

\$22 for 22q in 22 days

Fundraising Campaign in a Box

A Planning and Resource Guide for a Successful Campaign Fundraiser



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What's in this box anyway?

This planning resource guide contains valuable information and tools you will need to carry-out a successful campaign in support of the Phelan-McDermid Syndrome Foundation. In the pages to follow you will learn how to identify family, friends and people in your community as potential donors, how to make the “ask” without feeling uncomfortable, and who to go to for help! This campaign is vital to the success of the Foundation and the valuable research and advocacy it funds. Let's get started!

- **What is \$22 for 22q in 22 days Campaign?**

The campaign is the Phelan-McDermid Syndrome Foundation's most significant donation-driven event of the year. It reaches out to individuals across the globe to ask them to designate \$22 towards Phelan-McDermid Syndrome Foundation. All funds raised from the campaign go towards many areas of need including research, support for our families, conference costs, grant writing and administration.. If you are holding this packet, you can make a difference in the campaign's success. It's easy and fun to raise money through this type of program and the best part is you don't have to be a professional fundraiser to do it! All it takes is for people to give \$22 to make a difference.

- **Why does the Campaign need your help?**

The PMS Foundation has a limited number of staff and relies heavily on the efforts of volunteers like you to aid in their fundraising efforts. Without the support of volunteers, the PMS Foundation would not be able to increase awareness and money to support the various vital areas of need.

- **Why YOU make the best volunteer!**

You make the best volunteer because you have been affected and know the impact Phelan-McDermid Syndrome has on families. No one else can tell your story better than you and we are asking you to use your experience, your passion, and your wish for a cure as motivation to ask others to support your cause. We are all in this fight together and every person counts.

- **What is your role in the campaign?**

Your role in this campaign is simple yet vitally important. We need to you help raise funds by identifying people in your family, community, workplace, church, and your network of contacts who you can talk to about the campaign and why it is so important to you and to others affected by PMS.

- **What is your reason?**

When asking for funds, remember your reason. Why are you asking and what is your passion behind your ask? Is it for your child, your grandchild, your niece or nephew, neighbor or friend? This reason will continue to remind you why you must ask people to support our mission and fund research that will directly impact the person you know affected by Phelan-McDermid Syndrome.

- **What is the process?**

First contact the foundation and let us know that you are planning to start your campaign, we are here to help! The process is simple and this tool box will aid you in your efforts as well as be a reference guide for questions and ideas. Identify your target list then send a letter, an email, a Facebook message or twitter and ask each recipient for \$22 or more. It's that easy! See sample letters, online posts and language to use when asking at the end of this resource guide.

- **Is it difficult?**

For some, asking for money can be uncomfortable or even frightening. This is why we have created a campaign with an "easy ask" of \$22. It's a comfortable amount to give and because you are contacting people you know, you are able to use the tools provided to you while putting your personal touch on your ask. The absolute worst anyone can say is "no" and all you need is that first "yes" to feel that you have made progress.

- **How much time does it require?**

The campaign tool box provides you with the requesting documents and language you will need to be efficient in your efforts. Identify your list while you're here at the conference and determine how you will reach out to them. Organize the list based on method of contact, use the tools provided and go for it!

- **What does success look like?**

Success is measured on all levels. Our 2012 \$22 for 22q campaign goal is \$120,000. For each family that gets asks 22 people to give an average of \$44 to the campaign, the PMS Foundation will receive \$968. If 120 families participate using this equation and gets just one friend to "pass it on" we will raise more than \$120,000! Everyone will impact the result of the campaign and you never know who will want to support your cause.

- **You don't know who to ask or how to get started?**

All you need to get started is the desire to raise funds and awareness for Phelan-McDermid Syndrome, a list of individuals to ask for support and a plan.

Begin by making a list of 50 or more people you know. Start the list by identifying your social groups, including school, faith-based organizations, clubs, community, family, and friends. As you build your list, branch outside of the groups and think of ways to market the campaign further by posting flyers, offering information at fairs, events or local gathering spots. Determine your approach and if it is a phone call or face to face conversation, practice what you will say.

