



## Online Fundraising Guide

### **It is time to bring the alopecia community together!**

The National Alopecia Areata Foundation (NAAF) is very proud to launch our first national event, the **Walk For Alopecia™**, bringing our community together to reduce stigma, drive better treatments, increase support, and advocate for change.

On September 30<sup>th</sup>, we will gather coast to coast to raise funds, create awareness, educate the public and empower people living with alopecia areata everywhere. We will launch this fun and festive event with one Walk site in the Northern California San Francisco Bay Area at Lake Merced, honoring the community where NAAF was established more than four decades ago. Simultaneously, do it yourself "Walk Where You Are" events will step-off in cities all over the country, providing an opportunity for anyone, anywhere to do something about alopecia areata.

Together, on one day, we can shine the brightest light on alopecia areata and help the world understand that it is not *just* hair. Let's Walk For Alopecia!

### **The Power of Your Donations**

NAAF's vision of an empowered community with a choice to embrace or live free of alopecia areata is only possible with your help. Your generous donation and the money you raise through your **Walk For Alopecia™** fundraising will support research to better treatments for alopecia areata while also supporting those with the disease and their families, in addition to educating the public about alopecia areata.

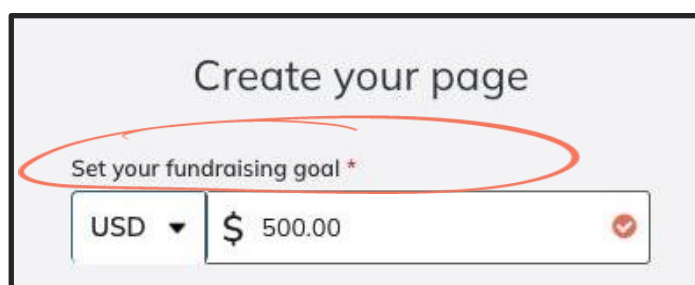
Thank you for walking with NAAF!

## Create Your Fundraising Page

1. **Click on Register** and choose your fundraising style from the available choices.



- a. **As an Individual** - Sign up to get started right away and fundraise on your own for NAAF's **Walk For Alopecia™**.
  - b. **Join a Team** - If your friends/family, school, business, or other group has already created a team, join them to make an even greater impact.
  - c. **Create a Team** - If you plan on recruiting your friends and family be a part of your fundraising team which allows them to set up fundraising pages in addition to yourself, or you plan to "Walk Where You Are" and hold a do it yourself walk effort, make sure to create a team so you can all raise funds and awareness as individuals on a team.
2. **Set your fundraising goal** - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. Anyone who raises \$200 will receive a **Walk For Alopecia™** t-shirt. And, do it yourself "Walk Where You Are" Teams that raise \$3,000 will receive a festive kit to help spread awareness. Fun Fact: The average Walker easily raises \$300, and the average team typically generates \$3,000.

A screenshot of a web form titled "Create your page". The form has a field labeled "Set your fundraising goal \*" which is circled in red. Below this field is a dropdown menu showing "USD" and a text input field containing "\$ 500.00". A red checkmark icon is visible to the right of the input field.

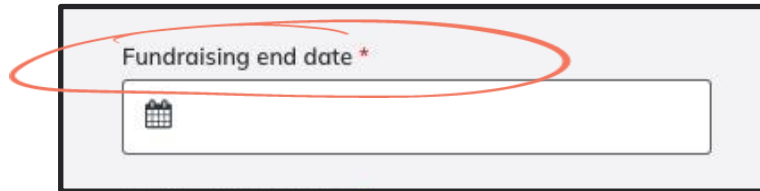
### How your Walk For Alopecia donations help

Your gift makes a transformative difference to the alopecia areata community. Because of friends like you, NAAF can provide support across a wide range of programs and services.

NAAF programs and services like the following are possible:

<b>\$50</b>	Sends Brave Barbie to two children who have been diagnosed with alopecia areata giving them the opportunity to have a toy that looks like them
<b>\$100</b>	Shares advocacy training resources with one volunteer serving as a Legislative Liaison or Mentor, allowing them to be the voice of the alopecia areata community driving change locally and on Capitol Hill
<b>\$250</b>	Provides online meeting tools to two support groups for one year, allowing people living with alopecia areata to stay connected monthly, build community, and extend assistance from peers
<b>\$500</b>	Covers the cost of sending one child aged 5-17 who is living with alopecia areata to the Kid's Camp at NAAF's International Patient Conference providing community, support, and life-changing programming
<b>\$1,000</b>	Extends a travel grant to an early career researcher to present important breaking alopecia areata-related findings at a domestic scientific conference
<b>\$3,000</b>	Supports one student, resident, or fellow interested in conducting research focused on alopecia areata, furthering the potential for the best and brightest researchers to focus on alopecia areata in their career
<b>\$5,000</b>	Accesses online production tools and audio-visual support for the "You Are Not Alone" Education and Empowerment Monthly Webinar Series which addresses critically important topics for the alopecia areata community such as understanding the new treatments, how to purchase a wig, and standing up to bullying
<b>\$10,000</b>	Contributes to a research grant award supporting new investigations to improve scientific understanding of alopecia areata and identify better treatments

