



## **Michigan Chapter's Stepping Out Across Michigan to Cure Scleroderma 2012 Walks and Runs**

### **Family Adventure Day**

**2 Mile Walk**

**5K Run**

**Detroit Zoo, Royal Oak, MI - June 24, 2012**

### **Walk, Balloon Launch, and Raffle**

**Lansing, MI - Hawk Island Park (Ingham County) –June 30, 2012**

### **Walk and Raffle**

**Grand Rapids, MI –Riverside Park- September 1, 2012**

### **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**

As a participant, you will be part of a very important group of passionate people working to find a cure for scleroderma; raising awareness and the necessary funds for more research. Your support will directly impact how successful this event will be. 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 fundraising progress for any of the walks in the state of Michigan. 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 automatically created after you register – and very easy to manage. You can personalize your page in a few minutes! Even if you decide that you do not want to join any of the walks or runs, creating a personalized page is a 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/SFMlevents](http://www.firstgiving.com/SFMlevents) to register for any of the Scleroderma Michigan Chapter 2012 Walks or events.

## **Matching Gift Program**

Matching gifts are an easy way for you to reach your fundraising goals even faster than you thought possible. Be sure 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 a 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) 595-8526 Monday – Friday from 8:00 – 4:00. 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:

**5K Run at the Detroit “Walk”**-assist with the 5K run the day of the event

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

**Tin Can Raffle (Detroit Walk only)**- help set up and sell tickets for the tin can raffle the day of the event, assist with obtaining items for this area or donate a basket to be raffled off in the area

**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 Stepping Out to Cure Scleroderma Annual Walks and Runs, please contact the Michigan Chapter at (248) 595-8526.

### **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 become involved in our advocacy program in some form. Some ways you can assist us are:

- Distribute the new Scleroderma Foundation Michigan Chapter's posters to your doctors
- Contact the MI Chapter to let us know about your doctors and who you are currently seeing so we can keep our Resource Guide current
- Consider becoming a mentor to another scleroderma patient who is newly diagnosed.

### **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 realistically so that you don't become discouraged if you don't see the results you hoped for. 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 those affected by scleroderma. YOU are the team captain and those with scleroderma are the members. You are fighting for those who cannot, and the 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. 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 about 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 were to happen, 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! You have ventured nothing and lost nothing. That person now knows about scleroderma and the awareness you promoted 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 at the event. Remind them 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 technology-challenged or you have limited resources, you can reach out to those you do know asking them to contact even just five of their own friends. This is a beginning and can increase your donations immensely.

**TIP: Raise \$100 in One Week!**

- **Make your own contribution of \$20**
- **Ask four friends or family members to contribute \$15 each**
- **Ask two neighbors to contribute \$10 each**

**TIP: Change the link on your e-mail or the tagline to state something about the 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: 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**

**Ideas on How to Fundraise**

If you are looking for easy ways to fundraise for 2012, here are some creative ideas to raise funds for the Annual Walks and Runs. Whether you can join in on the activities or not, you can assist the Michigan Chapter with raising funds to continue 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 fund research needed to improve treatment - and ultimately find the cause of and cure for scleroderma.

- **Collect pop cans from your neighbors/co-workers and donate the proceeds to the Michigan Chapter at the Annual Walks and Runs.**

- Organize a “Jeans Day” at your office once a week/month; having co-workers pledge funds to dress “down” – donate the proceeds to the Michigan Chapter.
- Have co-workers bring in their movie DVD’s and rent them to each other for \$2; collect the money and donate the proceeds for the Chapter during our Annual Walks and Runs.
- Have a garage sale and give the proceeds to the Chapter Annual Walks and Runs. You can organize this at your school or church and get others involved. NOTE: Gibraltar Trade Center allows you to have space for this without charge.
- Have a popcorn/bagel/candy/bake sale at a local school.
- For the holidays have friends donate money to the Michigan Chapter instead of buying gifts.

**BE CREATIVE, THINK OUTSIDE OF THE BOX...AND HAVE FUN!!!**