

FUNDRAISING TOOLKIT



GRI Disorders may be rare, but hope should not be.



Table of Contents

Campaign Introduction	1
Registration and Set Up	2
How to upload child's story and image	3
How to connect social media accounts	4
Ways to promote your fundraiser on social media	5-6
Pro Tips!	7
How to write a fundraiser letter/email	8-9
Sample fundraising letter	10
Who do you know?	11
FAQs	12



Campaign Introduction

Thank you for signing up to participate in Get Moving for GRI! We are so excited you are participating in our virtual challenge event — **Get Moving for GRI**, that takes place June 1 - 30.



It's because of the generosity of people like you that we can do anything at all. Your willingness to support CureGRIN Foundation will expand awareness of GRI Disorders and increase funding for critical research. With you by our side, we can do more. So let's get started! This toolkit is your guide to success.

THANK YOU!

Registration and Set Up

Your Get Moving for GRI fundraiser page is ready to customize with your child's photos and story. The more personal, the better.

Step 1: Register for your GRI Champion Fundraiser Page.

Step 2: Once registered, Salsa Engage will send you an email with the URL to register for your personal fundraiser page and begin customizing it.

NOTE: If you participated in previous events, once registered, go to the upper right corner and choose this year's Get Moving for GRI

Step 3: Personalize your page with your story and pics.

Enter your child's name.

Upload your child's profile and cover images by clicking on the image boxes to upload your images and select.

Insert a brief story about your child. We recommend 250- 350 words. Bold important information for impact. See screenshot on page 3 for example.

Step 4: Share your fundraiser page with friends, family and personal contacts.

Step 5: Order your T-shirt from our Merch Shop with Zazzle.

Step 6: Order your yard sign today and allow 2-3 weeks for delivery. Help spread the word you are participating in Get Moving for GRI. Be sure to order your #GetMovingforGRI yard sign. Our neighbors are often big supporters because they see our challenges of daily life and care about our community. Contact Lauren at lauren@curegrin.org for a sign file.

How to upload Images and Story

Log in to your account. Click on EDIT PAGE. See below for example.

Fundraiser Page

Carter Man Can CureGri!!! - Lauren Williams [View Page ▶](#)

Dashboard Post Update **Edit Page** Donations

Edit Your Page:

- Page Settings**
Change your page name or team affiliation!
[Edit](#)
- My Story**
[INSERT YOUR CHILD'S NAME] Story
[INSERT YOUR CHILD'S STORY REVIEW]
[Change](#)
- Cover Photo**
[Change](#)

Change Profile Photo
Choose an eye-catching profile photo that will help you raise money!

