

## **31<sup>st</sup> Walk and Run- June 27, 2010**

**Detroit Zoo, Royal Oak, MI**

### **Get Involved**

Make a difference in the lives of those affected by scleroderma by raising public awareness and much needed funding for our Foundation's three-fold mission of support, education and research. Take the first step today by getting involved in one or more of the following ways:

#### **Register as a Participant**

You will be part of a very important group of people working toward the fight to find a cure for scleroderma and passionate about raising awareness and the needed funds for more research. Your support will directly impact how successful this event will be and together WE can touch the lives of those affected with scleroderma beginning today.

#### **Fundraise**

Firstgiving makes it so simple for you to not only sign up but also to track your progress with raising funds for the 31<sup>st</sup> Annual Walk and Run. You can begin today by creating a personal page that reflects your own personal style. This is an incredibly powerful tool that will enable your family, friends, co-workers and neighbors to go to your personal page and directly donate. The best part about your personal page is that it is easy to do and it is automatically created for you after you register and it only takes less than seven minutes to personalize. Even if you decide that you do not want to join the walk and run on June 27<sup>th</sup> creating a personalize page is the perfect way to participate in this event. Friends and loved ones can donate for your birthday, anniversary, the holidays or just because they want to support a cause that is near and dear to your heart.

Go to [www.Firstgiving.com/31stwalk](http://www.Firstgiving.com/31stwalk) and begin your personalizing your page today!

#### **Matching Gift Program**

Matching gifts are an easy way for you to reach your fundraising goal even faster than you thought possible. Don't forget to check with your employer to determine whether a matching program is available and encourage all donors to do the same. A matching gift is a benefit that many companies throughout the United States provide and it is very easy to participate in and not time consuming at all. If you have questions about whether your company has a matching gift program please contact the Michigan Chapter and we can be of assistance in determining whether this is benefit you may have. You can also check with your Human Resource Department. Matching Gifts are often dollar for dollar and this is an outstanding way to double your contributions.

## **Pledge Program**

Traditional pledge forms are available through the Michigan Chapter and can be obtained by contacting the office at (248) 865-7259 Monday – Friday from 8:00 – 4:30. Remember that all donations are tax deductible so whether your donors donate via the standard U.S. mail, on-line or in person the day of the event their donations will be tax deductible.

## **Volunteer**

The Scleroderma Foundation Michigan Chapter needs YOU! It takes over 150 volunteers to put the walk and run on and without the help of the community our Chapter could not exist. We have a variety of volunteer opportunities available depending on the time commitment you desire to provide. The following is a list of some of the committees that are presenting looking for members:

**Run**-assist with the run the day of the event

**Scleroderma Store**-sells scleroderma items the day of the event

**Media and Public Relations**- help with press releases, obtaining the media for the event and assuring the event is properly covered

**Food**-assist with obtaining donations of food for the event or help the day of the event in the food tent

**Registration**- help the day of the event getting walkers and runners signed in

**Logistics**- help loading the trucks the day before the event or unloading the day of the event

If you are interested in any of these volunteer opportunities or if you would like more information about assisting with the 31<sup>st</sup> Annual Walk and Run please contact the Michigan Chapter at (248) 865-7523

## **Be An Advocate**

Fighting to find a cure for scleroderma is our number goal and no matter how much time you may have we ask that you stop and become involved in our advocacy program in some form. Some ways you can assist us are:

- Make phone calls to patients educating them about the H.R. 2408 and S. 1545, Scleroderma Awareness Bills
- Distribute the new Scleroderma Foundation Michigan Chapter's posters to your doctors
- Write a letter to your Congressional representatives asking them to support the H.R. 2408 and S. 1545 if they have not. You can check with Thomas (Library of Congress) to see if your representatives have signed on or contact the Michigan Chapter)

- Volunteer to pass out postcards in the areas where Congressional leaders have not signed on to be co-sponsors yet (contact the office to receive an updated list of these areas) You can do this via e-mail or standard mail or stand in front of your local grocery store

If you want to get more involved in the advocacy program, please contact Executive Director Laura Dyas and she will be more than happy to discuss ways in which you can become involved. She can be reached at (248) 865-7523 from 7:00 a.m. – 4:00 p.m. Monday – Friday

## **Fundraising Tips**

### **Set a Goal**

The first step to fundraising is to set a goal that will be a personal challenge for you. Reach high but don't aim so high that you become too discouraged when you can't achieve your goal. Share your goal with those around you and let it be known that you PLAN to achieve your goal because it means so much to you and the lives of those affected by scleroderma. YOU are the team captain and those with scleroderma are the members. You are fighting for those who cannot and what a great cause it truly is.

### **Start Now**

Today is the best day to begin reaching your goal and though it may seem early to begin, it truly is not too soon to start reaching your fundraising goal. Whether you plan to collect pop cans, talk to your employer about sponsoring jeans days or simply asking friends and family for donations there is no better time than NOW to start your campaign.

