



# DO IT YOUR WAY

FUNDRAISING



FUNDRAISING TOOLKIT

# ABOUT DO IT YOURSELF FUNDRAISING

Do It Yourself (DIY) fundraising allows you to make an impact for the SMA community your way. Throughout this toolkit, you will find resources and strategies to help make your DIY fundraising experience fun, easy, and meaningful.



LOOKING TO FUNDRAISE, BUT AREN'T SURE WHERE TO BEGIN?  
Check out our DIY fundraising categories to get inspired!



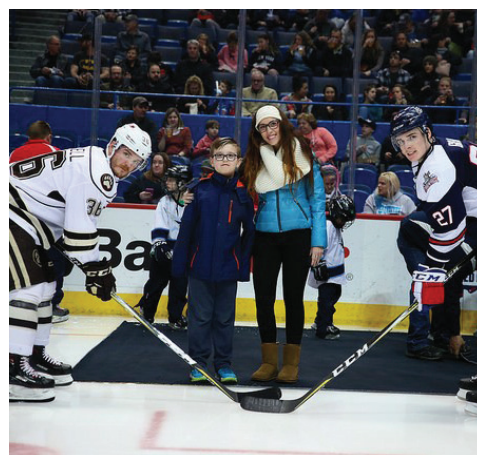
## GATHERING FOR GOOD: COMMUNITY EVENTS

Bring your community together for a purpose. Hosting a bake sale, movie night, community walk, virtual wine tasting, and youth fundraising initiatives are all a great example of how you can Gather for Good in your local community.



## SLAM DUNK SMA: ATHLETIC EVENTS

Get active and make your move. Athletic events can include anything from fitness class givebacks, kickball tournaments, golf events, and more. Ask your Cure SMA staff contact to help brainstorm new ideas and learn from these previous events.



## YOUTH FUNDRAISING INITIATIVES

Empower the younger members of the Cure SMA community to make a difference however they would like to! From coin collection cans, read-a-thons, a lemonade stand, or even cookies for SMA bake sales, we have seen all types of youth-led fundraisers that have made a tremendous impact.



## MEANING TO YOUR MOMENTS: LIFE EVENTS

Are you interested in paying tribute to a loved one or special event in your life? Host a fundraiser to give back in honor of your life's most meaningful events. Whether it is a wedding, birthday, memorial, bar/bat mitzvah, graduation, or just because, we would be delighted to be a part of bringing impact to your milestone moments.

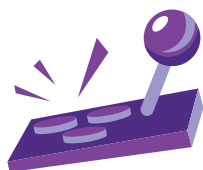




## CONTACT

### READY TO GET STARTED?

Email [diy@curesma.org](mailto:diy@curesma.org) so we can find the best option for you. Whether you need a donation page, a website with registrations, or help getting started our staff is excited to be a part of your event. We can provide insight and support wherever you need it most. We have worked with all varieties of events and can offer what helped others be successful, provide guidance as to materials would be most beneficial to you, and keep you up to date on your areas of interest.



### SUPPORT THROUGH STREAMING: ESPORTS EVENTS

Are you interested in taking your event to the internet? The best part about eSports is that you can host participants and spectators from anywhere. The new virtual gaming world is full of possibilities and Cure SMA wants to be a part of your virtual impact! If you are hosting your event on Twitch, please check out our Tiltify platform to make fundraising easy at <https://tiltify.com/cure-sma>

## CONTACT

### READY TO GET STARTED WITH YOUR ESPORTS EVENT?

If you would like a donation page created, please contact [diy@curesma.org](mailto:diy@curesma.org) with your event details and what you would like included in the bio/description section of your website. Please include any images, as attachments and in horizontal orientation preferred.

# DIY INCENTIVES



## WHEN YOU REGISTER YOUR DIY FUNDRAISER, YOU WILL AUTOMATICALLY RECEIVE:

- One (1) exclusive Cure SMA DIY fundraising t-shirt
- The DIY fundraising guide full of fundraising strategies
- Individualized fundraising support from Cure SMA staff to help you create your impact



## FOR EVERY \$500 RAISED FOR YOUR DIY FUNDRAISING EVENT, YOU WILL RECEIVE:

- Five (5) additional Cure SMA DIY fundraising t-shirts
- Ten (10) Cure SMA bracelets, pens, stickers, and balloons
- Cure SMA brochures and the opportunity to borrow additional Cure SMA event materials (tablecloths, collection bins, etc.)