Take a look at the sample "Who Do I Know" page at the end of the guide to help you get started in identifying people to ask for support. Also, remember the sample communication documents included in this guide to help you determine the best way to reach out to people.

- **Who do you go to for help?**

The PMS Foundation is here to help! We can be reached at 1-941-485-8000 or contact the Associate Director of the PMS Foundation, Barbara Cruz at barbara.cruz@pmsf.org Monday

through Friday 8:00am-5:00pm EST. You may also reach out to your regional representative for assistance.

- **Fundraising Facts and Ideas**

- For every 10 prospects, an average of two will give. When targeting prospects, identify their potential reason and ability to give. Capitalize on this when reaching out to ask for support.
- Are there matching opportunities available within your target list? Ex: Will a company match a donation you receive? If so, this could be a marketing tool and can double the amount of the donation!
- When asking for campaign support, keep in mind the level of effectiveness of your communication. Below are the levels, with number one being most effective:
 1. Personal: face to face
 2. Personal letter via USPS
 3. Personalized letter via Internet
 4. Telephone solicitation, phone-a-thon
 5. Impersonal letter, direct mail, e-mail
 6. Impersonal telephone, telemarketing
 7. Fund raising benefit, special event
 8. Door-to-door
 9. Media, advertising, Internet

- **What tools do you need?**

As mentioned previously, in this tool box you will find the basic samples of letters of request, social media requests, and verbal requests. You will also find an exercise in how to identify people who will support you in your campaign and who to ask for help. These forms are also available on the PMS Foundation website www.pmsf.org for you to download digitally. We encourage you to be as creative as you would like in raising money but want you to feel confident that you are supported in your efforts. Refer them to your own fundraising page or the Foundation website (where they can use PayPal) or have them send the funds directly to the Foundation office. Then ask each donor to send the same request to 22 other people. Ask donors to respond by the 22nd of the month. This will create a sense of urgency and tie into the 22q theme.



SAMPLE LETTER

Dear (NAME OF RECEIPIENT),

As you know our <SON/DAUGHTER< <CHILD'S NAME> has Phelan-McDermid Syndrome. The condition is primarily caused by a deletion of the 22nd chromosome. It is a very rare disorder and less than 600 people in the world have been diagnosed with the condition. It has been recently recognized as a genetic cause of autism and there is a "buzz" among researchers right now about kids like <CHILD'S NAME>.

Each year, hundreds of children with PMS are undiagnosed or misdiagnosed and fail to receive the early intervention they require to overcome the numerous obstacles ahead. However, with advocates across the world working together to discover treatments and links and the hundreds of families striving for a voice in the medical world, more children are being diagnosed and treated. As part of this effort, we are part of the Phelan-McDermid Foundation, a registered 501c(3) non-profit whose mission is to improve the quality of life of people affected by PMS worldwide by providing family support, accelerating research and raising awareness.

The Foundation's family success stories of independence and growth are made possible only because of the community's support of our annual campaign, \$22 for 22q in 22 days, which is why I am respectfully asking for your support through a contribution of \$22 (or more) by the 22nd of this month to help those impacted at their 22nd chromosome.

If you are able to support our campaign, please send a check payable to PMSF to Phelan-McDermid Syndrome Foundation, P.O. Box 1016 Venice, FL 34284 or log on at www.pmsf.org and make a contribution via PayPal. Be sure to include "in honor of <CHILD'S NAME<" so we can thank you for your generosity. Also, be sure to include your e-mail address so the Foundation can send you an acknowledgement of your tax deductible contribution.

The funds raised during this campaign are crucial to ensuring that every individual living with Phelan-McDermid Syndrome is given the ability to thrive and those living undiagnosed will receive the services they deserve. Thank you so much for your love and support of <CHILD'S NAME> and for your consideration in making a donation by the 22nd! You will become part of a growing and ground-breaking effort that will impact children and families across the globe.

(Copy & Paste your own photo below, then delete this caption)

<YOUR NAME>

<YOUR ADDRESS>

Sincerely,

(YOUR NAME)