

Fundraising Guide

Virtual Lupus Walk 2020

A series of black footprints of varying sizes and orientations are scattered across the bottom of the main title, suggesting a path or journey.

August 1, 2020 to August 31, 2020

A month of activities and prizes to
celebrate the lupus community and support the LSI

Since 2001, Illinois Lupus Walks have gathered the lupus community to unify our voices, increase public awareness about lupus and generate support for those who suffer from its potentially devastating challenges.


Due to COVID-19, we are changing our live walks to a virtual walk and as a result, we are getting creative in how we define "community". We hope you will join us on this new and exciting journey!





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Dear Walkers,

Thank you for taking a step in the fight against lupus. Your support honors us.

This year, due to COVID-19 and an abundance of caution our Illinois Lupus Walks are taking place virtually.

This was an easy decision to make—our priority will always be the health and safety of the lupus community.

Our challenge has been how to host these warm, fun, family-friendly events while prioritizing the health of the lupus community. After all, our Illinois Lupus Walks have taken place since 2001 and bring together the lupus community in a unique and meaningful way.

The answer became the 2020 Virtual Lupus Walk!

Instead of a single walk day, we are encouraging participants to walk and raise funds through August. We have contests, fundraising incentive prizes and a grand finale on September 5, 2020.

From the start of the COVID-19 crisis, the LSI has worked to put the needs of the lupus community first by hosting Lupus Community Web Meetings, communicating information and resources and working to ensure lupus patients get the medicine they so desperately need including delivering the Lupus Patient First petition.

By participating in the Virtual Lupus Walk and raising funds, you are ensuring that the LSI's mission continues to provide our vital services.

If you have questions, please contact me at 312-648-6053 or email me at mary@lupusil.org.

Thank you again for joining us this year!

Sincerely,

Mary Dollear

President

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 FOR LUPUS?

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 *Virtual Lupus Walk* 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 *Virtual Lupus Walk* makes 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.



WHAT IS A VIRTUAL WALK?

The Virtual Lupus Walk enables the participant to set their own distance goals and achieve those goals anytime during the month of August. All registered participants receive an official 2020 Virtual Lupus Walk t-shirt and qualify for fundraising prizes.

WHEN: August 1 to August 31, 2020!

REGISTER AND GET AN OFFICIAL T-SHIRT: Register and receive an official 2020 Virtual Lupus Walk t-shirt as well as your own fundraising page!

WALK WHERE YOU ARE: Walk wherever you would like for as long as you like!

WALK WHEN YOU WANT WHERE YOU WANT: Walk every day, once a week or once during the month of August!

WALK FAST OR SLOW: Speed walk on a track or stroll through your neighborhood!

START A TEAM: Invite family and friends to register on your team and qualify for team incentive prizes!

INDIVIDUAL AND TEAM INCENTIVES: Individual fundraising incentive prizes begin at \$100 raised! | Team fundraising incentive prizes begin at \$2,500 raised!

CELEBRATE: Join the virtual party with DJ RICK on Saturday, September 5, 2020!

HOW DO I GET STARTED?

- ✓ **Register!** Walk as an individual, join a team or create a team! Invite family and friends to join you! Every registered walker receives an official 2020 Virtual Lupus Walk t-shirt!
- ✓ **Fundraise!** Create a personal fund raising page and win AWESOME incentive prizes!
- ✓ **Walk!** Walk all at once or break it up! Walk safely with a friend or walk on your own! Wear your Virtual Lupus Walk t-shirt and share pictures and stories!

The Virtual Lupus Walk builds awareness and educates the general public about lupus and enable the Lupus Society of Illinois to move its mission forward.



HOW CAN I RAISE FUNDS FOR THE LSI?

When you register for the Virtual Lupus Walk, you will automatically get an individual fundraising page. You can send a link to this page to everyone you know and receive donations right to your page!

We encourage you to personalize your fundraising page and share a link to that page often. Sharing your personal story is a great way to educate the community about lupus.

Below are other fundraising ideas to help you achieve your fundraising goals.

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.

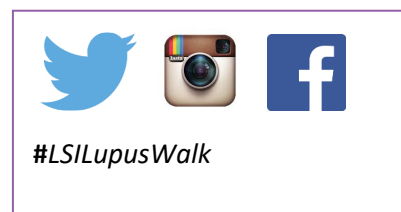
FOLLOW UP! Don’t be afraid to ask individuals on your list twice. Often, people plan to donate and a reminder makes all the difference!

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

Registered participants are encouraged to set a fundraising goal and personalize their fundraising page. 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

	Anticipated Funds Raised
Registration	\$25
Employer contribution	\$250
10 family members contribute \$25	\$250
10 colleagues \$20	\$200
Matching Gifts	\$200
5 neighbors donate \$5	\$25
Garage Sale Fundraiser	\$100
Total	\$1,050

You can increase your goal using the “tools” available on your fundraising page! (see page 27)

FUNDRAISING TIPS

Communicate! 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 **Virtual 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!



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



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



Flickr
#LSIWalk4Lupus
flickr.com/lupusil



@LupusIL
#LSIWalk4Lupus
<https://www.youtube.com/user/lupusil1>

FUNDRAISING TIPS—SAMPLE LETTERS

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 **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!

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.

FUNDRAISING TIPS—SAMPLE LETTERS

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!

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!



Thank you!

The Lupus Society of Illinois promotes lupus awareness and complements the work of health care professionals by providing personalized resources for the lupus community while supporting research.

Lupus Society of Illinois
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(312) 542-0002 | 800-258-7872
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