

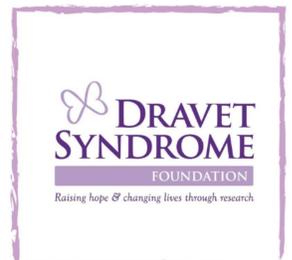
#GIVEUPYOURCUP

DSF is challenging you this March to Give Up Your Cup! Give up your coffee, tea or other “cup” for one day, one week, one month or anything in between, then donate what you would have spent to DSF.

www.giveupyourcup.org



Participant Handbook



www.dravetfoundation.org

WELCOME

On behalf of the Dravet Syndrome Foundation (DSF) and the DSF Fundraising Committee, I would like to thank you for participating in DSF's *Give Up Your Cup* fundraising campaign!

As a participant, you play a very important role in the success of DSF by raising both funds and awareness for Dravet syndrome (DS) and related intractable childhood epilepsies.

Myself, as well as the DSF Fundraising Committee and DSF Staff are available to help you with any questions you have. It is our job to make your experience easy, fun and rewarding!

Sincerely,

Clare Carey

DSF Fundraising Committee Chair

DSF FUNDRAISING COMMITTEE

Clare Carey, Chair - clare@dravetfoundation.org

Leslie Bubela - leslie@dravetfoundation.org

Brenda Niemi - brenda@dravetfoundation.org

DSF STAFF

Misty Ried, STEPS Campaign Director - misty@dravetfoundation.org

Mary Anne Meskis, Executive Director - maryanne@dravetfoundation.org

Jamie Cohen, Accountant - jamie@dravetfoundation.org



ABOUT DRAVET SYNDROME FOUNDATION

The mission of Dravet Syndrome Foundation (DSF) is to aggressively raise research funds for Dravet syndrome and related epilepsies; to increase awareness of these catastrophic conditions; and to provide support to affected individuals and families. In accordance with our mission, DSF focuses its work and funding in several key areas: Research Grant Awards; Annual Research Roundtable; Patient Registry; Patient Advocacy; Patient Assistance Grants; Biennial Family & Professional Conference; and Professional Education. Through our programs, we are able to fortify our efforts to increase research, provide support and advocacy, and increase education and awareness.

DSF is a 501c3 nonprofit organization founded in 2009 by a group of parents who wanted to expedite research to find a cure and better treatments for their own afflicted children. Since its inception, DSF has awarded over \$3.3M in Dravet-specific research grants and over \$120K in patient assistance grants.

To learn more about Dravet syndrome, or DSF and its programs, visit www.dravetfoundation.org.

DECIDE HOW YOU WILL PARTICIPATE



CHECKLIST FOR GETTING STARTED

- Decide if you would like to host a live event at your home or office, or if you prefer to do a virtual fundraiser.
- Visit www.giveupyourcup.org to set up your fundraising page. You can personalize your fundraising page with your story and photos.
- Share your fundraising page by email and through social media with your family and friends. Encourage them to donate and/or to start their own campaign.
- Use the graphics for the campaign for your Facebook banner & profile picture. You can request the cup graphic be customized with your child's name by emailing Mary Anne at maryanne@dravetfoundation.org.

FUNDRAISING TOOLS

Forms to help with the promotion of your campaign can be found on our website at:

<https://www.dravetfoundation.org/events/host-an-event/dsf-fundraising-resources/>

Password: dsffundraising

Select the *Give Up Your Cup* tab.

- DSF 501c3 letter
- Electronic letterhead
- Sample of sponsorship/item donation request letter
- Offline pledge form
- Facebook banner & profile pictures



COMPANY MATCHING GIFTS

Encourage your donors to check with their employer to see if they will match donations made to your fundraising campaign. It is an easy way to double, sometimes triple, a donation.

Mailing Address:

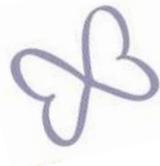
Dravet Syndrome Foundation
PO Box 3026
Cherry Hill, NJ 08034

IRS EIN#: 27-0924627

Contact Information:

203.392.1950
Jamie Cohen, Accountant
jamie@dravetfoundation.org

HOST A LIVE EVENT



Choose your location & date

Decide where and when you would like to host your live event during the month of March. You can host something at your home, work, or other location. Depending on where you live, you might want to consider setting up a “Coffee Stand” (similar to a Lemonade Stand) in your neighborhood.

Set up your personal fundraising page

Go to www.giveupyourcup.org and set up your personal fundraising page. You can customize your page with photos and text and then share it through email and social media. More details and suggestions on setting up your fundraising page can be found on the next page of this handbook.

Offline or cash donations

All donors will receive a receipt for their donation, as long as we have the appropriate donor information. If a donor gives you a cash donation, it is important that you add their information to your offline donation form to assure that their receipt is sent to them. This form should be sent to us after the event, along with a check made out to DSF for all of the cash donations, along with any check donations that were given to you. Please do not send cash.

Thanking your donors

In April, DSF will send out a thank you email to all donors that tells them the total money raised for this event.

We encourage you to send a personal “thank you” as well. We want all participants to know how much their efforts are appreciated by DSF and the Dravet community.

#GIVEUPYOURCUP

 **DRAVET
SYNDROME**
FOUNDATION



www.giveupyourcup.org

VIRTUAL FUNDRAISER

1. Visit our website at www.giveupyourcup.org
2. Click to register (there is no fee involved)
3. Select a physical fundraiser (for a live event) or virtual fundraiser
4. Complete registration and click on “okay” to get to your Fundraising HQ and set up your fundraising page
5. Once in your Fundraising HQs, follow the checklist to customize your page in the right hand menu.
6. Once your page is set up, use your tools in the left hand menu to help promote and share your fundraising page!
7. You can also collect offline donations then enter them in your portal towards your fundraising total. Make sure to mail them in along with the completed offline donation form.



**RAISE \$150 or more
on your personal fundraising page**

OR

**RAISE \$500 for a live event
and receive a DSF Coffee Tumbler!**

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www.giveupyourcup.org

HELP & SUPPORT

While this handbook will provide you with an overview of the event planning and fundraising process, we know that there will be questions and concerns that may not be covered or addressed. For specific questions, as well as support, please do not hesitate to reach out to a member of the DSF staff or a Fundraising Committee member. **We are here to help!**