WALK to CURE ARTHRITIS

walktocurearthritis.org
Thank you for participating in the Walk to Cure Arthritis!

Arthritis is the number one cause of disability in America—affecting one in every five adults, an estimated 300,000 children and countless families. The Arthritis Foundation’s Walk to Cure Arthritis is an annual event that supports our mission to conquer the disease by spreading awareness and raising money for research to find a cure.

Whether you are close to the disease or simply looking for an inspiring charity event, The Walk to Cure Arthritis is a great way to experience the power of standing together and giving back to the community. Arthritis is a complex, serious and incurable condition that steals quality of life and long-term dreams. Two major types of arthritis alone – osteoarthritis and rheumatoid arthritis – cost the U.S. economy more than $156 billion annually in lost wages and medical expenses. The additional economic burden of other types of arthritis raises the total even higher.

By saying Yes to raising funds to help cure arthritis, you are making a bold impact on the lives of men, women and children living with arthritis. Your strides as a Champion of Yes help the Arthritis Foundation continue our commitment of conquering everyday battles through life-changing information and resources, access to optimal care, advancements in science and community connections.

As a Walk to Cure Arthritis participant, you have audaciously committed to raising funds to help support the Arthritis Foundation’s work. Start by setting a fundraising goal for yourself. Aim high to reach 100 percent and think of the millions of people, including approximately 300,000 children, you will be helping find new opportunities to say Yes to living better.

This guide will help you get started with your fundraising. You and your team can work together to raise funds, you can raise funds online and there are also some fun and easy ways you can raise money on your own. Top fundraisers use a combination of all three methods. Every email you send, every time you ask someone for a donation, you’re making a positive impact on the lives of more than 50 million individuals and their families who live with the disease.

Again, we are grateful for your dedication, your passion and your commitment.

Ann M. Palmer
Chief Executive Officer
Thank you for joining our community of champions. Together, we are Champions of Yes. And the best way to get to Yes is to simply start by asking. The #1 reason people give is because someone asks. You raise money because you ask for it—so be sure to ask everyone you know!

ASK PERSONALLY
Share your own story, not just statistics. Connect with your donors on a personal level by sharing why you are participating.

ASK EVERYONE
And we mean everyone! Your neighbors, classmates, colleagues, clients, grocer, hair dresser – everyone you know or come across.

ASK BIG
If you ask someone for $100, you might get $100, or maybe you’ll get $75 or $50. Set the bar high and raise as much as you can.

ASK CONFIDENTLY
You’re not asking for money for yourself. You’re asking to help find new and better treatments – and a cure for arthritis.

AN ASK IN 5 EASY STEPS

1. **Share the need.** Example: “Arthritis steals everyday joys and long-term dreams. With your help, we can make great strides creating moments of Yes for people battling this disease.”

2. **Explain why it’s important to you.** Example: “My wife lives with arthritis every day. I watch her battle the disease on a daily basis. I am committed to being her Champion of Yes.”

3. **Show what you’re doing about it.** Example: “I’m doing the Walk to Cure Arthritis to spread awareness about arthritis and raise funds for a cure.”

4. **Ask your donor to take a specific action.** Example: “Will you make a $50 donation to support my wife and more than 50 million other Americans who have to deal with the effects of this debilitating disease every day?”

5. **Pause and let your donor answer.**

For more information, go to walktocurearthritis.org
How to Get Started

1. Register as an individual, or start a team for your local Walk at www.walktocurearthritis.org
2. Set a fundraising goal. Aim high! We suggest a minimum goal of $100 per person.
   If you raise $100 or more, you’ll earn a Walk to Cure Arthritis t-shirt!
3. Next, and this is the most important part, recruit friends and family to join your team.
4. Get your fundraising efforts started with a personal donation to yourself or your team.
5. Fundraise online via email or social media and in-person every day in your community.
   Look on page 8 of this guide for more fundraising tips.

Who to Ask to be a Champion of YES!

