Keeping the FUN in Fundraising

ATWORK...
• Auctions: Hold an auction to have the boss or department head work as your assistant for the day, a prime parking space at work, a half or whole day off from work, lunch with the CEO or the opportunity to be “boss for the day.” The possibilities are endless!
• Dress Down: Ask every employee to contribute to your team, and in return they will be allowed to “dress down” on a specified day at work.
• Jail & Bail: For a donation, employees can be arrested. For an additional donation, they can post their own bail, or employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised ($100 or more per inmate).
• Brown Bag Lunch Day: Everyone brings in their own lunch and donates the money they would have spent eating out to ASF.
• Pot Luck Lunches: Designate a weekly Pot Luck Day, where colleagues take turns making chili, salads, desserts, etc., and offer for a donation.
• Bake Sales: Hold a bake sale at work or at a busy place (bank, school, after religious services, etc.).
• Bad Habit Jar: Swearing, eating candy from the reception desk, saying the name of a competitor, etc... have “violators” deposit a fine in the jar.

AT SCHOOL...
• Art Sales: Have students produce great art and hold a show. Parents and friends buy back their budding artists’ masterpieces.
• Hat Day: For a specified amount, students can wear a baseball cap to school for the day.
• Penny Wars: Put out a water jug for each class or grade and encourage everyone to bring in his or her change. Pennies count as positive points for placement in your own jug, dimes and paper funds count as negative points for placement in competitor’s jugs. Add up each class’s contributions at the end of the week. The winning class gets a pizza party and the funds raised come to ASF!

ATHOME...
• Birthday Party with a Purpose: Hold a birthday party and on the invitation state that in lieu of gifts please bring a check for ASF.
• Movie Night: Invite your friends over for a night at the movies. You provide the popcorn and soda and accept donations for admission.
• Game Night: Host a game night at your house. Everyone comes to your house to play board games, charades etc. Accept donations to enter.
• Garage Sales: Clean out your attic and raise money for the campaign at the same time! Invite your friends to join you. (You can also post your items on eBay and select ASF to receive the funds.)
• Bartender: Ask your favorite bar if you can guest bartend for a night and keep all of your tips. Make sure you invite all of your friends to come in that night!

PLAN AN EVENT...
• Party Night: Throw a fundraising party at a local establishment. Charge your guests an entrance fee and ask the local establishment to support you with a donation of 10% (or more!) of the night’s sales.
• Car Washes: Set up a carwash at a local school or parking lot.
• Comedy Club: Ask a local comedy club to host an evening in support of ASF and sell tickets.
• Spaghetti Dinner: Put together a spaghetti dinner at a local hall or club. Charge admission.
• Sports Tournaments: Organize bowling, hockey, golf, basketball, soccer, spin-a-thon and other sports tournaments.
• Pancake Breakfasts: Hold a pancake breakfast at a hall or church or at work on specific days.

Annual Campaign for Healthy Kidneys
Campaigner Guide
10 Years of Hope. 10 Years of Progress

Thank you for being a Campaigner!
Your efforts will enable ASF to fund research to conquer Alport syndrome!

Alport syndrome is a rare hereditary kidney disease that causes a decline in kidney function, hearing loss and vision problems. The majority of these patients require dialysis and/or a kidney transplant, usually between their early teens and their 40s. It frequently affects multiple family members across generations.

ASF is working to conquer Alport syndrome through:

Research: ASF supports groundbreaking research to advance the knowledge of, develop effective treatment protocols for, and discover a cure for Alport syndrome. ASF has facilitated more than $2 million in research funding by developing international strategic partnerships and alliances. ASF also provides funding and supports the Alport Syndrome Treatments and Outcomes Registry (ASTOR), which is critical for clinical trials.

Support: ASF has connected with more than 8,000 patients, families, physicians and researchers in 75 countries through online and telephone support networks. A newly developed Peer Mentor program connects patients with mentors to provide resources and direct assistance.

Awareness: The voice of the Alport community is built on the personal stories of thousands of patients, families, friends and medical professionals. ASF provides resources to share stories online, with the media, and in the community.

ASP’s mission is to improve the lives of those affected by Alport syndrome through education, empowerment, advocacy and research.

www.alportsyndrome.org
Mix and Match 3 ways to raise funds for success!!

1. **Mail Campaign** - Add a personalized version of the sample letter on the next page along with the enclosed brochures and mail!

2. **Online** - Use the steps below to raise funds online using your personalized webpage!

3. **Hold an event! Raise funds at work** - Check out the suggestions on the next page for suggestions and tips on how to organize an event to raise funds to conquer Alport syndrome!

Raising Funds: Make a Difference

Not sure where to start? ASF provides online and offline tools to help you spread the word and raise funds!

**SET A GOAL**

Decide how much you want to raise and create a plan. Challenge your contacts on social media to help you achieve your goal with the promise of doing something fun or silly if you hit it.

**CUSTOMIZE YOUR PAGE**

When you visit bitly/asfac17 and log into your HQ, you can inspire others to join or support you by personalizing your web page with a message, story and photo. There are instructions on how to use your HQ on the next page.