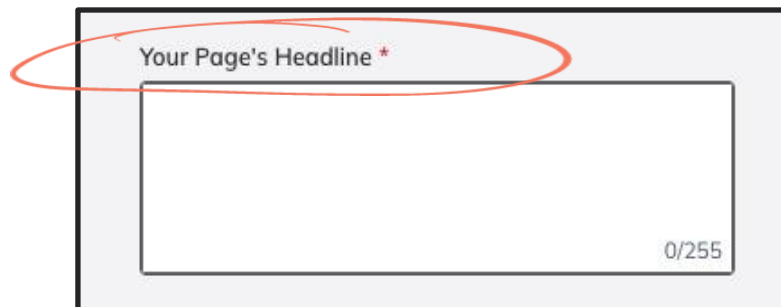
3. **Choose a fundraising end date.** We suggest allowing 8 weeks after the Walk takes place. For this year's Walk, we suggest using November 30, 2023.
4. **Add your headline** - Share a short blurb about why you Walk For Alopecia and fundraise.



A screenshot of a form field for 'Fundraising end date \*'. The text is circled in red. Below the text is a calendar icon and a text input box.

Here are some ideas to get you started:

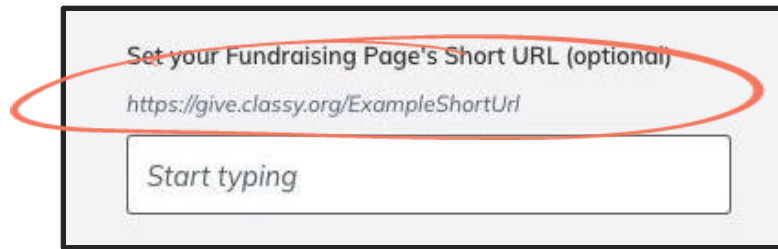
- a. I Walk For Alopecia Awareness! The money raised will help people understand that having alopecia areata is more than *just* losing your hair!
- b. I Walk For Alopecia because my (sibling, parent, child) has alopecia areata and I want everyone to know that it is a challenging and lifelong disease without a cure!
- c. I Walk For Alopecia advocacy that will help ensure more research and better outcomes for people living with alopecia areata.
- d. I Walk For Alopecia for my family and others like my family that live with this challenging and emotional disease. I walk to make a difference!



A screenshot of a form field for 'Your Page's Headline \*'. The text is circled in red. Below the text is a large text input box with a character count of 0/255 in the bottom right corner.

5. **Set a short URL** - This allows you to easily share your page with your friends and family.

a. Example: support.naaf.org/**yourfundraisersname**



6. **Upload a photo** – A picture says a thousand words! We highly recommend you share a picture of yourself or who you are walking for or something meaningful to you! Be sure to make your page more personalized and recognizable for your friends and family. You can always come back and change the picture at any time!

To learn more about editing and personalizing your Walk For Alopecia™ page driven by the program Classy, explore this support article [here](#).

## Tell Your Fundraising Story

People love giving to people they know. Share your connection to alopecia areata!

Adding personal touches to your **Walk For Alopecia™** fundraising page, like why you are fundraising, your connection to the National Alopecia Areata Foundation, or personal photos and stories, helps your friends and family connect more with your passion for the National Alopecia Areata Foundation's mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to NAAF and what it means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows! **PRO TIP:** Be the first to donate to your fundraising page to show how dedicated you are to the NAAF mission and to set a standard for donations. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

## Key Messages

Here are a few key messages that can help you get started with your outreach. They're also great to share with your friends and family if they ever ask you what our organization does in the community.

