Dravet Syndrome Foundation
Fundraising Guide

DSF Steps Toward A Cure Walk & RACRE Series
Welcome

Thank you for joining Dravet Syndrome Foundation (DSF) for our Steps Towards A Cure International Walk & RACRE Series of fundraisers, which support the programs of the DSF. As a Team Member, you play a very important role in the success of DSF by raising both funds and awareness for Dravet syndrome and related epilepsies.

Whether you are walking or running in an event, DSF is here to support your fundraising efforts every step of the way. Please feel free to contact me at any point during your campaign. It is my job to make your fundraising easy, fun, and rewarding.

Sincerely,
Mary Anne Meskis
Program Director
maryanne.m@dravetfoundation.org

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Fundraising Plan

The most effective way to achieve your fundraising goal is by creating a detailed plan outlining the steps to meet your objective.

All successful plans incorporate these aspects:

- Set a fundraising goal
- Start early enough to give people ample time to donate
- Educate your donors about Dravet syndrome & DSF
- Stress the benefits of contributing
- Use emails as a fundraising platform
- Send thank you notes
- Ask BIG before going small
- Stay positive and remember why you are fundraising
- Never feel guilty about asking for donations - you are giving people the opportunity to be part of an important cause
- Ask, ask, ask

Sample Fundraising Plan

Week 1:
- Customize your own online fundraising page.
- Donate $25

Week 2:
- Send emails to family and friends and post on all social media platforms. Suggested text is available in the Headquarters (HQ) Section of your online fundraising page.
- Ask 4 family members to donate $25
- Ask 5 friends to donate $15

Week 3:
- Ask 3 co-workers to donate $25
- Ask your boss or HR department about your company’s matching gift policy.

Week 4:
- Send a mass email to all of your contacts updating them on your progress. Make sure to repost on all social media platforms.
- Recruit 5 more $25 donations.

Week 5:
- Ask 3 businesses you frequent for a $50 donation. (Dentist, doctor, dry cleaners, etc.)

Week 6:
- Tell 3 neighbors about your online fundraising page. Utilize the business cards, flyers, and postcard templates in your toolkit!

Week 7:
- Send a reminder to all family and friends that they still have time to donate. Repost on all social media platforms.

Week 8:
- Email everyone and update them on what you have accomplished so far and ask them to help you reach your goal. Repost on all social media platforms.
Share Your Donation Page using Social Media

Social media platforms are great tools for connecting with friends and family online. They are also a great platform for promoting your donation page for Dravet Syndrome Foundation.

Post about your campaign for DSF regularly to keep it fresh in the minds and at the top of the pages of your online friends.

- “Like” Dravet Syndrome Foundation on Facebook as well as your specific event page. Every time you post about your fundraising efforts and your event, be sure to “tag” DSF.

- Follow DSF on Twitter @curedravet

- After customizing your fundraising page, post/ tweet about it with a sentence or two about DSF. Ask for support and make sure to include your fundraising page link.

- Post/tweet weekly with an update on your fundraising and training progress.

- Tag your friends who have donated to thank them publically.

- Ask your friends to share your fundraising page link to expand the reach of your campaign.

FACEBOOK

Update your status on FB when:
- You join a team
- You reach a training goal
- You reach a fundraising goal
- Include a link to your fundraising page each time you post

TWITTER

Tweet about your fundraising campaign in 140 characters or less. Be sure to include a link to your fundraising page.

Tweet regularly about your training and fundraising throughout your campaign.

LINKED IN

Share your campaign for DSF with your professional connections.

Keep them updated on your training and fundraising throughout your campaign.
DSF Fundraising Toolkit

The key to a successful fundraising campaign is to get as many people as possible to visit your fundraising page.

How do you reach those contacts who don’t use email, the internet or social media platforms?

DSF has developed a toolkit with templates that are easy to customize and print to help you with your fundraising campaign.

Download the complete toolkit at:

www.dsfsteps.org

Fundraising Business Cards
Fundraising Postcards
Fundraising Brochures
Fundraising Letters
Fundraising Flyers

Signature Block Link

Doing something simple can make a big difference! Place your fundraising link in the signature block of your email. With no extra effort, every email you send is another opportunity to raise funds and awareness for DSF.

