

Individual Fundraiser Kit



Benefiting the Lupus Foundation of America,
Philadelphia Tri-State Chapter, Inc.

Now serving more counties in Pennsylvania, Southern Jersey, and all of Delaware!



5K Run and 2 Mile Walk for Lupus Now
Sunday, October 25, 2009

NEW REGISTRATION & STARTING TIMES:

8:00 am	Registration Opens
9:15 am	Starting Time

Carousel House at Memorial Hall Loop
In Fairmount Park
Belmont Avenue & Avenue of the Republic
Philadelphia, PA 19131

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Welcome!

Thank you for your interest in fundraising for the 2009 Lupus Loop! We appreciate your taking the first step toward helping us achieve our goal of making this the most successful Lupus Loop ever. The purpose of this kit is to provide you with the tools you need to make your experience fun, successful, and rewarding.

We apologize for the delay in getting you these important materials this year! As some of you may know, we experienced a terrible flood this past January when a pipe burst above our office and destroyed everything. We lost months worth of productivity trying to salvage the important documents we could, but unfortunately we lost a good bit of valuable information. Luckily we have gotten back on track and settled in to our current spot at 500 Old York Road, Suite 110, in Jenkintown, PA. Feel free to stop in for a visit and meet the staff!

As a fundraiser, you are a key volunteer in the fight against lupus. Your job is to *encourage* and *motivate* others to support your efforts and to *promote* the Lupus Loop.

Please accept our heartfelt thanks for your spirit and your support of the 2009 Lupus Loop. Let us know what we can do to make your efforts even more successful. Above all, enjoy the Lupus Loop!

Register Online

1. Go to www.lupusloop.org and click on “Individual Registrants” under the “Tools” section on the left-hand column. Click on “Register” – this will take you to a page called Active.com
2. Once on the active.com page, click on the green button that says “Register Now” in the right-hand column
3. Log into your account with Active.com or, if you’re new to the Lupus Loop, create a MyActive account
4. Fill in your information, click on “Save.”

You’re now registered!

An **Individual Fundraising Page**, which you can customize, has also been generated. **To find out how to customize this page, refer to page 4.**

***About Active.com**

Active.com is a technology solutions website that helps community organizations improve customer service capabilities and reduce the cost and complexity of managing programs, activities and events. Active’s software tools facilitate participation and help manage online registrations, reservations, payments, donations and fundraising (via team and individual fundraising pages), memberships, data, customer service and website content. Active.com is a secure website used to process credit card donations and registration fees.

Register by Mail

1. Fill out a 2009 Lupus Loop registration form.
2. **Important! Sign the waiver at the bottom of each form.** Parents must sign for children who are under 18 years of age.
3. Mail to office with proper registration fee (Check, Money Order, or Credit Card).

How to Obtain 2009 Loop Registration Forms

Pre-printed 2009 Lupus Loop brochures will be mailed to individuals who were registered last year. These should arrive around Labor Day.

If you need additional brochures, you may photocopy the one you receive in the mail, or call the office at 215-517-5070 or toll-free in PA, NJ or DE 1-866-517-5070 to request them.

Manage Your Fundraising

- ❖ Set a fundraising goal
- ❖ Use your **Individual Fundraising Page** to invite others to support your efforts (for instructions on how to do this, refer to page 4).
- ❖ **Post off-line donations to your Individual Fundraising Page.** To do this:
 - Log in to www.active.com/donations, and on the top right of the page, select **Track Offline Donations**

 - Fill out that form with as much information as you'd like to include. If you have multiple checks, or would rather enter a total amount, select **Undetailed Donations** to the right of the page and fill out that form.

 - NOTE:** Please do not check off **Make This Donation Anonymous** unless the donor specifically requests it. This will help to speed up the processing of your results in our office.

 - When you're finished, **make sure to click [save this donation](#) at the bottom of the page.**

 - NOTE:** Once you post your offline donations, collect all the checks you've posted and put them in a separate envelope to mail to the office before the Loop; or you may also turn them in on the day of the Loop. Please put your name on the envelope so we can stay organized!
- ❖ Create business cards, posters or ads for your neighborhood newspapers. You may also use the poster available for printing in the Individual Registrant section at www.lupusloop.org.

