



# FUNDRAISING BEST PRACTICES GUIDE

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# INTRODUCTION

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Each year, funds raised through Strides for CJD events across the country make it possible for the CJD Foundation to continue to offer family support, medical education and research programs.

Established in 2015, this event has grown substantially with supporters participating in satellite locations and individual events across the United States.

It is thanks to the supporters and participants each year who work tirelessly to raise money and spread awareness that these events are a success.

In this guide, we will cover how you can help get us one step closer to a cure through your fundraising efforts.

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Customize your fundraising page

Create a custom text giving code

Outreach best practices

Give updates on your progress

Thank your supporters





# CUSTOMIZE YOUR FUNDRAISING PAGE

After registering for Strides for CJD, you will have a personal fundraising page that is customizable to help you tell your story about why your friends, family, and coworkers should get involved.

Your supporters can choose to:

- Become a fundraising part of your team
- Join your team as a non-fundraising participant
- Donate to your team

You'll want to customize your fundraising page before reaching out to your network to let them know why they should support you and Strides for CJD!



The screenshot shows a fundraising page for 'Strides for Frankie' on the CJD Foundation website. The header includes the website URL 'cjd.foundation.org', the event name 'Strides for CJD 2022', the team name 'Strides for Frankie', and the dates 'October 1, 2022 - October 9, 2022'. A profile picture of a person is shown. The main content area features a progress thermometer showing that \$825.00 has been achieved out of a \$2,000.00 goal, representing 41% of the goal reached. A countdown timer shows 127 days, 2 hours, 37 minutes, and 55 seconds remaining. A list of instructions for participants is provided, and a note mentions that registered participants who register by August will receive a commemorative t-shirt.

**Strides For Frankie Team Page**

Join us for a walk/run in honor of my mom, Frankie Smillie, who passed away in 2018 after a brief and courageous battle with CJD. Currently this devastating disease has no treatment or cure. Funds from this event will go toward the CJD Foundation, a 501(c)(3) organization, to provide family support, medical education and research programs.

If you'd like to participate:

1. Click "Register" on this page
2. Sign up for an "individual or small group run/walk"
3. Make sure you've been added to the "Strides for Frankie" team
4. Complete your registration (Note: your registration fee will not count toward our team fundraising goal)
5. Join our Facebook event page to stay updated about the event!

A few notes...

T-shirt  
All registered participants who register by August will receive a commemorative t-shirt.

**\$825.00** achieved  
**\$2,000.00** goal  
**41%** of your goal reached

127 days 2 hours 37 mins 55 secs



## STEP 1

# ADD YOUR PHOTO

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Your photo will be used on your personal fundraising page and throughout the system on activity feeds such as leaderboards, recent activity feeds, etc. By default, the avatar contains your initials.

To upload an alternate image, hover over the current default and click the Change Profile Image area. You can access and change your personal avatar even if you navigate to a new area of your fundraising dashboard; it will always be displayed above the menu along the left side.

## STEP 2

# CUSTOMIZE YOUR URL

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“My Page” will show you your fundraising page URL and allow you to Edit URL if you’re interested in appending something to the end. You can use the Click to Copy button to copy the URL to your clipboard and then paste it wherever you’d like to use it.





### STEP 3

# CHOOSE YOUR FUNDRAISING GOAL

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Your Fundraising Dashboard includes your thermometer, which displays how much you've raised thus far, your individual goal, and the percentage of your goal you've currently raised. You're able to update your goal by clicking the Update My Goal button below the thermometer.

We recommend reviewing the [Participant Guide](#) for step-by-step instructions on utilizing our giving platform, Qgiv.





#### STEP 4

# WRITE YOUR PERSONAL STORY

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CJD is a rare and devastating disease. While it is inevitably fatal, each family's experience is unique.

In your personal story you can write about symptoms your loved one experienced, your experience interacting with medical professionals and the often difficult process to receive a diagnosis, or other experiences you endured.

You should also use this space as a dedication to your loved one's memory. Finally, you should share why it is important to you to participate in Strides for CJD and how The CJD Foundation's programs may have helped you.





## STEP 5

# ADD A VIDEO

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We also recommend adding a video to introduce yourself and tell your story.