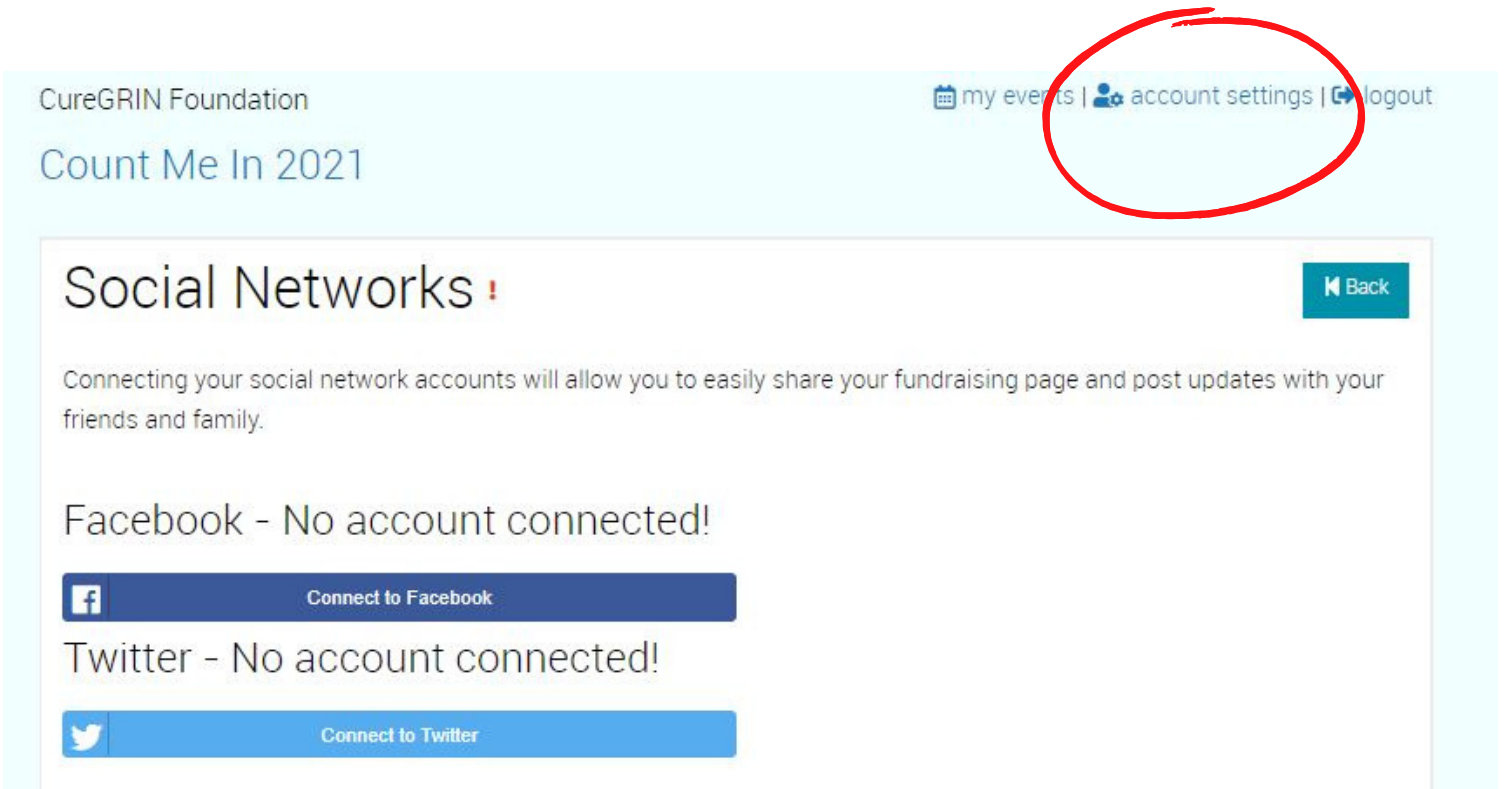
Use Facebook Photo

Upload New Image
(Use jpg, png, or gif. 3MB max.)

[Cancel](#)

How to Connect Social Media Accounts

Log in to your account. Click on ACCOUNT SETTINGS. See below for example.



The screenshot shows the CureGRIN Foundation account settings page. At the top, there is a navigation bar with links for "my events", "account settings", and "logout". The "account settings" link is circled in red. Below the navigation bar, the page title is "Social Networks" with a "Back" button. The main content area contains instructions: "Connecting your social network accounts will allow you to easily share your fundraising page and post updates with your friends and family." Below this, there are two sections: "Facebook - No account connected!" with a "Connect to Facebook" button, and "Twitter - No account connected!" with a "Connect to Twitter" button.

In your fundraiser page, you can promote your activity in the following ways:

Generate a new email.

Post to your already-existing Facebook account.

Post to your already-existing Twitter account.

Copy the unique page URL to paste into some other social media or sharing context.

Add a donate button to any web page, facebook page, or blog where you want the button to be displayed that directs to your donate page

Social Media Post Examples

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 June. Ideally, posts should be in your words and voice. If you need inspiration, please see the examples below.

