

2017 Together Walks Fundraising Guide

Thank you for joining a Together Walk! Your valuable contributions make fibromyalgia and chronic pain diseases visible and fund much-needed research for better pain treatments. More than 700 live supporters and thousands online joined the inaugural Together Walks in 2016, and we are thrilled to have you involved this year!

As you begin fundraising for Together Walks, keep in mind impact YOU make to:

- Raise FM awareness by educating local communities and political leaders about this condition
- Alleviate stigmatization of people suffering with FM and chronic pain diseases
- Create more pilot research funding, especially in the field of effective integrative treatments and new exploration in areas such as small fiber neuropathy, cervical cord compression, and myofascial release which promises new treatments
- Increase support by providing local, accessible resources and information for daily living to patients
- Promote awareness of the ramifications, including financial consequences, of chronic pain to the public, legislators, medical community and government agencies

Don't be afraid to share this impact as you approach friends and family to ask for support. Each participant and donor makes a difference for millions of Americans, and it's important to keep that focus in mind as you fundraise.

Setting a Fundraising Goal

Set a fundraising goal and ask friends and family to help you reach it! Goals aren't about the value – no matter how much you raise, you are making a difference. Instead, they offer a way for you to keep people updated on your progress. Plus when you reach or exceed your goal, you'll feel a huge sense of achievement. Just remember, you can't aim too high with your goal and you can change it if needed.

[Learn how to change your fundraising goal here.](#)

Accepting Donations

When you joined or started a team on Crowdrise, you created a personal fundraising. When you share your link with your potential donors, they have the option to "Join" or "Donate" to your team. The funds raised show up under your team total.

TIP: Share your personal link in emails and social media posts. Consider updating your email signature to include a preface to the Together Walk and a link to your fundraising page.

You can also collect "off-line" donations such as cash or checks made out to the NFMCPA. Mail to the National Fibromyalgia & Chronic Pain Association at 25 Federal Avenue, Logan, UT, 84321 with your team name included. We will credit your fundraising page manually within two weeks of receiving that donation.

Personalizing Your Crowdrise Fundraising Page

Your fundraising page on Crowdrise is the heart of your campaign because it's what people see when they click on your personal link. Your story is compelling and encourages people to donate to this important cause. You can personalize your page in just a few minutes and update it as often as you'd like. For details on how to manage and customize your fundraiser on Crowdrise, please [click here](#).

Looking for an idea of how to customize your profile? [Here's an example](#) from the 2016 Virtual Together Walk. Notice that she included her story and a profile picture to customize her page. Lauren Osborne of the South Jersey Fibro Fighters Team wrote:

Hi everyone! For over 16 years I have lived with Fibromyalgia as a part of my daily life. On May 14th I will be taking part in the National Fibromyalgia & Chronic Pain Association's TOGETHER WALKS. Even though our team this year is joined virtually and not geographically, we have all come together to support this cause and will all be walking to raise awareness and gain support.

Please sponsor me to raise funds to help with research, outreach and other programs to improve the lives of people with chronic pain and to help the world better understand this condition.

*Thanks so much,
Lauren*

Tell people why you're joining a Together Walk.

Perhaps chronic pain has impacted you directly or a family member or friend. Maybe you're participating to honor somebody who suffers from chronic pain. Or maybe you just believe that life-altering, chronic pain is real, and better treatments are needed today. Whatever the reason, this is your chance to share with potential donors and supporters why this cause is important to you. And remember, most people are giving because **you** inspire them, and they support you.

Share the missions of Together Walks and the National Fibromyalgia & Chronic Pain Association

People donate to causes with a clear mission that's important to them. The mission of Together Walks is to increase FM awareness, education, resources, and support for research in the general public, medical communities, legislators, and people affected by FM. Together Walks are action-oriented, fun and healthy community events which unite the public, patients, and their friends, families, associates and neighbors to end the suffering of FM.

Whether live or virtual, Together Walks support people impacted by FM and chronic pain diseases and their loved ones. Fundraising and friendraising bring people together to make a difference.

