follow the steps below, you’ll be sure to reach your personal and team goals!

1. Set a goal for how much money you want your team to raise.
2. Personalize your team webpage! Post pictures and a summary of why you are leading the team.
3. Ask family, friends, co-workers and more to join your team! Once they’ve joined, ask them to recruit two or three friends of their own. Talk about your reasons for raising awareness and funds to fight lupus to everyone everywhere you go!
4. Ask your key supporters if they will help you fundraise. Successful teams have several people fundraising—you don’t need to do it alone!
5. Follow up with your team members to make sure everyone registers online and customizes their personal webpage.
6. Communicate with your team members on a regular basis! Create an e-calendar to send to team members every Monday with fundraising ideas, important dates, fundraising goals, information from LSI and any other information to help your team be successful.
7. Ask team members to regularly reach out to everyone they know through emails, letter, social media and in person. Messaging ideas appear throughout the guide.
8. Encourage your team members! Frequently and publicly call out individuals’ fundraising efforts.
9. Ask team members to find out about their employers’ matching gift opportunities. Encourage them to start the process early and notify the LSI office so the funds will be credited to your team.
10. Ask team members to check with their employers about any additional ways they can support your team’s efforts such as sponsoring, displaying Illinois Lupus Walk information or hosting an onsite fund raiser (bake sales, dress down days, health fairs, etc.)
11. Remind team members about the special LSI individual and team incentive prizes they can win for their fundraising efforts! (page 15)
12. Host a kickoff celebration for your team members and donors. This will get everyone excited about the walk and encourage more participation.
13. Thank your donors and walkers OFTEN. After the walk, send personalized thank you cards with a picture of your team. Express appreciation for their donation and tell them the impact their generosity will have on LSI’s ability to continue the critical work of supporting lupus patients.
14. Have fun and build team spirit! Create a unique team t-shirt, headband, bracelet or sign to unify your team. Encourage your walkers to wear purple and dress up for the walk.
15. Remind your team members about how LSI helps the Illinois lupus community with the funds raised. If any of your team members, donors or contacts needs more information about LSI programs and services, contact us at 312.542.0002 or Lupusil.org

The Lupus Society of Illinois is here to help!

If you need help with fundraising, team recruitment or have any questions about the walk, contact:

Liz, Special Events Manager at 312-542-0006 or Liz@lupusil.org
You can set up your team or join a team at the time of registration:

→ On the Registration Info page:
If you registered as an individual without starting a team and wish to create one, you can do so from your fundraising page’s Dashboard.

1. Login to your fundraising page.
2. From “dashboard” click “Create a Team”.
3. Create a unique team name.
RECRUIT TEAM MEMBERS

There are many benefits to recruiting team members - camaraderie, support and a built-in community to keep you energized for walk day! Team members are important because they increase the funds raised for the teams and spread awareness about lupus and the services and resources available through LSI. As a Team Captain, it is important to communicate important information to your Team such as:

- Every registered participant receives an official Illinois Lupus Walk t-shirt, it can be picked up on walk day at the Registration Tent.
- By registering for your team and walking with you on Walk Day, team members are making a statement of support in the battle against lupus.
- All registered participants are eligible to qualify for the Individual Incentive Prizes. (page 15)
- All Illinois Lupus Walks are family friendly and include entertainment and children’s activities. Even dogs are allowed (on leashes).
- Funds raised from the walk go directly to LSI’s mission in Illinois.
- Every walk includes hundreds of participants coming together for one reason – to fight lupus!

STRATEGIES FOR RECRUITMENT

Recruiting team members can be fun and simple. Many teams make the Illinois Lupus Walk an annual tradition for their family and host activities after the walk. Others use the Illinois Lupus Walk as a company team builder. Comprise your team of people from your circle of friends, family and anyone who may support your efforts to raise awareness and funds to support the Illinois lupus community.

- Email your contacts with your personal reasons for creating a team and invite them to join you (there are many tools on the walk website to help you!)
- Create flyers about your fund raising efforts and instructions about how to register for the Illinois Lupus Walk as a member of your team. Pass this information out at work, faith communities, book club, support groups, family gatherings, schools— any place you work, dine, shop or play.
- Use the “tools” on the walk website to access social media to recruit team members. Facebook friends, Twitter and Instagram followers may make great team members! (page 20)
- Ask your work or faith community to post information about you and your team in a newsletter or e-blast inviting them to participate.
Having a goal for how many people you plan to recruit for your team helps you actively approach everyone you have contact with. Whether or not people join your team or donate, you are spreading awareness about lupus and LSI just by telling them about your involvement with the *Illinois Lupus Walk*. Use this chart to assist you in your recruitment efforts. Then you can reach out to everyone with a letter, email or social media post.

