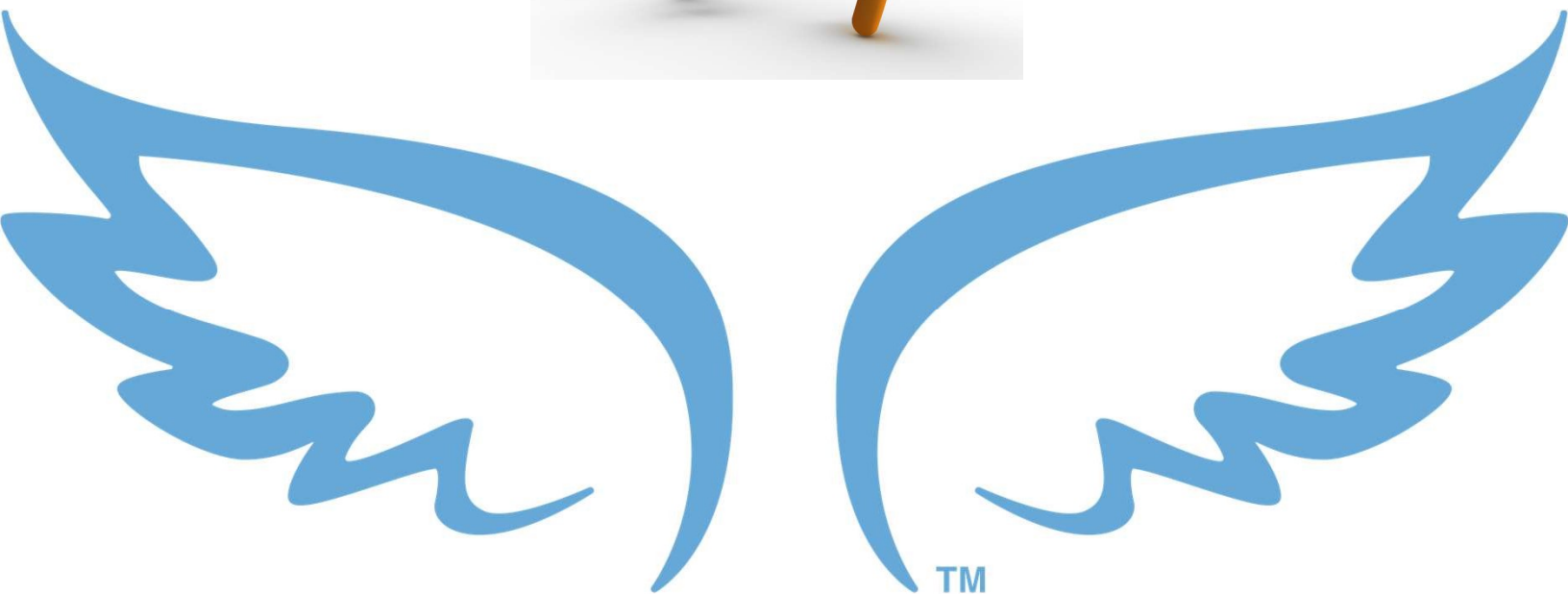




Step Ahead!

Your FUNdraising Guide to
Success



Who Do You Know?

Use Our Memory Jogger and Find Out

We find that the most successful fundraisers are those who aren't afraid to ask their friends and family for support – they will want to help you because this case matters to you! Filling out this worksheet will help job your memory.

Make a Phone Call to:

1. Parents _____
2. Sisters _____
3. Sisters-in-law _____
4. Brothers _____
5. Brothers-in-law _____
6. Aunts/Uncles _____
7. Cousins _____
8. Children _____
9. Nieces/Nephews _____
10. Grandparents _____

Send an Email to:

11. Accountant _____
12. Attorney _____
13. Babysitter _____
14. Dentist _____
15. Chiropractor _____
16. Landlord/Manager _____
17. Real Estate Agent _____
18. Physical Therapist _____
19. Physician _____
20. Wedding Planner _____

Drop Off a Letter to:

21. Pet Groomer/Vet _____
22. Drycleaner _____
23. Florist _____
24. Barber/Stylist _____
25. School _____
26. Supermarket _____
27. Manicurist _____
28. Bartender _____
29. Gym/Yoga Studio _____
30. Pharmacist _____

Others You Might Call or Email:

