

#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



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Participant
Handbook

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 almost \$5M in Dravet-specific research grants and over \$176K in patient assistance grants. www.dravetfoundation.org

VIRTUAL FUNDRAISER

1. Visit our website at www.giveupyourcup.org
2. Click to register (there is no fee involved)
3. Complete registration to get to your Fundraising HQ and set up your fundraising page
4. Customize your page with an image and your language.
5. Once your page is set up promote and share your fundraising page!
6. 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
and receive a "Cup On Us",
a \$10.00 Starbucks gift card.**

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 the DSF fundraising staff. **We are here to help!**

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DSF FUNDRAISING STAFF

Misty Ried, Campaign Director - misty@dravetfoundation.org

Jenny Gallo, Fundraising Coordinator - jennifer@dravetfoundation.org





CHECKLIST FOR GETTING STARTED

- 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 - misty@dravetfoundation.org.

FUNDRAISING TOOLS

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

<https://www.dravetfoundation.org/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



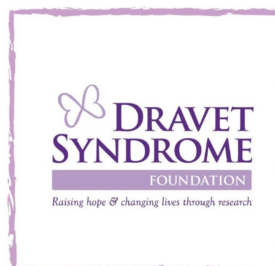
DOUBLE YOUR DONATION - MATCHING GIFTS

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

FED ID#: 27-0924627



www.dravetfoundation.org

Contact Information:

203.392.1955

Jamie Cohen, Accountant

jamie@dravetfoundation.org