



## 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
Before Campaign Kick Off	5
During the Campaign	6
Social Media Post Examples	7
Campaign Ideas	8
After the Campaign	9
Employer Matching Programs	10



## Campaign Introduction

We are so excited you are participating in our annual fundraising campaign, **Count Me In**, that will go live October 1st .



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 lets get started! This toolkit is your guide to success.

# THANK YOU!

**Thank you for signing up to be a GRI Champion!**

## **Timeline**

Now-Sept 30: Complete online registration form and set up fundraiser page

Oct 1: Go live and begin promoting your fundraiser

Nov 20: Contest Winner Announced

## **Registration and Set up Instructions**

Your GRI Champion fundraiser page is ready to customize with your child's photos and story. The more personal, the better. It will be your hub for spreading the word about your pledge to Cure GRI!

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.

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.

**Contact [info@curegrin.org](mailto:info@curegrin.org) for additional help.**



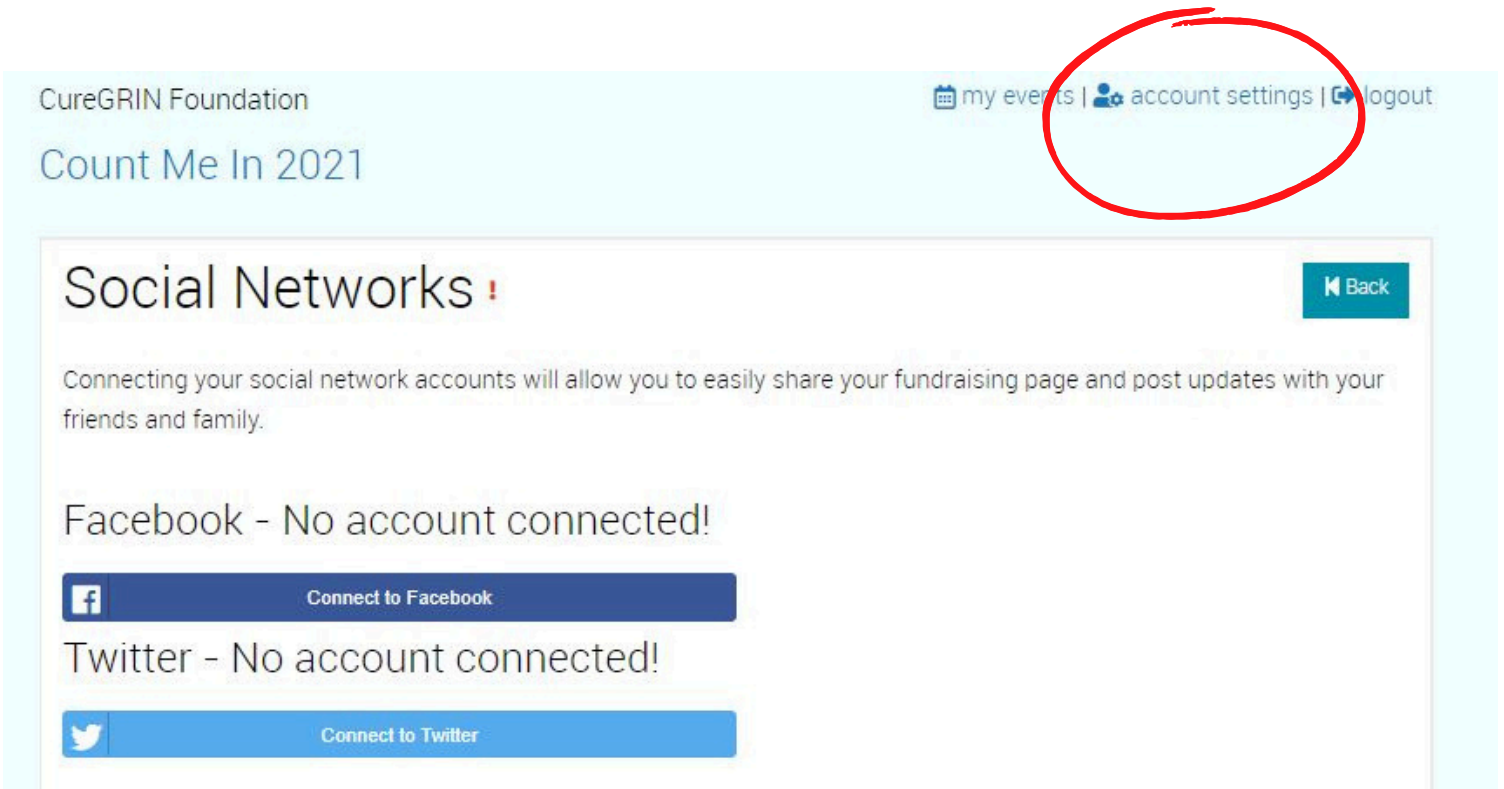
# How to upload Images and Story

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

The screenshot shows a web interface for editing a fundraiser page. At the top, there is a tab labeled "Fundraiser Page". Below it, the page title is "Carter Man Can CureGri!!! - Lauren Williams" with a "View Page" button to the right. A navigation bar contains four buttons: "Dashboard", "Post Update", "Edit Page", and "Donations". The "Edit Page" button is circled in red. Below the navigation bar, the section "Edit Your Page:" is visible. On the left, there is a sidebar with three sections: "Page Settings" (with an "Edit" button), "My Story" (with a "Change" button), and "Cover Photo" (with a "Change" button). The main content area is titled "Change Profile Photo" and includes the instruction "Choose an eye-catching profile photo that will help you raise money!". It offers two options: "Use Facebook Photo" (with a Facebook icon) and "Upload New Image" (with a cloud and upload icon). A "Cancel" button is located below the "Upload New Image" option. The "Upload New Image" option includes the text "(Use jpg, png, or gif. 3MB max.)".