The instructions for editing your signature block will vary—check with your service provider on how to edit yours.

Example:
I am running a half-marathon with DSF Team RACRE Providence to raise funds and awareness for the Dravet Syndrome Foundation. Please support my fundraising campaign at http://www.dravetsyndromefoundation.kintera.org/____________________________
Additional Fundraising & Awareness Ideas

**FUNdraisers**

Hosting a fundraising event gives you the opportunity to spread awareness of Dravet syndrome and related epilepsies and DSF, while raising funds for your campaign.

You might want to hold a “kick-off” event before your walk or run to raise additional awareness and donations.

**Ideas include:**

- Plan a party at a local bar, restaurant, or your home. Ask for a cover charge or donation for DSF.
- At-home party (a portion of sales go to DSF instead of the hostess earning gifts)
- Wine & Cheese Party
- Yard Sale
- Jeans Day at work or school
- Golf Outing
- BBQ
- Chili Cook-off
- Casino Night
- Bake Sale
- Movie Night
- Car Wash
- Karaoke Contest
- Zumba, Spinning or Aerobics event

**Company Matching Gifts**

- Ask your employer if they will match donations made to your campaign.
- Encourage your donors to apply for matching gifts from their employers.

Be sure to include all of this information on Matching Gift Applications

**Mailing Address:**
Dravet Syndrome Foundation
11 Nancy Drive
Monroe, CT 06468

**IRS EIN:** 27-0924627

**Contact Information:**
203.880.9456
Christina Montanari
Development Administrator
christina.m@dravetfoundation.org
The Importance of Saying “Thanks” to your Campaign Contributors

It is very important for you to thank your donors for contributing to your Dravet Syndrome Foundation fundraising campaign.

The donor automatically receives an email thank you and donation receipt from DSF when an online donation is made through your campaign page. Donations made through the mail by check are sent a mailed donation receipt and thank you upon receipt of their check.

We encourage you to thank your donors throughout your campaign and/or once your campaign is complete.

Depending on your level of acquaintance, there are many acceptable ways to say thank you:

- **Email**—close friends and family
- **Phone calls**—close friends and family
- **Postcards**—great for all donors! Upload your post event picture and donation totals to your favorite photo site and create an inexpensive custom postcard thank you.
- **Personal notecards**—include a post event photo and let everyone know how much you raised for DSF.

About Dravet Syndrome Foundation

The mission of Dravet Syndrome Foundation (DSF) is to aggressively raise research funds for Dravet syndrome and related epilepsies, while providing support to affected individuals and their families. In accordance with our mission, DSF focuses its work and funding in four areas: Research Grant Awards; Annual Research Roundtable; Patient Registry; and Patient Assistance Grants.

DSF is a nonprofit organization founded in Connecticut in 2009 by a group of parents with the purpose of expediting research to find a cure and better treatments for their afflicted children. Since its inception, the DSF has awarded over $1M in Dravet-specific research grants.

To learn more about Dravet syndrome or our foundation and its programs, visit our website: [www.dravetfoundation.org](http://www.dravetfoundation.org)

About DSF Steps Toward A Cure & RACRE Series

*DSF Steps Toward A Cure International Walk Series* is our annual fundraiser that began in 2010 and consists of family-friendly walks hosted by families throughout the US and abroad. These events allow families an easy and fun opportunity to raise money for research while increasing awareness of Dravet syndrome and related epilepsies in their communities.

*DSF Steps Toward A Cure RACRE (Research And Cure Refractory Epilepsy) Series* was initiated in honor of Charlotte Keating who has Dravet syndrome. Charlotte’s parents, John and Dana Keating, created RACRE as a way to fund research and help push science forward so that eventually we can eliminate challenging diseases like Dravet syndrome. RACRE became a part of the *Steps Series* in 2011 and brings together groups of dedicated athletes who compete and raise money and awareness for the DSF and its programs.