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**NOTES**

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The most effective way to raise money and awareness is to email and/or write letters to everyone you know. The average walker raises $100 in a walkathon, and the average email and/or letter writer raises $500! You can reach even more people by sharing your story on social media. Use all of these tools to ask your family, friends, co-workers and acquaintances to join your team and/or donate to support the LSI mission to provide free services to lupus patients, complement the work of health care professionals and fund research.

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.

Write your 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!

Invite people to walk with you and/or make a donation! Support is essential, so reach out to everyone. Don’t assume people are not interested in participating or cannot afford to donate.

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 team members/donors 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.

Include a return envelope when sending letters! A return envelope makes it easy for donors to mail their contribution to LSI (411 S Wells St / Suite 503/Chicago, IL 60607) and to assure your team receives credit.

Send letters and emails to everyone you can think of! Start with your holiday card list and include all friends, family, co-workers, doctors, business associates and even people you haven’t contacted for a while. Whether people donate or not, you are spreading lupus awareness!

Ask multiple times! 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.

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 team 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.
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 team [INSERT NAME] at [INSERT WALK LOCATION] and walking with us or by making a donation at [INSERT LINK TO PERSONAL PAGE] or mailing a check (made payable to the Lupus Society of Illinois and include my name and team name) to the Lupus Society of Illinois. 411 South Wells St. Suite 503 Chicago IL 60607.

My team has committed to raising [TEAM FUNDRAISING $ GOAL] and I know that with your help we can reach or exceed our goal! When our team raises $2500, I will receive a team captain hat. When the team raises $5000, we get a team tent to use at the walk to inspire others. Also, at various levels, my team members will earn incentive prizes. When people in my community see the team captain hat and incentive prizes, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs.

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 who are living with lupus, I am participating in the Illinois Lupus Walk on [DATE]. I’ve created [TEAM NAME] for the [INSERT WALK LOCATION] and set a fundraising goal of [TEAM $ GOAL] to support the Lupus Society of Illinois. This year we need YOUR support!

You can help us reach or exceed our fundraising goal by joining our team today! When our team raises $2500, I will receive a team captain hat. When the team raises $5000, we get a team tent to use at the walk to inspire others. Also, at various levels, each team member will earn incentive prizes. When people in our community see the hat and incentive prizes, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs. If you cannot join, please consider making a donation. 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.

Please consider joining my team, [INSERT NAME] by walking with us, by making a donation at [INSERT YOUR PERSONAL OR TEAM PAGE] or by mailing a check (made payable to the Lupus Society of Illinois and marked with my name team name) to the Lupus Society of Illinois. My team has committed to raising [INSERT $ GOAL] and I know we can do it with your help!

To learn more about LSI, visit their website at www.lupusil.org and follow them on social media @LupusIL. Thank you for your support!
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] at [INSERT WALK LOCATION]. 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 the Lupus Society of Illinois services and resources can help.

I am committed to raising [INSERT $ GOAL] and I know with your help I can reach or exceed my goal. When my team raises $2500, I get a team captain hat and when we raise $5000, we get a team tent to use at the walk to inspire others. Also, at various levels, my team members will earn incentive prizes. When people in my community see the team captain hat and incentive prizes, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs. Every dollar helps and no donation is too small! You can register to join my team or donate at [INSERT A LINK YOUR TEAM 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.

Without funding, we cannot find a cure. 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 [TEAM NAME] or by making a donation today. I am committed to raising [INSERT $ GOAL] and I know that with your help I can reach or exceed my goal. When my team raises $2500, I get a team captain hat and when we raise $5000, we get a team tent to use at the walk to inspire others. Also at various levels, my team members will earn incentive prizes. When people in my community see the team captain hat and incentive prizes, it may spark conversations to raise awareness about the Lupus Society of Illinois services, resources and programs.

Every dollar helps and no donation is too small! You can register or donate at [INSERT A LINK YOUR TEAM PAGE].

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

Thank you for your support!
**INCENTIVE PRIZES**

**TEAM CAPTAIN INCENTIVES**

We know you are participating in the walk for all the right reasons—to help fight lupus—and we want to express appreciation for your efforts. It’s fun to work toward a goal, so we have a recognition program to keep things challenging. Many of our teams return year after year and enjoy working toward the recognition prizes to celebrate their ongoing commitment. Seeing the items you earn may inspire other teams to reach higher fundraising goals, too!

$2,500 +
Captains of teams raising $2,500+ will receive an Official LSI Team Captain T-shirt! This shirt will NOT be for sale and will be given out ONLY to team captains raising $2,500+.

$5,000 +
Captains of teams raising $5,000+ will receive the official LSI Team Captain T-shirt AND a team tent to use on walk day! Team tents are a great way to make the Illinois Lupus Walk even more special for your family and friends. Your tent will be a gathering place for your team members and you can customize the tent with decorations, banners and games.