# 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 left, it says "CureGRIN Foundation" and "Count Me In 2021". At the top right, there are navigation links: "my events", "account settings", and "logout". The "account settings" link is circled in red. Below the navigation is a "Social Networks" section with a "Back" button. The section contains the text: "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 rows for social media connections. The first row is for Facebook, showing "Facebook - No account connected!" and a "Connect to Facebook" button. The second row is for Twitter, showing "Twitter - No account connected!" and 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

# Before Campaign Kick Off

## Set Your Goal

Have a tangible goal in mind that you can share with your supporters. Once you set your goal, make the first donation to kick things off! Remember to share your goal and the purpose behind your campaign. Here are a few examples below of the impact a gift to CureGRIN Foundation can make.

## Our Impact

- \$50 will pay to house a cage of GRI research mice for a month.
- \$90 will pay to collect blood from a GRI patient for research purposes.
- \$175 will pay for a PhD student to spend a full day on cure-focused GRI research.
- \$4,000 will pay to do functional analysis on a specific variant in a GRIA, GRIK or GRIN gene.
- \$5,000 will pay to turn a patient's blood into iPSC lines, which can be grown into Neurons or organoids (also known as mini-brains).

## Spread the Word

Ask everyone you know to donate to your campaign. Share your page through email or by your social media accounts and ask friends and family to share your campaign with their networks. TIP: People are more likely to respond if you ask them one-on-one!



# During the Campaign

## Lead the Way!

Be the first to donate to your fundraiser to show your supporters that you believe in CureGRIN's mission!

## Share your Purpose

Tell you and your child's story. Open up and let your supporters know what finding treatments or a cure for GRI Disorders means to you. As you think about how to communicate the purpose of your campaign, please consider sharing the following:

- [Our Research Roadmap to address the 10 Essential Questions that need to be answered in order to find treatments and cures.](#)
- [Our 2023 Impact Report](#)

## Ask for Donations

Requesting donations can be scary if you've never done it. Don't worry, you can overcome the feeling of vulnerability that comes with asking for donations by remembering the following:

- It makes people feel good to give to causes they care about.
- Fundraising is honorable way to support the effort of CureGRIN and the mission you have determined is important.
- Be proud that you are willing to step up to see to it that CureGRIN's work is getting done!

**Plan on promoting at least 5 times during the month of October. Ideally, posts should be in your words and voice. If you need inspiration, please see the examples on the next page.**



## Social Media Post Examples

Have you heard about #CountMeIN? 100 GRI Disorder Champions, and their families, 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's] honor! Your donation will bring us one step closer to finding a cure. Together, we can make a difference. #CureGRIN #rareasone #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIN3A #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK1 #GRIK5 #GRID #CountMeIN [include your Count Me IN! Link]

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 #rareasone #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIN3A #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK1 #GRIK5 #GRID #CountMeIN

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 child's name)! We are forever grateful! [include your Count Me IN! Link]

Only 4 days left to be [insert you child's name] hero. Can we Count You IN? #CureGRIN #rareasone #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIN3A #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK1 #GRIK5 #GRID #CountMeIN [include your Count me IN Link]

My birthday is around the corner and this year, instead of gifts, I would love for you to partner with me and @CureGRINFoundation to help us fund research and find a cure for GRI Disorder. Check out my fundraiser below and I hope that I will be able to Count You IN! #CureGRIN #rareasone #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIN3A #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK1 #GRIK5 #GRID #CountMeIN [include your Count Me IN! Link]

### Post Suggestions

- Use hashtags: #CureGRIN #rareasone #GRIN1 #GRIN2A #GRIN2B #GRIN2D #GRIN3A #GRIA1 #GRIA2 #GRIA3 #GRIA4 #GRIK1 #GRIK5 #GRID #CountMeIN #ilovesomeonerare #gridisorders #gridisordersawareness
- Update your profile picture Count Me IN FB frame
- Use images to create interest!

## Campaign Ideas

### **Tie your campaign in with a fun activity!**

Set a fun goal for your GRI child and encourage others to watch their accomplishments over the month! See below for some great examples:

- Sit/Stand unassisted for xx seconds/minutes
- Practice Self Feeding
- Practice walking in gait trainer for xx feet
- Music/Dance Party
- Create a texture book
- Finger Painting/Hand printing
- Engaging with hand clapping/high fives/rhythm tapping
- Focus on an Occupational or Physical therapy goal for the month



# After the Campaign

## **Say Thank You**

Showing appreciation for those who supported your campaign is really important. Send a personal thank you to everyone who donated to your event or shared your posts.

Let them know how much we collectively raised for our mission to find treatments and a cure for GRI Disorders.

## **Follow up**

Let your family and friends know if they weren't able to donate during the campaign, they have the chance to contribute all year long. Include a link to your fundraising page.

Update your supporters via a post on social media to let them know how much they helped you raise.

## **Invite your friends and family to get more involved**

Invite your friends and family to learn more about CureGRIN, our mission and ways they can get involved. Visit [www.curegrin.org](http://www.curegrin.org) or contact [info@curegrin.org](mailto:info@curegrin.org) for more information.

# Employer Matching Programs

## Your Donation Could be Matched

Thousands of companies match charitable contributions made by their employees. You can dramatically increase your impact by initiating an employer matching gift, which can double or triple your gift. Simply ask your Human Resources department if your employer participates in an Employee Matching Gift program.

If your company does not have a formal matching gift program, ask your company to match each dollar that you and your team members collectively fundraise.

**Thank you for magnifying the impact of your donation!**