- Bank
- Business vendors
- Church/clergy members
- College classmates
- Coworkers
- Daycare staff
- Dentist
- Dry cleaners
- Employer
- Florist
- Golf or sports partners
- Grocer
- Hair stylist
- Holiday card List
- Lawn care company
- Manicurist
- Mechanic
- Neighbors
- Office/apartment tenants
- Pharmacist
- Professional associations
- Relatives
- Social media connections
- Sorority/Fraternity
**Online Fundraising is Easy!**

**Why fundraise online?**
It works! Online fundraising is the easiest and fastest way to raise money. In minutes, you can set up your personal fundraising website and customize your page with photos and text. Upload your contacts and use the templates to send out emails asking friends to join your team or donate. You can also track your donations and send thank you messages to donors. Customize the sample Facebook and Twitter messages and easily post about Walk to Cure Arthritis on your social media pages.

**How does it work?**
Once you register for the event and create your own page using the step-by-step instructions, visit the communications center and send emails to recruit teammates and raise money.

**What is an “email campaign?”**
An email campaign is a proven method of raising funds and recruiting teammates online. By sending email through the online fundraising tool, you can communicate to many people at one time. Start by sending an email announcing your participation in Walk to Cure Arthritis and asking others to join your team or donate to your fundraising efforts. Later, send a reminder email, letting friends and family know you still need their help. Or send an email update letting everyone know how your fundraising is going and what they can do to help. The more emails you send, the more success you will have raising funds online. Remember, the #1 reason people give is simply because someone asked.

**How will people find my webpage to contribute?**
A link to your webpage will be attached to each email you send using the tool. All they have to do is click on the link to go to your personal page, where they can donate, join your team and view the Walk to Cure Arthritis pages. Your site will also have a personal URL you can customize – so it’s easy to remember and easy to share with friends.

**How do I get started online?**
- **Sign Up:** Visit walktocurearthritis.org, click on your state and select your local Walk to Cure Arthritis event. You can join as an individual, or start or join a team.
- **Personalize:** Personalize your fundraising website. Upload a photo of you, your team or your honoree.
- **Spread the Word:** Send out emails or post to your social networks, and ask your friends and family to join your team or donate to help you reach your goal!
How can I use social media to help raise more money?
Using social media is a great way to expand your reach when asking for donations and recruiting teammates. When posting to Facebook, Twitter or LinkedIn, be sure to always add a link to your Walk to Cure Arthritis fundraising site, and make sure the page is up to date. Keep your followers updated by posting, tweeting and sharing photos of your fundraising efforts while engaging them and asking for support. Continue posting updates of your progress until you reach your goal!
The Arthritis Foundation provides you with a free Facebook fundraising tool that can be found on your online fundraising Headquarters (HQ) when you register. Simply follow the instructions to connect your Facebook community with your Walk to Cure Arthritis efforts.

To use Twitter, we have a number of pre-written “tweets” on our Volunteer Resource Center Fundraising Tips page of www.walktocurearthritis.org. Simply copy and paste, and add the URL for your fundraising page to get your message out!

Also on the Fundraising Tips page of the Volunteer Resource Center is an entire guide to help you fundraise and spread the word through various social media outlets. If you try something new and want to tell us, please do! Call your local office and share your success.

Sample Facebook and Twitter Messages:
• We need a cure to end this crippling disease! Please make a donation to my Walk to Cure Arthritis team: [INSERT YOUR TEAM URL]

• Arthritis is the leading cause of disability. Help us find a cure. Make a donation to my Walk to Cure Arthritis team: [INSERT YOUR TEAM URL]

• Help me reach my goal of $[GOAL] for my Walk to Cure Arthritis team. Click [TEAM URL] to make a donation now!

• Help me fundraise for a cure at the Walk to Cure Arthritis! Join my team today: [INSERT YOUR TEAM URL]

• Did you know 2/3rds of people with arthritis are under the age of 65? We NEED a cure! [INSERT YOUR TEAM URL]

Use all of your social media options to spread the word!
• If you have a video blog, talk about your campaign and why you’re walking for the Arthritis Foundation.

• Use the various badges and images posted on www.walktocurearthritis.org to put on your blog, website or other personal page.

