



# Team K.I.S.S. Fundraising Handbook





# Welcome to Team K.I.S.S.

Team K.I.S.S. stands for Kick in to Stop Sarcoidosis and it is made up of individuals that want to fundraise for FSR to find a cure for sarcoidosis. We are honored to be contacted by passionate members of our community like you who are wanting to get involved. This handbook should ensure the process goes smoothly!

Every dollar raised helps Foundation for Sarcoidosis Research (FSR) to provide funding and collaborations for research and initiatives which focus on the understanding of sarcoidosis, addresses the causes of the disease, counters the suffering of patients, and advances the potential for a cure.

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*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 K.I.S.S., 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 K.I.S.S.!





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# Steps to a Successful Team K.I.S.S. 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.

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## **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.

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### **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 Amy with any questions at [amy@stop sarcoidosis.org](mailto:amy@stop sarcoidosis.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.

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## **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.