Message One - after registration

I've registered for the 2023 #GetMovingforGRI virtual event that takes place the month of June. I hope you'll join me in finding a cure for GRI 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 #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Message Two - throughout the campaign

Have you heard about #GetMovingforGRI? GRI Disorder families and friends are fighting to find a cure for GRI 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 #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Message Three options - throughout the campaign:

Did you know there is currently NO cure for GRI 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 #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Did you know that many GRI 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 GRI Champion and help my efforts to fund research for a cure today. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [INSERT YOUR FUNDRAISING PAGE LINK HERE].

Social Media Post Examples

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 GRI 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 #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#).

**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 GRI Champion and help me by donating to find a cure for GRI Disorder? Visit my page and make your donation today. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#).**

Just 2 weeks left in this year's #GetMovingforGRI! I am so excited to participate and make a difference in the lives of those with GRI Disorder. I walk/run for [\[INSERT YOUR SPECIAL GRI'S NAME\]](#). Please support my efforts and visit my page to learn more. #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#).

Only 4 days left to be [\[INSERT YOUR CHILD'S NAME\]](#) hero. Can we count on you? #CureGRIN #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#).

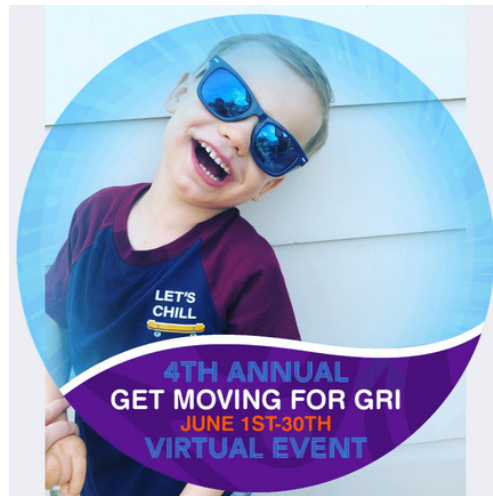
Message Five - after the event

Thank you so much to everyone who supported my efforts to raise money for CureGRIN Foundation. During the month of June, 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 #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI

Pro Tips!

Update your Facebook Profile Frame

Update your Facebook profile frame to the 2023 Get Moving for GRI profile frame by clicking [here](#).



Pro Tips:

- Use hashtags: #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK2 #GetMovingforGRI #CureGRIN
- Use images to create interest. Canva is a free online tool where you can easily create interesting posts with images. www.canva.com

How to write a Fundraiser letter/email

Now that you've set up your personal Get Moving for GRI 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.

- 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.
- 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."
- 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!"
- 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.

How to write a Fundraiser letter/email

- 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.
- Set a deadline. People are always motivated by deadlines. We recommend that you set a deadline earlier than the end of June. This way you can assess your fundraising and revise your plan if needed before the actual deadline.
- 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.
- 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 GRI during the month of June. Visit my page to learn more and support my efforts to fund research for a cure for GRI Disorder.

Sample Fundraising Letter

Dear Friends and Family,

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

We are participating in CureGRIN Foundation's 2023 Get Moving for GRI event, during the month of June, to raise funds for research towards treatments and cures for GRI Disorder.

There's no cure, yet. Fortunately, there is hope and my family is committed to improving the lives of those with GRI 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 GRI Disorder and many of them are CureGRIN's Scientific Advisory Board members.

Please help support CureGRIN Foundation and those affected by GRI 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 GRI 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 GRI! 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

FAQ

Frequently Asked Questions About Get Moving for GRI

How long do I have to reach my goal?

The Get Moving for GRI virtual event is scheduled to run from June 1 - June 30. Our hope is to raise \$88,000 by that date, but families are welcome to leave their pages open longer in order to reach their goals OR start fundraising prior to June 1.

What if I can't reach my goal?

That's okay! Every dollar counts.

Can I raise more than the suggested amount?

Absolutely! We only provide 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

PO BOX 2182

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, <https://curegrin.org/our-team/> for any questions! We are here for you!