



Team KISS Fundraising Handbook



**TEAM
KISS**

Kick In to Stop Sarcoidosis





Welcome to Team KISS!

Team KISS was created by the Foundation for Sarcoidosis Research (FSR) as a platform to allow volunteers to easily get involved in the fight against sarcoidosis. KISS stands for Kick In to Stop Sarcoidosis, and that's exactly what our Team KISS volunteers do! While FSR has been working hard to ensure research happens, patients and their loved ones know better than anyone the urgent needs that exist in this space including a better understanding for this disease, improved treatment options, and ultimately, a cure for sarcoidosis. As such, there is nobody more well equipped to lead the fight than them and few more impactful ways to support sarcoidosis-specific research than through Team KISS.

In the past five years, Team KISS has collectively raised over \$400,000 for sarcoidosis research. Thanks to the hard work of sarc warriors, their friends, families, and communities, that number is growing every year.

When you join Team KISS, we provide you with fundraising tools and an easy-to-use team platform to organize your event. Taking action can be as simple as setting up a fundraising page or memorial fund for a loved one. Or take it a step further and plan an event in your community. We can help you with event ideas or planning, and provide support along the way as you work to reach your goal! No matter how you decide to kick in, you can join other Team KISS members who are making a direct impact on the future of sarcoidosis research.

The last 5 years of my life have completely revolved around how much prednisone my doctor has given me to combat my sarcoidosis. Sometimes I can function well and go grocery shopping, babysit my nieces, do things I used to enjoy before I got sick. But when my symptoms get too bad, I have to go back up on the steroids. The side effects take over and my whole life crumbles again. I need to choose whether to suffer from the disease or suffer from the medicines. Every day I wait and hope to hear there is a new drug that can help me get my life back.

– Pulmonary Sarcoidosis Patient, Jacksonville, FL

By fundraising with Team KISS, you will not only help one patient from Florida but THOUSANDS of patients and families whose lives have been impacted by sarcoidosis. You can help make a difference by fundraising with Team KISS!





Steps to a Successful Team KISS Fundraising Campaign

1. Set a Goal

Create a personal fundraising page on FSR's website and set yourself a fundraising goal!

2. Tell your Story

Give potential donors a little more background about why you are fundraising for FSR and add a photo.

3. Consider Self-Donating

Self-donating gets your fundraising thermometer off of zero and you can feel vested in your fundraising campaign while asking others to join you in support of FSR.

4. Create a Fundraising Team

Consider creating a fundraising team with your friends. Think of the fundraising impact you could have from a whole team fundraising together!

5. Know your Network

Make a list of everyone you know – friends, family, co-workers, and neighbors. This is a good starting point for a donor list.

6. Think Beyond State Lines

After you have created your online fundraising page, you can ask people who live beyond your town, state and even country by sending them a link to your fundraising page.

7. Promote your Fundraiser on Social Media

Post your fundraising campaign on social media. Facebook, Instagram, Twitter, LinkedIn ... etc.

8. Email

Send an email to all your friends, co-workers, family and neighbors asking them to support your fundraiser campaign.

9. Celebrate!

Remember to give a shout out to your achievements. Post on social media if you received any donations during one day or the total you received in a week. This may encourage more donations and remind your social media friends about your fundraising campaign.

10. Give Thanks!

Thank all of your donors for their support of your fundraiser through email or mail.

11. Ask Again

Send follow up asks to those contacts who have not donated yet and give them a second chance to support your fundraising page.

12. Double Donations with Matching Gifts

Many companies offer a matching gift program to employees, retirees, and even employee's spouses. Have your supporter's ask their HR department if they offer a matching gift program to charities.

13. Hold a Fundraiser Event

You can host a fundraiser event at a local bar or restaurant. Ask the business if they would offer a percent of sales to be donated to FSR or a discounted meal and/or beverage package. You could also consider having a raffle and silent auction at your fundraising event.

14. Host a Jeans Fundraiser at Work

Work with your HR department at work to coordinate a Jeans Fundraiser day or week at your office. Employees can donate \$5 to be able to wear jeans for a day or a week at your office.

15. Ask for Help

FSR is here to give you any guidance you may need to make sure your Team KISS fundraising is a success. Email Angela with any questions at angela@stopсарoidosis.org.

16. Invite your Donors to Participate

Consider sending an email to your donors asking if they would like to sign up for the event or if they would like to be at the event as a spectator.

17. Tag your Donors on Facebook

On the day of your walk/run event, please take pictures of yourself participating in the event and message a thank you to your donors along with tagging everyone who donated. This is a nice way to give thanks to those who donated and it will also encourage a few donations from those who have not had the chance to donate to your fundraising page.



18. Thank Your Supporters

After your event, send an email thank you to all your supporters who participated in the event or as spectators.

19. Mail Your Donations

After your in person event has been completed, please mail in all donations that you have collected in person to the address below. All donations that were collected through your fundraising page will be sent directly to FSR.

Foundation for Sarcoidosis Research
1820 West Webster Avenue
Suite 304
Chicago, IL 60614

20. Congratulations and Plan for Next Year!

Start planning for next year. You can make a list of new ways to fundraise for next and make a list of things that did work well for next time.



Registration and Sign-up for a Team KISS Online Fundraising Campaign

Step 1: Use the link provided to begin the registration process and be on your way to creating an online fundraising campaign through FSR's website: <https://stopsarcoidosis.rallybound.org/Account/Register>

Step 2: Enter your information and click "Next".

Step 3: Team options

1. Select your team options:
 - a. Fundraise without a team, click "Solo".
 - b. To join an existing team, select "Join Team".
 - i. Search for the team you'd like to join by typing the team name or clicking "see list" and selecting the team name.
 - c. To create a team, click "Create Team".
 - i. Type your team name.
 - ii. Enter a fundraising goal for your team to collectively raise.
 - iii. Click "Create Team".

Step 4: Detailed information

1. Enter your own personal fundraising goal.
2. If applicable, read the waiver, and select "Agree to waiver".
3. Select "Continue".

Step 5: Customize your page

1. Follow the step by step 'Getting Started' instructions which will include creating the following:
 - a. Your personal URL which is a direct link to your fundraising page.
 - b. Upload your personal image from your computer or import an image from Facebook or Twitter
 - c. Choose to one of the following options based on how you plan to use your fundraising site, 'Join an Existing Team', 'Start a new Team' or 'Stay Solo'
 - d. Personalize your page! Click 'Personalize Your Page' to bring you to your Team KISS HQ. On your HQ landing page you will need to customize the following information to make your fundraising site impactful!
 - i. Find the 'Edit My' box on the right of the HQ page.
 - ii. Click 'Message' to create a page title, and personalize your welcome message that is the featured text on your home page.
 - iii. Click the 'Photo' button to upload a profile photo for your page.
 - iv. The 'URL' button will populate your unique fundraising page's URL to share with your network!
 - v. Click 'Goal' to update your fundraising goal, when individuals donate to your page, your total amount raised will automatically update!
 - e. Add media to your page by clicking the blue '+' button on the HQ page.
 - i. You will then be given the following media options to add:
 1. YouTube Video
 2. Vimeo Video
 3. Image

Step 6: Begin sharing your personal fundraising campaign URL with your friends and family!