FUNdraise

- ❖ Use your online **Individual Fundraising Page** to contact supporters and keep track of how you're doing. **To customize this page:**
 - Log into active.com/donations and click on “Customize My Webpage”.
 - You can create your own welcome message [click Edit Campaign Details], move your message and pictures around the page [click Change Layout Design], or change the colors [click Set Color Schemes]!
 - For more tips on how to design your page (how to format paragraphs, upload pictures, and change your goal amount), click on “Fundraising Tips”.

- ❖ Ask one person each day to sponsor you in the Lupus Loop.

- ❖ Find out if your company has a matching gifts program by checking the Matching Gift list in the Individual Registrants section at www.lupusloop.org. Matching gifts can double your money!

- ❖ Host a fundraising party or event and ask attendees to pledge their support.

- ❖ **To share your fundraising efforts with friends on**
 - Facebook:** log onto www.facebook.com and search “Lupus Foundation of America - Philadelphia TriState Chapter” – join our Group for updates on Loop Fundraising, Event Dates, and to meet other Loop Participants!
 - & Twitter:** log onto www.twitter.com and search “PhilaTriState” – follow us for updates on Event Dates & Loop progress!

- ❖ Create a donation box with pledge sheet in the lunchroom, lobby or on your desk.

- ❖ Ask, Ask, Ask! Remember, you are asking for support of the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. – not for yourself. When you limit who you ask, you limit the amount you can raise. Even if you are turned down for a pledge, you are doing the very important work of raising awareness about lupus and the work of the Lupus Foundation of America.

How to Raise \$250 in a Week

Day 1: \$25 — Sponsor Yourself

Day 2: \$40 — Ask 2 relatives for \$20

Day 3: \$45 — Ask 3 friends for \$15

Day 4: \$40 — Ask 4 Co-Workers for \$10

Day 5: \$50 — Ask 5 neighbors for \$10

Day 6: \$25 — Ask your Spouse/Partner

Day 7: Celebrate Your Accomplishment!

Remember, you can double your donations with your employer's Matching Gifts Program! Forms are usually available from your Human Resources Department.

**In Honor of
Mom**

**Note: For each \$250 raised,
you will receive a course marker sign.**

Please note: **The deadline for Course Marker Signs is Monday, October 19, 2009.** We must have payment and sign wordage by this date in order to process your request. You may print the form from the Individual Registrant section of www.lupusloop.org.

**NEW IN 2009: If you turn in \$500 in donations by
Friday, October 2 we can recognize you on our 2009 Lupus
Loop T-SHIRT!**

Important Deadlines!

- Early Bird discounted pre-registration is **\$20.00** and must be postmarked or entered online by **midnight Wednesday, October 14th**.
- Registration is **\$25.00** after **Wednesday, October 14th** and on event day.
- Children 12 & Under are \$10 at all times
- Payment and wordage for Course Marker Signs must be received by 5:00pm on **Monday, October 19th**.
- Payment to have your name on the T-shirt must be received by **midnight Friday, October 2nd**.
- Pre-registration closes at **midnight Monday, October 19th**.

Please note:

We welcome individual walk-up registration on event day.

Checklist

Prior to Loop Day:

___ You have completed a registration form by **Monday, October 19, 2009** (online, by mail or fax) and signed the waiver at the bottom of the form.

___ If possible, pledges have been turned in prior to the Lupus Loop, using the **blue** pledge form and self-addressed envelope.

Event Day:

___ Arrange to **arrive early**. The 5K Run and 2 Mile Walk starts promptly at 9:15 a.m. Registration opens at 8:00 a.m. Walkers and runners start together.

___ All pledges to be handed in on Loop Day should be done using the **white envelope** provided in the Kit.

Awards

Highest Individual Fundraiser*

Highest Individual Fundraiser (raising over \$5,000) will receive a fabulous **Taste of Bedford Springs three-day, two-night package, with all meals included, at the historic Omni Bedford Springs Resort in Bedford, PA (certain conditions apply)!** Team members as well as individual fundraisers may qualify for this prize. Team Members: This is why your individual fundraising page matters! Your total as a team member counts for yourself and adds to the team's grand total.