31. College Friends _____
32. Fraternity Friends _____
33. High School Friends _____
34. Facebook Friends _____
35. Children's Friends _____
36. Children's Teachers _____
37. Neighbors _____
38. Parents' Friends _____
39. Former Co-workers _____
40. Coaches _____

Maybe You Know People From:

41. Work _____
42. Bowling League _____
43. Gym or Yoga _____
44. Childcare _____
45. Place of Worship _____
46. Coffee House _____
47. Neighborhood Café _____
48. Camp _____
49. Golf Course _____
50. Favorite Restaurant _____

Don't Forget:

51. YOU can make a Personal Donation, too!



How to Write a Fundraising Letter

Now that you've set up your personal fundraising page and you have a plan of attack, it's time to get fundraising! There is still power in the written word, so here are a few hints to help you get started.

- 1. Create a list of EVERYONE you know using our Memory Jogger.** Don't say "no" for anyone by assuming that they can't or won't support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.
- 2. Ask. Include a call to action.** Don't just tell them what you're doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic or by saying something like "I hope you can donate something."
- 3. Make it personal.** If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"
- 4. Put your HEART into it.** Let them know why you're fundraising. This cause is important to you: share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you and want to support your efforts.
- 5. Make it easy to donate.** Include your personal fundraising page link and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It's also nice to include a stamp on the return envelope. If they will be attending the event, tell them they can bring a check payable to the Angelman Syndrome Foundation.
- 6. Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.
- 7. Send a reminder.** Keep a list of those who send in donations. Send a reminder to those that have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.
- 8. Send a thank-you card.** "Thanks" is a powerful word. It's nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Sample Fundraising Letters

In case you need a little more help, here's a sample for you.

Friends and Family,

We will be participating in the (name and date of your event). My goal is to raise funds to support Angelman families and fund aggressive research toward treatments and a cure. Recent discoveries lead us to believe a cure is on the horizon.

As many of you already know, our (daughter/son) (child's name) was diagnosed with Angelman Syndrome. [He/she] has seen countless doctors and therapists and continues to endure a staggering number of medical visits. Medications help some of the symptoms, but we are pushing for more research to help (name of individual) now as well as continue towards a cure in (name of individual)'s lifetime.

Angelman Syndrome (AS) is a neurological genetic disorder that may be misunderstood and is often misdiagnosed. My family is committed to improving the lives of individuals and other families affected by AS by ensuring that funding for research, clinics, and family services is available.

Please help us support the Angelman Syndrome Foundation and those affected by AS by joining us at (name of event), and help us raise critical dollars. All donations are 100% deductible: (insert your fundraising page link here)

(name of individual) is the bravest, most inspiring, and joyful person we know! Thank you for your generosity and help. We truly appreciate it!

[YOUR NAME]



Social Media

We encourage you all to utilize social media to help you succeed in your fundraising efforts. We have included some sample messages for you to post on Facebook, Twitter, or LinkedIn. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out through yours!

Message One, after registration

I've registered for (name of event). I hope you'll join me and BE THE CURE! Your support will help fund critical research and give support to our families in need. Please visit my fundraising page to learn more (insert your fundraising page link).

Message Two, throughout the campaign

Did you know that AS symptoms include seizures, sleep issues, and anxiety? I'm raising funds to help find a cure! Visit my webpage (insert your fundraising page link). to learn more and support my efforts!

Message Three, throughout the campaign

I'm half way to my goal and only need (\$X) to reach it! Will you help me? Visit my page and make your donation today (insert your fundraising page link).

Message Four, throughout the campaign

It's only two weeks until (name of event) ! I am so excited to participate and make a difference for all individuals affected by Angelman syndrome. (Name of AS individual) is my reason and (he/she) drives my passion to make a difference! Please support my efforts and visit my personal webpage to learn more (insert your fundraising page link)!

Message Five, after the event

Thank you so much to everyone who supported my efforts to raise money for the Angelman Syndrome Foundation. The (name of event) was this past weekend. We had a great time and I was able to raise [\$X]! Thank you so very much for your support. If you want to learn more about the Angelman Syndrome Foundation, please visit www.angelman.org.

Key Points to Remember When Utilizing Social Media:

- ✓ Always include a link to your own personal fundraising page.
- ✓ Don't be afraid to post often! Messages are forgotten quickly so make them regular and frequent.
- ✓ Publicly thank your donors on your page: "Thanks to (Name) for your donation to (event name) your support is so appreciated!"