Here are some points you can reflect on to help craft your story:

- Which Strides event you're a part of (if applicable)
- How long you've been participating in Strides for CJD
- Who you stride in honor of
- How your family has been affected by CJD
- How you've been impacted by The CJD Foundation's programs
- What you look forward to about Strides for CJD every year
- Why should someone join your Strides for CJD team

Our [Strides for CJD playlist on YouTube](#) has a few examples of videos from Event Captains to help inspire you.







## STEP 6

# CREATE A CUSTOM TEXT GIVING CODE

We have an overall Strides for CJD text-giving code to make it easier for people to register and donate.

Text **STRIDES2024** to **50155**

You can set your own personal text-giving keyword so that people can donate directly to your (or your team). When a donation is made to your keyword, it will go toward your personal fundraising goal.

Set your keyword by clicking the Text Giving tab and then the Get Started with Text Giving button from your personal fundraising dashboard.

### Get the Word Out

Providing easy access to your fundraising page is a great way to increase donations.



A screenshot of a fundraising dashboard. On the left, there are two tabs: 'Links' and 'Text Giving', with 'Text Giving' selected. Below the tabs, the text reads: 'Text giving has been enabled for this event. Create a text code to help donors find your page fast.' A blue button labeled 'Get Started with Text Giving' is centered below this text. To the right of the text area is a vertical progress gauge. The gauge has a scale from 0% to 100% and a blue liquid level at 3%. To the right of the gauge, the text shows '\$50.00 achieved', '\$1,500.00 goal', and '3% of your goal reached'. At the bottom right of the dashboard area is a button labeled 'Update My Goal'.







## REACH OUT

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Now that your fundraising page is set up, you can start to reach out to your network of potential supporters. You will earn more donations by sharing your page and Qgiv has great tools to assist you.



## EMAIL

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The Share Using Email tab allows you to create mailing lists and emails you can schedule or send immediately. You're able to create your own templates or use the template we've created. To display the Emails, Drafts, Mailing Lists, and Templates tabs, click the Email Management button.

Dear family and friends,

I've created a team in honor of [loved one's name] for this year's Strides for CJD fundraising event in [location].

As you may know, my [loved one's relation to you] had CJD, a rare neurodegenerative disease that has no treatment or cure. Each year, Strides for CJD raises money for medical education and research to one day find a cure.

I would love if you can support me and The CJD Foundation by either:

- Joining my team and helping me fundraise
- Joining my team as a non-fundraising participant
- Donating to my team

Here is my fundraising page: [link]

Your support means the world to me. Please reach out if you have any questions.

[Your Name]



## POST ON SOCIAL MEDIA

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Connecting with Facebook is a great way to reach your network of family and friends to spread the word. Qgiv allows for manual and automatic posting to make sharing much easier. In order to allow the fundraising center to interact with your personal Facebook page, you **MUST** connect your Facebook account.



In this tab, you'll see a large blue button inviting you to do so. If you happen to be logged in to Facebook within your browser, you'll be automatically connected. If you're not logged in, a Facebook dialogue box will pop up and ask you to sign in with your Facebook credentials. It should look something like this, depending on the browser you're using:

There are post templates you can use or modify, rather than having to create brand new posts. You'll see a dropdown that says Create From Template that allows you to choose a template to use. If there aren't any defined templates, you'd just create a new post.

To Create a New Facebook Post, first fill in the Post Name. This will be the title for your post and will be saved for easy recognition. Next, you'll select the link you want to share. You can share your Personal Page, the main Event Page, or if you are on a team, your Team Page. Once you choose which link to share, you'll determine when you want this particular post to be shared on Facebook.





# GIVE UPDATES ON YOUR PROGRESS

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In the Share Using Email tab you can send emails based on different criteria, such as:



**Goal Percentage Reached** will allow you to define a percentage of your goal you'd like to be reached before the system would trigger the email to be sent. To use this option, click on the blank space in the sentence "Send my schedule when I've reached \_\_\_\_% of my goal" and enter your desired percentage.



**Send on a specific date** will allow you to define a date and time to send the email. You can pre-schedule email updates to be sent at specific times you choose, such as 1 month prior to the event, the t-shirt registration deadline, or the week of the event.



**Send periodically** will send the same email multiple times based on what you enter here. You have the ability to send on a daily, weekly, or monthly frequency, and you also have the ability to add a start date.

You can also give updates on your fundraising progress on social media.





# THANK YOUR SUPPORTERS!

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After someone donates or joins your team, make sure to thank them! After the Strides for CJD event, The CJD Foundation will share results with all registrants on how much funds were raised, how many people participated, and photos from across the country.

