



HALF | FULL | ULTRA
Marathon in a month

Participant Guide and
Fundraising Toolkit

Fundraiser Page Set Up Instructions

Thank you for signing up to participate in Get Moving for GRIN. We are so excited you are participating in our virtual challenge event —Get Moving for GRIN, that takes place July 1 – 31st.

Registration and Page Set Up Instructions:

Your Get Moving for GRIN fundraiser page is ready to customize with your child's photos and story. The more personal, the better. Note, even if you plan to use mostly personal or offline fundraising methods, you can still set up a page where you can track progress.

Step 1: **Register** [here](#) (if you have not already) for the 2021 Get Moving for GRIN virtual event.

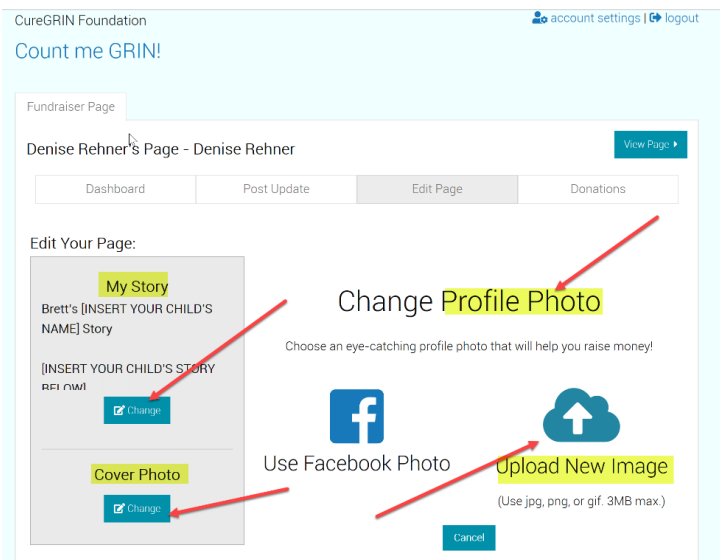
Step 2: **Personalize your page with your story and pics.** Once registered, Salsa Engage will send you an email with the URL to set up your personal fundraiser page and begin customizing it.

- Enter your child's name
- Upload your child's profile and cover image by clicking on the image boxes to upload and select your images to post.
- Insert a brief story about your child. We recommend 250- 350 words. **Bold important information for impact.** See story examples [here](#).
- Contact info@curegrin.org for additional help

Step 3: **Share your fundraiser page** with friends, family and personal contacts.

Step 4: **Order your #GetMovingforGRIN T-shirt and yard sign** today and allow 2-3 weeks for delivery. [Get Moving for GRIN 2021 \(zazzle.com\)](#)

How to Upload Images and Your Story:



T-shirts and Yard Signs

Help spread the word you are participating in Get Moving for GRIN. Be sure to order your #GetMovingforGRIN T-shirt and yard sign. Our neighbors are often big supporters because they see our challenges of daily life and care about our community. [Get Moving for GRIN 2021 \(zazzle.com\)](#)

Raise funds offline? Keep track of cash and check donations you receive with the form for tracking under the "Donations" tab. Mail the donations with the form to receive credit toward your goal!

Promoting Your Fundraiser on Social Media

We encourage you to use social media to help you succeed in your fundraising efforts. Plan on promoting on your favorite social media channels at least 5 times during the month of July. Ideally, posts should be in your words and voice. If you need inspiration, please see the examples below.

Update your Facebook profile frame to the 2021 Get Moving for GRIN profile frame by searching for "Get Moving for GRIN". If you are currently using another frame, be sure to remove the prior frame by first changing your profile picture to one without a frame, then add the new frame. Or click [here](#).



Message One - after registration

I've registered for the 2021 #GetMovingforGRIN virtual event that takes place all July. I hope you'll join me in finding a cure for GRIN Disorder. I am participating for **[INSERT CHILD'S NAME]** and I'm asking for your support. Please visit my fundraising page to learn more #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN **[INSERT YOUR FUNDRAISING PAGE LINK HERE]**.

Message Two - throughout the campaign

Have you heard about #GetMovingforGRIN? GRIN Disorder families and friends are fighting to find a cure for GRIN Disorder worldwide. I invite you to join me by donating to @CureGRINFoundation in **[INSERT NAME OF CHILD OR TEAM]** honor! Your donation will bring us one step closer to finding a cure. Together, we can make a difference. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN **[INSERT YOUR FUNDRAISING PAGE LINK HERE]**.

Message Three options - throughout the campaign:

Did you know there is currently NO cure for GRIN Disorder? Fortunately, there is hope. Working together is crucial to finding a cure and your donation will bring us that much closer. Join me and @CureGRINFoundation and together we will find a cure! #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN **[INSERT YOUR FUNDRAISING PAGE LINK HERE]**.

Did you know that many GRIN patients are non-verbal, unable to walk, and often suffer severe and frequent seizures that are not responsive to medical therapies? You can be a GRIN Champion and help my efforts to fund research for a cure today. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN **[INSERT YOUR FUNDRAISING PAGE LINK HERE]**.