*Should there be a close competition between teams for the Team Challenge Award or individuals for the Highest Individual Fundraiser Award, the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. reserves the right to postpone the announcement of a winner until a maximum of 30 days post-event to ensure proper auditing of results. Any funds received during those 30 days time will count towards the team or individual total for the award. Donations received within 30 days of the event will count towards the Circle of Friends certificates.

Post Loop Suggestons

Is it really over?

- Collect and turn in any outstanding pledges.
- Complete and mail your Post Lupus Loop Questionnaire to the Chapter Office.
- Submit your photo to your company's newsletter, local newspaper, or other community publication to share your success.
- Send a thank you note to everyone who supported you and encourage them to participate next year.
- Note: The Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. will send a thank you note to every person (if an address is provided) who makes a donation to the Lupus Loop, as well as to every participant upon receipt of their registration.
- **Pat yourself on the back for a job well done!**

Thank you!

Frequently Asked Questions

Q: I received a kit from the Lupus Foundation of America, Philadelphia Tri-State Chapter. Does that mean I am registered for the event?

A: No, you received a kit because you participated in the 2008 or earlier Lupus Loop. Please follow the **Register Online/By Mail** instructions in the kit to set yourself up for 2009.

Q: Can I register online AND have my registration fee waived if I plan to raise \$100 or more in pledges?

A: YES! Follow the registration directions and select the **Please Waive My Adult[or Child] Registration Fee**. (I am seeking donations of \$100 or more) option.

Q: I forgot my USERNAME and/or PASSWORD, what should I do?

A. Go to www.active.com/donations. The screen will prompt you to put in your password or choose **Forget your password?**

1. Click on **Forget your password?** The screen will look like this:

Do you have an Active.com username and password?

Yes. My username is:
My password is:

No. I do not have a username and password.

Forget your password?

2. After clicking **Forget your password?** You will be taken to the following screen:

FORGOT YOUR PASSWORD?

Enter the email address associated with the account, click "Submit" and an access link to your account will be promptly emailed to you.

Email:

**For any questions or additional support, please contact the Lupus Foundation of America, Philadelphia Tri-State Chapter, 500 Old York Road, Suite 110 Jenkintown, PA 19046
Phone: 215-517-5070, toll-free in PA, NJ and DE 866-517-5070
Email: amurphy@lupustristate.org or cjohnson@lupustristate.org
Fax: 215-517-8483**

**Thank you again for your interest in the 2009 Lupus Loop!
We hope to make this our best event yet!**

Sample Fundraising Letter or E-Mail

Dear _____:

I am participating in the 18th Annual Lupus Loop on October 25, 2009, to raise money for the fight against lupus. Proceeds from the event will be used to support a wide range of educational programs and services as well as the research efforts of the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. (Federal ID# 23-7080555).

Lupus is an autoimmune disease that affects 1.5 million Americans, more than leukemia, multiple sclerosis, sickle-cell anemia or cystic fibrosis. It primarily strikes women of childbearing age (15-45 years old) and is more prevalent among African Americans, Hispanics, Native Americans and Asians. Lupus is a serious, life-threatening disease that is poorly understood, difficult to diagnose and can have devastating effects on the body's major organs, including the lungs, heart, kidneys and brain.

(Include your reasons for participating or your personal connection to lupus.)

I have committed to raising \$_____, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the Lupus Foundation of America. Your generosity is greatly appreciated and vital to this fight.

Checks should be made payable to the Lupus Foundation of America and all donations are fully tax deductible as charitable contributions. If you like, you can make an online donation by visiting ___ (put in your online page if you like or put in our website www.lupusloop.org).

Please send contributions to:

Your Name
Your Address
Your Contact Information (phone and email)

Thank you in advance for your support of the fight against lupus.

Warm regards,

Your Name

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Benefiting the

