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[Scleroderma.org/SoCal](http://Scleroderma.org/SoCal)  
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# TEAM CAPTAIN PACKET

## WELCOME TO WALK SEASON!

Thank you for joining us this walk season! As a team captain, you play a critical role in raising the funds needed for research, to support patients, raise awareness and ultimately find a cure. Last year alone, we raised more than \$250,000 through our walks and this year we're excited to go even further. Thank you for being a part of this incredible community!

# TOOLS TO USE

**HERE ARE A FEW EASY WAYS YOU AND YOUR TEAM CAN KICK-START YOUR FUNDRAISING.**



## EMAIL/SOCIAL MEDIA

Sending emails and posting on social media are great ways to ask for support and start fundraising. Be sure to include a link to donate in your message.

## MATCHING GIFTS

Many employers will match employees' charitable donations. Ask your HR department if they have a matching gift program and ask everyone on your team to do the same.

Post your story on all of your social media channels: Facebook, Twitter, Instagram, Pinterest, etc.  
**WHY ARE YOU WALKING?**

## YOUR PARTICIPANT CENTER

When you log in on your walk's website, you can access your "Participant Center". There you will be able to customize your personal page, send emails, see your progress, and more.

## COMMUNITY FUNDRAISERS

From car washes to bake sales to coin collection jars, there are hundreds of creative ways to raise money.

## YOUR NETWORK

Make a list of people you could reach out to, then craft your message. You'll find some sample language on the next page to get you started.

People you may want to reach out to include:

- Family and in-laws
- Co-workers and classmates
- Business associates, customers and vendors
- Companies you patronize (e.g. your dry cleaner or doctor) - See attached "Business Sponsorship Form".
- Friends on social media



# SAMPLE LANGUAGE



## SOCIAL MEDIA

Please join me at the 2021 Virtual Stepping Out to Cure Scleroderma Walk. This year, I have a goal - I want to help find the cure for scleroderma, a disease that has affected me by *[INSERT HOW SCLERODERMA HAS AFFECTED YOU HERE]*. To do that, I need your help! Please consider making a donation to help me reach my fundraising goal of *[\$GOAL]*. You can donate and see my progress at *[LINK TO PERSONAL SITE]*. Thank you for your support!

**Once you've met your goal;** "...please help me meet my stretch goal of *[\$GOAL]*."

## EMAIL

As you may know, on June 6, 2021 I'll be participating in the [Southern California Virtual Stepping Out to Cure Scleroderma a fundraising walk supporting the work of Scleroderma Foundation Southern California Chapter. Scleroderma is a devastating disease that causes hardening of the skin, tissue and organs. It affects approximately 300,000 people nation-wide and the most serious cases can be fatal.

This cause is very important to me. *[INSERT YOUR STORY HERE. WHAT IS YOUR PERSONAL CONNECTION TO THE CAUSE? WHY ARE YOU PARTICIPATING?]*

This year, I've set a goal to raise *[\$GOAL]* and I'm asking for your support. Please consider making a gift today. It's fast, easy and it not only helps me reach my goal, it brings us one step closer to finding a cure for scleroderma. Thank you very much for your support. I'll keep you updated on my progress!

To make a donation online, visit my personal page at *[LINK]* and click the button to support my team. If you'd like to walk with us, click the button to join the team. If you'd prefer to mail a check, please make your check out to SF So Cal Chapter and mail it to 8929 S. Sepulveda Blvd. Ste. 412, Los Angeles, CA 90045. In the memo line, please write my full name and the location of the walk so your donation will be counted towards my fundraising goal.

Thank you for supporting this cause that is so close to my heart and for bringing us one step closer to the cure for scleroderma!

Every dollar raised adds up. If every walker nationwide raised just \$100, we'd raise \$1.6 million for scleroderma research and support!

# HOW TO RAISE MONEY



## HERE ARE A FEW FUNDRAISING SUCCESS TIPS FOR YOU AND YOUR TEAM.



### JUST ASK

Ask everyone. If you haven't heard from a potential supporter, ask again. It may take a few tries to get peoples' attention. Drop off a handout or brochure.



Businesses can earn a tax write-off for supporting their community. Plus they will receive the bonus of promoting their business and incentives based on their level of support (*see the attached "Business Sponsorship Form"*).



### BE SPECIFIC

Asking for a specific amount - such as \$25, \$50 or \$250 - can help people reach the decision to give.



### LEAD BY EXAMPLE

Make a personal gift to start things off. That often sets the bar for future gifts and signals to donors that you are serious about the cause.



### KEEP IT PERSONAL

Remind people why you are invested in the cause and why their support is important to you.



### GO ONLINE

Online donations are, on average, twice the size of those made by cash or check. Include a link to donate with every message - to make giving easy.



### SAY THANK YOU

There's a rule in the fundraising world - **ask once, thank twice**. Showing appreciation is key to keeping people involved.

# The So. Cal Virtual Stepping Out to Cure Scleroderma - 2021 Business Sponsorship

All Sponsorships receive recognition in the Winter issue of our 2022 SFSC newsletter.

## DIAMOND SPONSOR - \$10,000

- Recognition on Scleroderma Foundation So Cal website
- Company logo constantly throughout live broadcast
- Special acknowledgment on social media sites.
- Special recognition during live broadcast

## PLATINUM SPONSOR - \$5,000 - \$9,999

- Recognition on Scleroderma Foundation So Cal website
- Company logo every 5min during live broadcast.
- Special acknowledgment on social media sites.
- Special recognition during live broadcast

## GOLD SPONSOR - \$2,500 - \$4,999

- Company logo on Scleroderma Foundation So Cal. website.
- Company logo every 10 min throughout live broadcast

## SILVER SPONSOR - \$1,000 - \$2,499

- Recognition on Scleroderma Foundation So Cal website
- Company logo every 20min throughout live broadcast

## BRONZE SPONSOR - \$500 - \$999

- Recognition on Scleroderma Foundation So Cal website
- Company logo every 30min throughout live broadcast

## PATRON - \$250 - \$499

- Company name listed during live broadcast.

We want to support Stepping Out to Cure Scleroderma 2021 at the following sponsorship level:

- Diamond \$10,000
- Platinum \$5,000
- Gold \$2,500
- OTHER \$ \_\_\_\_\_

- Silver \$1,000
- Bronze \$500
- Patron \$250

**The Southern California Virtual Stepping Out to Cure Scleroderma**  
**Date: Sunday, June 6, 2021 Broadcasting LIVE from 10am to 2pm on facebook live: fb.com/sclerdermasocal**



The Southern California, Inc. Chapter is a nonprofit IRS 501(c)(3) organization [IRS#77-0229244]. Your donation is tax deductible as allowed by law.

Please make check payable: SF So Cal.  
 If you wish to pay by credit card please call 424-227-6475.

Office Use only

Company Name (as it should appear in print) \_\_\_\_\_

Contact person \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

email \_\_\_\_\_ website \_\_\_\_\_

**SPECIAL NOTE:** For correct recognition on graphic oriented materials, please send your corporate logo in **EPS, PDF** or **AI** format (or high resolution **JPG**) to socalevents@scleroderma.org. Call 424-227-6475 if there are questions.

Solicitor (for walk) \_\_\_\_\_ Team \_\_\_\_\_

**In-Kind donations of goods and services are also greatly appreciated. We welcome the donation of items for raffles, door prizes, of food and drink, of gift certificates and coupons and general giveaways.**

Donation \_\_\_\_\_ Value \$ \_\_\_\_\_

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