**MAKE A PERSONAL GIFT**

Kick-start your fundraising with a personal donation. When supporters see that you contributed, they will be more inclined to give. Donating online is quick and easy or you can mail your donation to ASF at the address on the next page.

**USE SOCIAL MEDIA**

Share the link to your page using email, Facebook, Twitter, your blog or other social media outlets. Ask your contacts to repost to their contacts. This is a great way to update others on your progress and remind them to support you! Most importantly, you will be raising awareness about Alport syndrome.

**SEND EMAILS**

You can copy and paste the link to your personal fundraising page into an email and send it to your contacts using your personal email. Or follow the simple directions in your participant kit to upload your contacts and send emails through your participant page. Use the sample letter on the next page or the sample letters in your HQ.

**MATCHING GIFTS**

Double the funds you raise! Many companies match donations by employees. Contact your human resources representative to see if your company has an employee giving or matching program and ask those who sponsor you to do the same.

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**Frequently Asked Questions (FAQs)**

Why is a campaign dedicated exclusively to Alport syndrome so important when there are many other kidney events? While Alport patients benefit greatly from the life-saving treatments of dialysis and transplantation, Alport syndrome is dedicated to conquering this specific disease. This means focused research to expand treatment options and better understand the genetics, educating the medical community about diagnosis and treatment standards, as well as providing services and resources focused on the specific unmet needs of patients with Alport syndrome.

What progress has already been made through past efforts? This is an exciting time for research into the discovery of novel treatments and cures to fight Alport syndrome. The two first clinical trials to test experimental treatments specifically aimed at Alport syndrome have recently begun. These treatments are in part the result of the landscape that ASF has created to encourage researchers, biotech and pharmaceutical companies to invest time and resources into Alport syndrome research.

The ASF research program is funded by the Annual Campaign for Healthy Kidneys. The generosity of past campaigners and donors has enabled ASF and its partners to provide more than $2 million since 2010 to Alport syndrome research.

Why is this year so important? We are at the tipping point for Alport syndrome research! With several potential new treatments aimed at treating Alport syndrome in the “pipeline,” it is crucial that we increase our efforts now. ASF has set the goal of increasing our research funding 15% to move these treatments forward and continue to encourage new therapies. To accomplish this, we have set the ambitious goal of raising $175,000 through this year’s campaign.

**How do I use my online HQ?**

Your HQ is your way to personalize your own fundraising page, easily send emails using ASF’s templates, and keep track of your supporters. Log in at bitly/asfac17.

To start off, first go to the “My HQ” section to edit your “Personal Page.” This is the page your donors will see so give it your own touch by adding a picture and information about you and your reasons for participating in the event.

Next, start your email campaign to solicit friends and family for donations and to build your team. The email message will automatically include a direct link back to your personal page to make it as easy as possible for them to make a donation or join your team.

Visit your “Reports” area often and see how you are doing! Utilize the other convenient tools to help you reach your goal!!

**Can I ask my company or local businesses for donations?**

Please do! Also, be sure to ask about their policy on matching gifts!

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I received a cash or check donation. How do I turn it in? Convert cash to a money order or cashier’s check. Make checks payable to the Alport Syndrome Foundation. Send funds to: Alport Syndrome Foundation, P.O. Box 4130, Scottsdale, AZ 85261-4130. Please be sure to note your name.

Are donations tax deductible? Yes! ASF’s Tax ID number is 20-8237159.

I originally signed up to raise funds offline, but would now like to create a personal fundraising page to collect donations online. Is it too late? It is not too late! Go to bitly/asfac17 and follow the instructions above. Or we are happy to create a page for you and send you the link and login information to raise funds online. Simply email us at events@alportsyndrome.org.

I want to host an event to raise funds and awareness during the Annual Campaign. Can you help me plan? Absolutely! Let us know your plans and how we can help by emailing us at events@alportsyndrome.org.

I want to send an email or letter to request support, but don’t know where to start in writing it? Start with this sample letter and personalize with your own info!

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I am participating in the Annual Campaign for Healthy Kidneys. You can support my efforts to help conquer Alport syndrome by making a donation to the Alport Syndrome Foundation.

Alport syndrome is a rare genetic kidney disease. Without treatment, affected individuals experience a decline in kidney function. Patients often require dialysis and/or a kidney transplant. An Alport syndrome diagnosis devastates families because it frequently affects multiple family members across generations.

There is currently no treatment proven to prevent the development of kidney failure in people with Alport syndrome; however, early diagnosis is essential as there are medications to delay the progression of the kidney disease. Current research is advancing the knowledge of treatments which could potentially further delay the onset of kidney disease while work continues on a cure.

You can find additional information about ASF in the enclosed brochure or on their website at www.alportsyndrome.org.

As you may know, my family has been impacted by Alport syndrome... (briefly sharing your personal story and/or reason for fundraising here will increase the likelihood people will make a donation, but if you are not comfortable sharing details you can give a simple explanation). (End this paragraph)

Please visit (add the link to your personal page) to support my efforts today. Thank you!