One last great idea to utilize all your communication: Include a link to your fundraising page in all your everyday email signatures: I'm participating in (name of event). Visit my page to learn more and support my efforts (insert your fundraising page link)!

Fundraising Ideas

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience so we've provided a few great ideas to jump start your efforts! Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make. Feel free to get creative!

Coordinate a "Dress Down Day"

At your office, ask colleagues to donate \$5 to your fundraising efforts and then as a reward, work with HR to ensure that everyone who donates can dress casually on the designated day.

Corporate Matching Gifts

Corporations will often match gifts given to you by employees. This is a great way to double or triple your fundraising efforts. Contact your HR Department for more information. Ask each donor if their company matches charitable solicitations.

Spaghetti Dinner or Potluck

Host a spaghetti dinner or a potluck in conjunction with your school, work, and faith-based or neighborhood organization. Don't forget to put out a donation jar for those who stop by and don't purchase anything.

Go Greek

Contact your local sorority/fraternity chapter and tell them you're an alum. Ask them if they'd do one of their philanthropy/charity events for your cause. Or just ask them for help doing volunteer work for your event.

Concession Stand Take-Over

Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into the arenas/stadiums near you. Or, if your child's little league doesn't have a concession stand, ask if you can serve water and treats.

Restaurant Night

If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan an event. Maybe they donate a certain percentage of their sales, maybe their tips, or you could organize a celebrity bartending night.

Use Your Passion!

Host a bowling night, trivia night, clothing or book swap. Baby sit. Pet sit. Make cakes or cupcakes. Hot chocolate/bake sale. Anything goes and can be turned into a powerful fundraiser!

Make a Plan

Set a fundraising goal and then create a plan to help get you there.
Here are a few suggestions

Raise \$250

X	Ask four relatives for \$25 each	\$100
X	Ask five friends for \$10 each	\$50
X	Ask three co-workers or neighbors for \$10 each	\$30
X	Sponsor yourself!	\$25

\$255

Raise \$500

X	Email Campaign: Recruit five team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you'll raise more than \$100 per team member.	
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\$500

Raise \$1000

X	Email Campaign: Recruit five team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you'll raise more than \$100 per team member.	\$500
X	Partner with a Vendor: Work with a vendor (i.e., Mary Kay, Tastefully Simple) to set up shop in your office lobby for the day or host a party at your home or online. Ask for 20% of the sales to come back to the ASF	\$300
X	Casual for a Cause: Host a dress-down day at your office – charge \$5 to participate.	\$100
X	Game Watch: Invite 10 friends over to watch March Madness (or any sporting game) and ask for a \$10 donation. Provide snacks and drinks and it will be a great party for a great cause!	\$100

\$1000

Frequently Asked Questions

People want to know what they are giving to!
Here are some of the more common questions (and answers to them!)
that you may encounter.

What is Angelman Syndrome

Angelman syndrome (AS) is a rare neurodevelopmental disorder that occurs in 1 in every 15,000 live births. AS is often misdiagnosed as severe autism or cerebral palsy due to lack of awareness. Individuals with AS have severe-to-profound intellectual disability, lack of speech, difficulties with motor control, significant sleep difficulties, life-threatening seizures, and unique behaviors. The chronic and severe nature of AS results in a substantial, life-long commitment from caregivers.

What is the Mission of the ASF?

The mission of the ASF is to advance the awareness and treatment of AS through education, information, research, advocacy, and support.

How Does My Donation Make Difference?

The Angelman Syndrome Foundation puts your donations into action immediately by aggressively funding research for a cure. Your donations also provide critical support services to families. Whether it be curing families' daily struggles, curing the challenging symptoms of AS, or curing Angelman syndrome as a whole, your donation ignites more opportunities to find a cure and truly help individuals with AS and their families.

Is My Donation Tax Deductible?

Yes! The ASF is a 501(c)(3) not-for-profit organization. 100% of your donation is tax deductible.

Where Can I Send a Donation?

Donations can be sent to the Angelman Syndrome Foundation at 75 Executive Dr., Suite 327 Aurora, IL 60504. Please make all checks payable to Angelman Syndrome Foundation and be sure to add your fundraiser's name in the memo.