For more ideas and information, visit the Volunteer Resource Center on www.walktocurearthritis.org. Use Social Media in your Participant Headquarters! Just one click can send a personal message.
Online Tools

To help you raise funds, here are some online tools:

Download Team captain tools:

Download Participant tools:

Download posters, tools, and additional materials from our website. Visit www.walktocurearthritis.org and click on the Volunteer Resource Center link on the left side of the page.
## Putting the “Fun” in Fundraising

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<thead>
<tr>
<th>Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>Hold a drawing</td>
<td>Sell tickets for the chance to win a prime parking space at work, or a half or whole day off, or the chance to be featured as a top employee in an internal newsletter.</td>
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<td>Change for change</td>
<td>Ask your bank if you can place a coin bank at their teller windows. Coin banks are available from your local Arthritis Foundation office.</td>
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<td>Use your green thumb</td>
<td>Sell valentines, flowers, or spring bouquets from your garden.</td>
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<td>Schedule a game night</td>
<td>Host a Monopoly, poker, bingo or other game night, and charge admission.</td>
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<td>Cut out arthritis</td>
<td>Ask your hair salon or barber shop if they will donate a percentage of proceeds from all services for a weekend to your team.</td>
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<td>Sell your career skill</td>
<td>For example, if you’re a CPA, offer to do your friends’ taxes for a fee that goes toward your goal.</td>
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<td>Schedule a share-the-profit event</td>
<td>Many local restaurants will give a portion of a day’s profits to a specific cause. Set this up with restaurant management and notify your friends and family to visit the establishment on the scheduled day.</td>
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<td>Turn a gift to you into a gift to the Foundation</td>
<td>Ask family and friends to donate money on your behalf to the Arthritis Foundation instead of giving you presents at your upcoming birthday or anniversary.</td>
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<td>Matching Gifts</td>
<td>Many companies will give a flat donation, and many others have a matching gift program. These gift programs usually match donations given by employees. Be sure to approach your Human Resources department to learn the details.</td>
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<td>Dress-Down Days</td>
<td>Ask your company and other companies to conduct a Dress-Down Day for their employees. Designate a day, series of days or a week, and charge to dress casual for the day. Give discounts if people wish to buy more than one day. Example: one day for $5, or three days for $10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day.</td>
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<td>Bake Sale</td>
<td>Hold a bake sale at work, church or school, or sell donuts, bagels and coffee in the morning.</td>
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<td>Snack Bar</td>
<td>Set up an inexpensive snack bar. Every day, employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks, with all the proceeds going toward your fundraising goal.</td>
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<td>Movie Night</td>
<td>Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.</td>
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<td>Raffles</td>
<td>Ask a local merchant to donate a prize (restaurant gift certificate, TV/DVD player, hotel weekend getaway, airline tickets, etc.) to be raffled. Make tickets and start selling!</td>
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Arthritis Facts

Your support and fundraising on behalf of the Arthritis Foundation are crucial to the success of our goal of conquering this disease. It is important to understand that arthritis is a costly disease for the people who live with it as well as their families.

Here are some arthritis facts you can use:

• Arthritis is a serious and growing health crisis—striking one in every five adults and approximately 300,000 children.

• Arthritis costs the United States economy $156 billion annually in lost wages and medical expenses.

• Arthritis is actually a family of diseases that includes more than 100 types; the common thread is that they all attack joints and connective tissues, making everyday life more difficult—and can make some tasks impossible.

• People commonly think of arthritis as an old people’s problem. But arthritis is not a disease of old age: Two-thirds of people with arthritis are under age 65 and infants can get a potentially serious disease called systemic juvenile idiopathic arthritis. However, the risk of arthritis does increase with age.

• Arthritis can attack the immune system and various organs, such as the skin, eyes, heart and lungs.

• Every year, arthritis results in 44 million outpatient visits, nearly 1 million hospitalizations and approximately 10,000 deaths, as well as 23 million people with activity limitations (like standing, bending, walking, climbing stairs, etc.).
Join Our Community Of Champions!

What We Do

• **Fund impactful Scientific Discovery**, by delivering on discovery, decision making with metrics and building human capital.

• **Lead the charge for Advocacy & Access** for people living with the disease along with their families through our 100,000+ strong advocacy network.

• **Provide Help & Support** toward wellness with personalized information to create unique, everyday victories.

• **Fight to conquer Juvenile Arthritis** by providing life-changing resources, community and care for an estimated 300,000 children battling this disease.

• **Create Community & Connections** through meaningful engagement, active social media and fundraising events.

We need your support to conquer arthritis, which attacks more than 50 million Americans, including 300,000 children. Become a Champion of Yes and help us find everyday victories for people living with the nation’s #1 cause of disability.