

# How To Tell Your Story

You can make the Jingle Bell Run/Walk for Arthritis even more exciting for you and your family by being creative with your fundraising methods and building a large team. The most successful teams tell their personal story in a variety of ways - letters, emails, social media, personal websites and blogs, and face-to-face!

## 1. Write Your Personal Story

Share what it's like for you or your loved one to live with arthritis. Write about you or your loved one's daily routine, your concerns about potential arthritis complications, and why the Arthritis Foundation is important to you and your family. Include recent family pictures, your team's fundraising goal, and the ways in which your friends and family can support the Arthritis Foundation whether they make a donation or join your team and fundraise on your behalf. Let your friends and family know how their support makes a difference to your family so they can see how important their contribution is, each and every year!

## 2. Keep It Fresh!

Just like everything that goes along with arthritis, sometimes we grow tired of fundraising. Families who have participated in Jingle Bell Run/Walk for Arthritis for several years may feel that they have said all there is to say. We hear you. But please consider this: If we don't ask, we don't receive donations. Our family and friends put us in their annual giving plans, and even when we get tired of asking, we have to give them the opportunity to donate so that they can continue to be part of the Arthritis Foundation's mission to cure, control and prevent arthritis. Here are some tips from fundraising pros to help keep it fresh:

- Include recent developments in you or your loved one's life, from a treatment development, to a life development like making a new sports team, going off to college, or a pregnancy. Hope is always appropriate!
- Get a new perspective. Tell the story from the child or adult with arthritis, a sibling, a close friend, or a grandparent.
- Make a video letter. A picture is worth a thousand words and a personal video helps friend and family see what life is like with arthritis. Share your video as part of your Jingle Bell Run/Walk for Arthritis fundraising campaign. View the [How to make a Video](#) guide to get started.

## 3. Set Up Your Jingle Bell Run/Walk for Arthritis Webpage

Be sure you have officially registered at [www.JingleBellRunNorthernColorado.org](http://www.JingleBellRunNorthernColorado.org) so you have access to great online fundraising resources. Your online Participant Center allows you to create your personal and team web pages and personalize it with photos and your story. You can also send recruitment and fundraising emails to donors and team members, access sample letters and appeals and view fundraising tips and tools.

## 4. Create Your Contact List

Start developing your personal contact list. Use your email address/address book, holiday card list, team rosters, the directory from your place of worship, and your business contacts. Consider sending a letter via postal mail to special people in your life such as grandparents, aunts, uncles, cousins, close family friends, or those who have been significant contributors to you in the past. Then enter or upload the rest of your contacts into your Participant Center to send emails, track donations, and track responses.

## 5. Share Your Story

By combining email, postal mail, and social networking, you can share your story with more people than ever before and have greater fundraising success! Once you personalize your Walk fundraising webpage, write your story, and gather your contacts, you are ready to share your story! Start by sending your postal mail letters and emails, and then share your story on your social networking sites like Facebook, LinkedIn and Twitter, or on your personal blog. Use social networks to ask for donations, recognize donors, share information about the Jingle Bell Run/Walk for Arthritis, and to ask others to join you in your efforts.