The National Fibromyalgia & Chronic Pain Association unites patients, policy makers, and healthcare, medical and scientific communities to transform lives through visionary support, advocacy, research and education of fibromyalgia and chronic pain illnesses. Through funds raised at Together Walks, the Center for Understanding, Research and Education of Fibromyalgia (CURE FM), the research arm of the National Fibromyalgia & Chronic Pain Association, will sponsor pilot research for innovative explorations that can lead to major NIH or federally funded project research of FM.

Publish occasional updates.

You can edit your Crowdrise fundraising page as often as you would like. Everyone who has joined your team will receive the updates, and new viewers will see the new page. Talk about your fundraising efforts and how appreciative you are of the supporters who have already joined or donated to your team. If you're hosting a local virtual event, you can share updates about where you are meeting to walk, how to order your team t-shirts, or any other details about your event!

Creating a Plan

You've already set a fundraising goal and personalized your Crowdrise fundraising page, now it's time to create a plan to meet your goal! Here are a few steps to incorporate while you're just starting out:

1. **Make an initial list of key donor prospects.** Think about the people who are closest to you and would be most likely to make a larger donation on your behalf – this could be close family, friends, neighbors, co-workers, or healthcare providers.
2. **Reach out to the people on your list.** Personal outreach is key – if you can talk to them in person, do it. People are more likely to support you when they see and understand how important the cause is to you. If not, a phone call or personalized email is a great alternative. Invite them to participate in the walk with you, to donate to the cause, or to sponsor another family member or friend to join the walk. People respond better when they have choices.
3. **Pinpoint who else would donate.** After you've contacted your initial list of donors, think about who else might support you in Together Walks. The mission and your personal story may inspire them to donate or register to walk. This may be co-workers, Don't feel awkward about adding someone to the list -they will hopefully see our mission and the free services offered, and be able to draw a connection or be inspired by your personal story.
4. **Spread the word.** Sometimes personal outreach to every person on your list isn't possible, so consider other ways to tell people about your goal in the Together Walks. This could be through phone calls, emails, letters, video calls, social media posts or any other avenue that works for you. Maybe you have a bulletin at work where you could post details. Create a plan that works for you that you think will attract donors.
5. **Follow up.** Everyone needs a gentle reminder now and then. We all live busy lives, so make sure to reconnect with the people on your list. Consider trying to reach them through a different mediums each time. Persistence is key.

Tips for Requesting Donations

Don't feel bad asking! Chronic pain is a national epidemic and something you're personally affected by. Participating in Together Walks is your way of making a difference for millions of Americans, and that is inspiring. Even when someone says no, you've still spread awareness of chronic pain illnesses. Focus on your successes!

Make it personal! Think of it this way: if someone was asking you to donate, wouldn't you be more likely to support them if you felt a personal connection to the cause or like you had been specially

chosen? Personalize your correspondence with names, and ask them to donate or walk in honor of someone affected by life-altering, chronic pain. Show them that you've taken the time to contact them personally – maybe via phone call or with a hand-signed letter.

Don't limit yourself! When asking for donations, don't limit yourself to smaller amounts. It is always appropriate to add, "any amount truly makes a difference and is appreciated!" But if you ask someone to donate \$100 or \$200, they are more likely to give that amount than if you had asked for \$30 in the beginning.

Spread the word on social media! Social channels are a great way to share your story and tell your friends and family why you're joining Together Walks. Use #IWalkForFibro to connect with Together Walks and share your personal fundraising link. Any time somebody donates to your team, be sure to thank them by tagging them in a post!

Utilize employer donation matching programs! Many companies will match employee's donations, and if your company offers this service, it's a great way to encourage family and friends to donate. Their donation makes TWICE the difference. These donors may also have companies with a similar program and may want to donate to Together Walks through their own company. Don't be afraid to ask!

It takes a few tries, but you'll be a pro in no time! And remember, together we make a difference and make fibromyalgia visible.