### **Create a Sponsorship List**

A sponsorship list can be a great way to start off fundraising and reaching your personal goal. Sitting down and going through your personal address book, your e-mail list, your co-workers names, a church directory or even a school directory is the perfect way to begin reaching your personal fund raising goals. Remember to think outside the box and include the names of service providers you use on a weekly or monthly basis. Hairdressers, nail technicians, post office workers, doctors, dentists, teachers, book club members and those people you associate with on a daily basis should all be included on your sponsorship list. Be creative and most of all, NEVER be afraid to ask someone to sponsor you. Remember, you are doing something good and you should want to share the information with others, educating them scleroderma. I assure you that you will be amazed where donations will come from if you use this system. The worst thing someone can say when you ask them for a donation is, "NO". If that happens you simply thank them and ask them if you can come back in the future and ask them at a better time. If they say yes, you have a future donor for your list next year. If they say no again, smile and thank them for their time. You have ventured nothing and lost nothing. That person now knows about scleroderma and the awareness was worth the "ask".

Always remember to tell a sponsor that there are easy ways they can donate to the cause- standard mail, on-line or the day of the event and that their donation is tax deductible. These are things that help make the “ask” easier and provide you with conversation openers.

**TIP: Remember to let sponsors know that their donations are tax deductible.**

**Don't forget to ask a sponsor if their employers offer a matching gift program so that their contribution can be doubled.**

**TIP: After you ask for the donation, do not continue talking. Provide the sponsor with the opportunity to consider your request and respond. This can often be difficult because the silence can last a few minutes.**

### **Expanding Your Sponsorship**

It is simply to expand your current sponsorship by having your family, friends and co-workers who have already donated send e-mails or make telephone calls on your behalf. They can link their own contacts to your personal fundraising page easily and within seconds your giving circle has been expanded. Some people are now using their blogs, facebook and even Twitter to help expand their fundraising activities. Even if you are technically challenged and you have limited resources, you can reach out to those you do know asking them to contact even five of their own friends. This is a beginning and can increase your donations immensely.

### **New Incentive for 2010**

All participants who raise \$1,500 and more by June 27<sup>th</sup> will receive a great incentive for all their hard work and commitment. A private dinner will be held for those hard working fundraiser at the Michigan Chapter complete with music and fun! This is just one way we at the Michigan Chapter are saying THANK YOU for reaching out and touching the lives of those afflicted with scleroderma. We know you have a choice as to how you spend your time and talents and we greatly appreciate you sharing what you do have with our Chapter. You make a real difference and we can't do what we do without YOU!

### **Top Fund Raiser for 2010**

New for 2010.... the top fund raiser of 2010 will receive a private dinner for 6 complete with pasta, chicken, meatballs, salad, wine and candles in the home of Executive Director Laura Dyas in Plymouth, MI. Home overlooks natural wetlands and depending on the season you can eat on the deck or in a formal dining room complete with fireplace.

Dinner will be cooked, prepared and served by Laura Dyas, Janus Landrum, Michigan Chapter Executive Assistant and Tricia Warchuck, 2010 Walk Chair. What a great prize to treat your friends to. Dinner can be arranged at a mutually convenient time anytime during the 2010 year.

**TIP:** Raising \$100 in One Week

- **Make your own contribution of \$20**
- **Ask four friends or family members to contribute \$15 each**

**TIP:**

**Raising \$300 in One Week**

- **Make your own contribution of \$30**
- **Ask five friends or family members to contribute \$25 each**
- **Ask three neighbors to contribute \$15 each**
- **Ask five co-workers or your favorite club members to contribute \$10 each**
- **Ask your employer for a \$50 donation**

**TIP: Change the link on your e-mail or the tagline to state something about the 31<sup>st</sup> Annual Walk and Run creating awareness and interest. This is a great way for you to show your friends, co-workers and family you are involved with the Scleroderma Foundation Michigan Chapter without saying a word.**

**TIP: Send out a notice in your Holiday cards a Save the Date mention for the 31<sup>st</sup> Annual Walk and Run. The Holidays make the perfect time to ask for donations because people are in a more giving spirit. If you are hosting a holiday gathering ask guests to bring a contribution for the 31<sup>st</sup> Walk and Run instead of their normal gifts.**

If you are looking for easy ways to fundraise for 2010 here are some creative ways to raise funds for the 2010 Annual Walk and Run. Whether you can join in on the activities on June 27, 2010 or not you can assist the Michigan Chapter with raising funds to continuing meeting the needs of the three-fold mission to support patients and their families cope with scleroderma, educate

and promote public awareness and stimulate and support research to improve treatment and ultimately find the cause of and cure for scleroderma.

- Collect pop cans from your neighbors/co-workers and use the money you collect for the 31<sup>st</sup> Annual Walk and Run
- Organize a jeans day at your office once a week/month having co-workers pledge funds
- Have co-workers bring in their movie DVD's and rent them to each other for \$2 and use the funds for the 31<sup>st</sup> Annual Walk and Run
- Have a garage sale and give the proceeds to the 31<sup>st</sup> Annual Walk and Run. You can organize this at your school or church and get others involved. Gibraltar Trade Center allows you to have space for this without charge.
- Have a popcorn/bagel/candy sale at your local school