Want to join me in supporting a cause that is very dear to my heart? I am raising money for @CureGRINFoundation to find a cure for GRIN Disorder and your contribution will make an impact whether you donate \$5 or \$500. Click on the link below to support Team **[INSERT NAME OF CHILD OR TEAM]**! We are forever grateful! #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN **[INSERT YOUR FUNDRAISING PAGE LINK HERE]**.

Message Four options – Progress report throughout the campaign:

I'm halfway to my goal and only need [\$X] to reach it! Will you be a GRIN Champion and help me by donating to find a cure for GRIN Disorder? Visit my page and make your donation today. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Just 2 weeks left in this year's #GetMovingforGRIN! I am so excited to participate and make a difference in the lives of those with GRIN Disorder. I walk/run for [INSERT YOUR SPECIAL GRIN'S NAME]. Please support my efforts and visit my page to learn more. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GetMovingforGRIN [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Only 4 days left to be [INSERT YOUR CHILD'S NAME] hero. Can we count on you? #CureGRIN #GRIN1 #GRIN2A #GRIN2B, #GRIN2D, #GetMovingforGRIN [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Message Five - after the event

Thank you so much to everyone who supported my efforts to raise money for CureGRIN Foundation. During the month of July, I ran/walked [INSERT DISTANCE] and raised [\$X]! We could not do this without you! If you would like to learn more about CureGRIN Foundation, please visit CureGRIN.org

Best times to Post on Social Media:

Facebook: Monday-Friday 8am-5pm, Wednesday 8-9am being best. Weekend is worst. Highest engagement: Thurs 10a and Friday 8-10a.

Instagram: Monday-Friday 10a-4p, Wednesday at 2pm being best. Sunday is worst. Highest engagement Mon 2-3p, Tues 1-3p and Sat 1-2p

Twitter: Tuesday-Friday 8a-3p, Wednesday 7am best. Weekend is worst.

Peak social media traffic typically falls Sunday through Thursday between 7:30 – 8:30 p.m. (your local time)

Pro Tips:

- Use hashtags: #GetMovingforGRIN #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D
- Update your Facebook profile picture with GetMovingforGRIN Facebook frame. [Click here.](#)
- Use images to create interest. Canva is a free online tool where you can easily create interesting posts with images. www.canva.com

Canva Example: There are lots of templates you can modify. Have fun and make it personal!



How to Write a Fundraiser Letter/Email

Now that you've set up your personal Get Moving for GRIN page, it's time to start fundraising! Using social media to promote your fundraiser is the easiest way to get donations. But many people may miss your posts and it's easy to scroll past them. There is still power in the written word, so here are a few hints in writing letters/emails to help get started.

- 1. Create a list of EVERYONE you know using our Who Do You Know list.** Don't say "no" for anyone by assuming that they can't or won't support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.
- 2. Ask. Include a call to action.** Don't just tell them what you're doing, ask for their help. Include your personal fundraising goal in the content and suggest giving levels. Do not diminish your request by being apologetic or by saying something like "I hope you can donate something."
- 3. Make it personal.** If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. Sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"
- 4. Put your HEART into it.** Let them know why you're fundraising. This cause is important to you: share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you and want to support your efforts.
- 5. Make it easy to donate.** Include your personal fundraising page link and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It's also nice to include a stamp on the return envelope. If you are organizing an in-person activity, instruct them to bring a check payable to CureGRIN Foundation.
- 6. Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the end July. This way you can assess your fundraising and revise your plan if needed before the actual deadline.
- 7. Send a reminder.** Keep a list of those who send in donations. Send a reminder to those that have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.
- 8. Thank your supporters.** You can update the story on your page, send emails out to your donors, tweet a thank you, update your Facebook status or send a hand-written note. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make to CureGRIN.

Pro Tip: Put your fundraiser page link in your email signatures for a quick and easy win. It only takes doing it once and then every email that you send out will be raising more awareness of your fundraiser. Example:

I'm participating in Get Moving for GRIN all during July. Visit [my page](#) to learn more and support my efforts to fund research for a cure for GRIN Disorder.

Sample Fundraising Letter



Dear Friends and Family,

As many of you already know, our [son/daughter] [child's name] was diagnosed with GRIN Disorder.

We are participating in CureGRIN Foundation's 2021 Get Moving for GRIN event, during the month of July, to raise funds for research towards treatments and cures for GRIN Disorder.

GRIN Disorder is a rare genetic condition caused by a change in one of seven GRIN genes including GRIN1, GRIN2A, GRIN2B, and GRIN2D. These genes contain the code to create NMDA receptors, which are essential for learning and memory. Many GRIN patients are non-verbal, unable to walk, and many cannot feed or toilet themselves. They often suffer severe and frequent seizures that are not responsive to medical therapies.

There's no cure, yet. Fortunately, there is hope and my family is committed to improving the lives of those with GRIN Disorder.

Researchers agree that *a cure is possible*. Some of the world's best scientists and researchers are working specifically on treatments and a cure for GRIN Disorder and many of them are CureGRIN's Scientific Advisory Board members.