## COMMUNITY AND ATHLETIC EVENT FUNDRAISERS RAISING \$1,000\* OR MORE WILL BE ELIGIBLE TO RECEIVE A CUSTOM VINYL EVENT BANNER TO DISPLAY AT YOUR EVENT

\*Please note: Cure SMA event kits and banners are sent out approximately 14 days pre-event. The total fundraised at the time of shipment will determine your eligibility.

## CONTACT

### WANT TO MAXIMIZE THE IMPACT OF THE FUNDS YOU RAISE?

Fundraisers can request to opt-out of Cure SMA fundraising incentives/ materials.

Simply email [diy@curesma.org](mailto:diy@curesma.org) to submit your request.

# DIY FUNDRAISING CHECKLIST

Check out this list of tips and tricks to increase the impact of your DIY fundraising event!



## ☐ SET A FUNDRAISING GOAL

When setting a goal for your event keep all aspects of the event in mind. This can include registration fees, venue costs, and other items. Once you have settled on a goal it can always be raised if you find you surpass your expectations!

## ☐ LEAD BY EXAMPLE

Make a meaningful personal donation to kick off your fundraising efforts.

## ☐ SHARE VIA E-MAIL AND ON SOCIAL MEDIA

Once you customize your fundraising page, share your link on Facebook, Instagram, or your social network of choice to spread the word.

## ☐ SEND DIRECT DONATION REQUESTS TO YOUR FRIENDS AND FAMILY

Reaching out via e-mail and social media are great but don't forget to reach out 1:1 to those close to you, or those who can greatly impact your fundraising. These personal touches can go a long way!

## ☐ CREATE A FACEBOOK FUNDRAISER

Speaking of social media, Facebook's fundraising feature is an amazing tool that helps you collect donations in real-time from your Facebook profile. It is very important to launch this effort correctly.

Reach out to [diy@curesma.org](mailto:diy@curesma.org) for help starting your Facebook fundraiser!

## ☐ LOOK INTO MATCHING GIFTS PROGRAMS

Ask your donors and event attendees if their company has a matching-gifts program. Also, have them ask their donors as well! This is an easy way to quickly multiply the impact of your fundraising!

# DIY FUNDRAISING RESOURCES

Whether it's spreading the word about the mission of Cure SMA or customizing materials for your DIY event, these resources will help make your fundraiser a success!



Mission materials focus on Cure SMA initiatives and the programs our donations fund. Our mission is integral to everything we do and will assist you in informing others who Cure SMA is and why we raise funds for such an important cause.

- **Mission Statement:** Cure SMA leads the way to a world without spinal muscular atrophy (SMA), the number one genetic cause of death for infants. We fund and direct comprehensive research that drives breakthroughs in treatment and care, and we provide individuals with SMA and their families the support they need for today.
- What Does Your Dollar Do flier
- Impact flier
- Newborn Screening Updated Status flier
- Care Center Network Information

Fundraising materials help you create a unique event while allowing all pertinent information to be accessible. Utilize the materials below to ensure your event is successful and to stay in regulation with our guidelines.

- Editable event flier
- Editable event poster
- Cure SMA logo
- Cure SMA brand guidelines
- Sample email donation request
- Sample event invitation email
- Sample fundraising website
- Sample donation Thank You note
- Sample social media templates
- Sample cover photo from Facebook
- Sample social media event promotion
- Sample sponsorship packet
- Sample In Kind Donation page
- 501c3 letter





# DO IT YOUR WAY

FUNDRAISING



[twitter.com/cureSMA](https://twitter.com/cureSMA)



[@curesmaorg](https://www.instagram.com/curesmaorg)



[facebook.com/cureSMA](https://facebook.com/cureSMA)



[youtube.com/user/FamiliesofSMA1](https://youtube.com/user/FamiliesofSMA1)



[www.linkedin.com/company/families-of-sma](https://www.linkedin.com/company/families-of-sma)



## HAVE A UNIQUE FUNDRAISING IDEA?

Not seeing what you are looking for or have a unique fundraising idea? Please fill out this

**FORM** or email **[diy@curesma.org](mailto:diy@curesma.org)** and we will reach out to see how we can best meet your needs.