$7,500 +
Captains of teams raising $7,500+ will receive an official LSI Team Captain T-shirt, a team tent to use on walk day and an official 3x5 Team Banner, customized with the team name and artwork. Every year after your first year, you will receive a flag to hang from your banner to recognize your years of continued fundraising success!

**INDIVIDUAL INCENTIVES**

LSI also offers fundraising incentives for your team members! Leading up to walk day, encourage your team members to raise money through their personal page. In return, individuals are rewarded with special incentive prizes for their fundraising efforts! Throughout the year, using the branded items is a great conversation starter to engage more people in the fight against lupus!

$100 +
LSI purple tote bag

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

$300 +
LSI purple tote bag and water bottle

$1,000 +
LSI purple tote bag, water bottle, Bluetooth speaker and a unisex windbreaker jacket.
GET CREATIVE!

Once you are registered online for the walk, download the free mobile fundraising app for Android™ or Apple™ devices by going to the app store for your system, typing in “Salsalab” and logging in with the same username and password you used to register on the new walk website. There you can check your progress, ask for donations, raise awareness and thank your donors on the go!

Email everyone in your contact list asking them to make a donation in your name. Include a link to your personal fund raising page. Make it personal and heartfelt. (pages 13 and 14)

Send a letter to your holiday card list letting them know why you are walking and to ask for their support. Include a link to your personal page for online donations or a self-addressed, stamped envelope so you will get the credit for donations by check.

Carry donation forms and walk flyers with you to be ready to collect contributions from people when you see them.

Ask friends and family to make a donation to your walk team instead of buying you a present for your birthday, for holidays and even weddings. Use the “tools” on the walk website to help you announce it on Facebook, too!

Add a tagline to your email signature with information about how to donate, a link to your fundraising page and information about the walk. Every time you send an email, you're reminding people about donating!

See if your company has a matching gift and/or volunteer program. Ask donors if their company has a matching gift program and encourage them to start the process. Tell LSI to look out for matching gifts so you and your team will get credit.

Ask your company, school or religious organization to include an article in their newsletter or e-blast about your participation and invite everyone to donate or join your team. This is also a great way to spread awareness!

Ask merchants you do business with to make a donation to your fundraising page, host a percent back event or donate a gift certificate or item that you can use in a raffle. Ask your grocery store, dry cleaner, hair stylist or favorite restaurant! Many places have online applications to set up fundraisers and you can get all the information you need by contacting the LSI Special Events Manager at 312-542-0006 or liz@lupusil.org.

Host a garage sale and donate the proceeds to your fundraising efforts. Set out donation cans so even people who don’t buy anything can still support the cause. Invite everyone you know to donate items to make the sale more successful and to increase awareness about lupus and publicity for the Illinois Lupus Walk. You may even inspire more people to participate!
When starting your team, you are encouraged to set a fundraising goal. This goal is flexible, but coming up with a plan can help you reach your goal. Because the funds your team members raise are included in the team total, it might be helpful to create your team recruitment goal first.

FOR INSTANCE: If you have a team fundraising goal of $2,500 and plan to recruit 10 members, that would indicate you want your average team member to fundraise $250 each.

To help your team members to reach $250 each, you may want to think about how each person can achieve that goal.

### HOW TO RAISE $250

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<th>Anticipated Funds Raised</th>
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<td>Registration</td>
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<td>Ask employer $100</td>
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<td>Ask 1 family member for $50</td>
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<td>Ask 2 colleagues $25</td>
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<td>Ask 5 neighbors for $5</td>
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<td><strong>Total Raised</strong></td>
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### NOTES

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

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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!

Please return this form to: Lupus Society of Illinois, Attn: Liz Guzman
411 South Well Street * Suite 503 * Chicago, IL 60607
Phone: 312-542-0006 • Fax: 312-255-8020 • Liz@lupusil.org
Frequently Asked Questions

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 18 of this Team Captain 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 18.

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 team’s 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 on the walk website. 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 your team 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 TEAM MEMBERS/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 using the “tools” available on the walk website. 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 still raise awareness and donate 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!
How you stay in touch, recruit more walkers and receive donations is a vital part of your plan. Any time you reach out, you are also raising awareness about lupus and the services available through the Lupus Society of Illinois. Use the “tools” on your walk website fundraising page to access social media to keep your supporters engaged at all times. Post important updates about the walk and share information about LSI services and programs that support Illinois’ lupus community!

On Facebook, feel free to start your own ‘Team Group,’ where you can send updates and share weekly fundraising tips. On Twitter and Instagram, create your own team hashtag to stay in touch! Get social, make sure to ‘Like’ us and tag us on the below accounts!

Lupus Society of Illinois
#LSIWalk4Lupus
https://www.facebook.com/LupusSocietyofIllinois

Flickr
#LSIWalk4Lupus
flickr.com/lupusil

@LupusIL
#LSIWalk4Lupus
https://twitter.com/lupusil

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