Please help support CureGRIN Foundation and those affected by GRIN Disorder by donating to my fundraising page and/or joining Team [INSERT YOUR TEAM NAME] and helping us to raise funds at [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Thank you for your generosity and help. We truly appreciate it!

Learn more about GRIN Disorder and follow our efforts at www.curegrin.org.

[YOUR NAME]

Who Do You Know?

The most successful fundraisers are those who aren't afraid to ask their friends and family for support – they will want to help you because they care about you and your special GRIN! Filling out this worksheet will help jog your memory.

Make a Phone Call to:

Parents

Sisters/Sisters-in-law

Brothers/Brothers-in-law

Aunts/Uncles

Cousins

Children

Nieces/Nephews

Grandparents

Send an Email to:

Accountant

Attorney

Dentist

Chiropractor

Financial Planner

Landlord/Manager

Real Estate Agent

Physical Therapist

Physician

Drop Off a Letter to:

Bank/Credit Union

Bar/Restaurant

Owner/Manager

Childcare

Coffee shops

Drycleaner

Esthetician

Florist

Golf or Tennis Club

Gym/Yoga Studio/Trainer

Hair Salon/Spa

Nail Salon

School/Teachers

Supermarket

Pet Groomer/Vet

Pharmacist

Others You Might Call or Email:

College Friends

Fraternity Friends

High School Friends

Children's Friends

Children's Teachers

Neighbors

Parents' Friends

Former Co-workers

Coaches

Maybe You Know People From:

Work

Social Organizations

Civic Organizations and

Volunteer Groups

Religious Organizations

Professional Organizations

Educational

Organizations/Alumni

Small business owners

Hobbies

Don't Forget: YOU can make a Personal Donation too!

Frequently Asked Questions About Get Moving for GRIN

How long do I have to reach my goal?

The Get Moving for GRIN virtual event is scheduled to run from Thursday, July 1 through Saturday, July 31. Our hope is to raise our \$30,000 target by that date, but families are welcome to leave their pages open longer in order to reach their goals.

What if I can't reach my goal?

That's okay! Every dollar counts.

Can I raise more than the suggested \$350 for individuals or \$700 for teams?

Absolutely! The \$350/\$700 is a suggested target, but you can set your goal as high as you like! If donations exceed your expectations, feel free to boost your goal to a higher amount. You can change your fundraising goal under the dashboard tab.

What if I've raised money already outside of my personalized page?

That's great! We can manually add these donations to your fundraiser/team page once you mail checks to:

CureGRIN Foundation

5732 Regal Oak Lane

Parker, CO 80134

Be sure to **send the donation form with checks or ask your donors to write your child's name in the memo field** so we can credit your fundraising progress.

Please reach out to any of us on the board, www.curegrin.org/our-board for any questions! We are here for you!

Frequently Asked Questions from Donors

People want to know what they are giving to! Here are some of the more common questions (and answers to them!) that you may encounter.

What is GRIN Disorder?

GRIN Disorder is a rare genetic condition caused by a change in one of seven GRIN genes including GRIN1, GRIN2A, GRIN2B, and GRIN2D. These genes contain the code to create NMDA receptors, which are essential for learning and memory. Many GRIN patients are non-verbal, unable to walk, and many cannot feed or toilet themselves. They often suffer severe and frequent seizures that are not responsive to medical therapies.

Who is CureGRIN?

CureGRIN is a foundation founded and run by parents who are committed to improving the lives of people living with GRIN Disorder.

What is CureGRIN's Mission?

Our goal is to find cures and therapies for people around the world with GRIN Disorder.

How Does My Donation Make Difference?

Your support for CureGRIN Foundation is crucial in helping us aggressively fund research for a cure.

There's no cure, yet. Fortunately, there is hope.

Researchers agree that *a cure is possible*. Some of the world's best scientists and researchers are working specifically on treatments and a cure for GRIN Disorder and many of them are CureGRIN's Scientific Advisory Board members.

But nothing will happen without funding.

Now, more than ever, **WE NEED YOUR HELP to push forward our research efforts**. Your gift is greatly appreciated and will go directly to fund this critical research.

We cannot do this without you!

Is My Donation Tax Deductible?

Yes, in the U.S.! CureGRIN Foundation is a 501(c)(3) not-for-profit organization. 100% of your donation is tax deductible.

Get Moving for GRIN Distance Log

Use this daily log to track your distance if you find it helpful.
However, you do NOT have to submit this as we are using the honor system.

Thursday	1	
Friday	2	
Saturday	3	
Sunday	4	
Monday	5	
Tuesday	6	
Wednesday	7	
Thursday	8	
Friday	9	
Saturday	10	
Sunday	11	
Monday	12	
Tuesday	13	
Wednesday	14	
Thursday	15	
Friday	16	
Saturday	17	
Sunday	18	
Monday	19	
Tuesday	20	
Wednesday	21	
Thursday	22	
Friday	23	
Saturday	24	
Sunday	25	
Monday	26	
Tuesday	27	
Wednesday	28	
Thursday	29	
Friday	30	
Saturday	31	