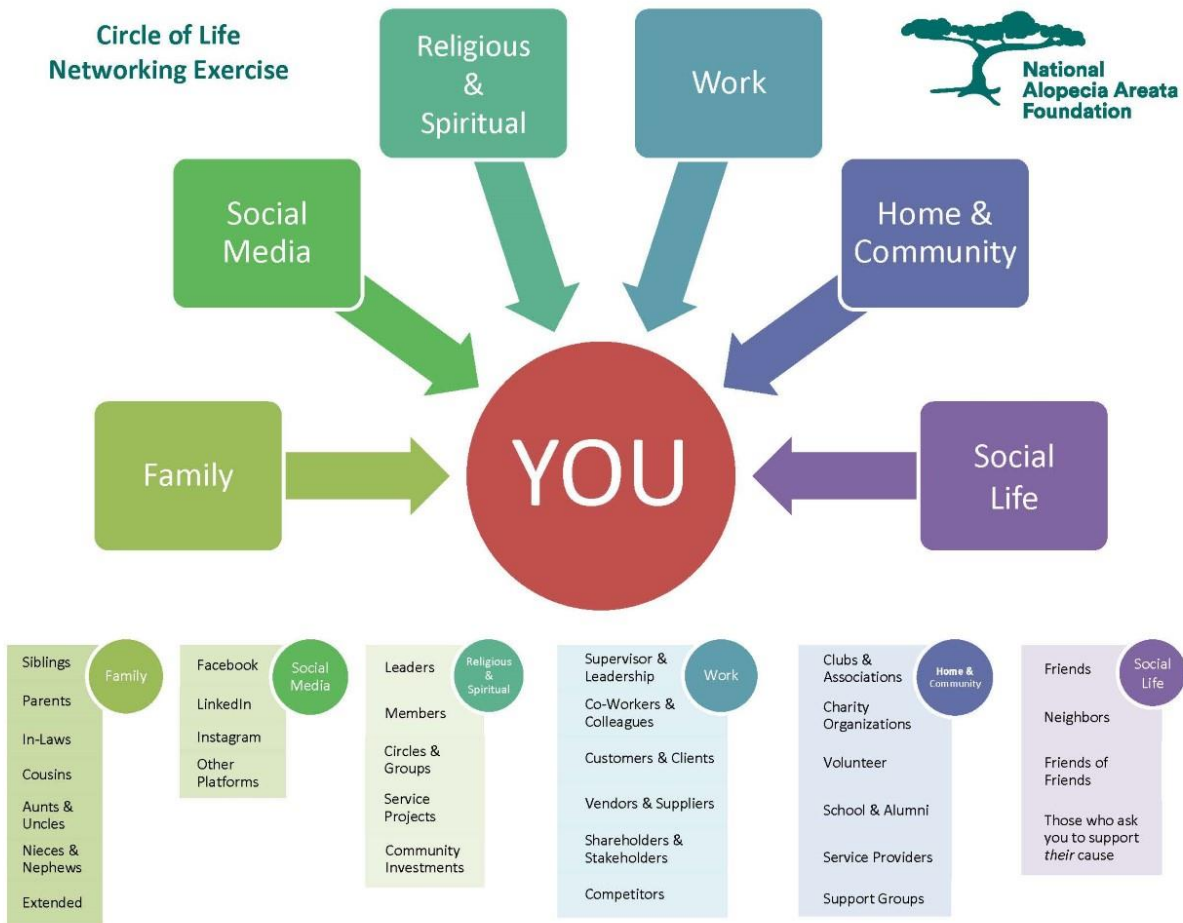
- The Walk For Alopecia™ will raise more revenue to fund research to find better treatments, provide support to the alopecia areata community, and to educate the public about this disease.
- The Walk For Alopecia™ will create a supportive and engaging environment for people living with alopecia areata to connect with a greater community and know they are not alone.
- The Walk For Alopecia™ will shine a bright light on this disease and raise public awareness and reduce stigma.
- The Walk For Alopecia™ will educate patients about emerging treatments and available resource.
- The Walk For Alopecia™ will build a bigger and more powerful community to advocate for more and better choices for the alopecia areata community.

## Spread the Word

You are on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest that you create a list of people you plan to reach out to. Here is an exercise that can help you identify people in your network you may want to reach out to and share about

your participation in the Walk for Alopecia.



1. **Start with your closest inner circle** – Your holiday card list that includes family, friends, classmates, colleagues, etc. could be a great list to communicate with about your Walk for Alopecia™ participation and fundraising. Your inner circle is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
2. **Cast a wider net** – Do not be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

## Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

**PRO TIP:** Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

### Example 1:

**Subject - [Add Powerful Subject Line – Example: Alopecia Areata is more than *just* losing your hair!]**

Dear **[Name]**,

I am participating in the inaugural **Walk For Alopecia™** that will bring hope to so many people living with this disease and it will create needed awareness for alopecia areata. I am fundraising to help make a difference and it would mean so much if you could help me reach my goal!

Here are some quick facts about alopecia areata: Alopecia areata is a common autoimmune skin disease causing sudden hair loss on the scalp, face, and sometimes other areas of the body. Nearly 7 million people in the U.S. and 160 million worldwide have alopecia areata or have had or will have it. That is 2% of the world's population! It affects people of all ages, genders, and ethnicities. Having alopecia areata can be frustrating and emotionally challenging because hair loss and regrowth are unpredictable. Losing some or all of your hair can be an isolating journey and an emotional rollercoaster that includes depression, loss of self-identify, and even suicidal ideation. Alopecia areata is more than *just* losing your hair. Image if you lost all your hair....

The National Alopecia Areata Foundation supports research to find a cure or acceptable treatment for alopecia areata, supports those with the disease, and educates the public about alopecia areata. The Walk For Alopecia™ is going to help move this mission forward with the funds raised.

You can support my Walk effort easily and securely by clicking my fundraising page link here **[Add Your Fundraising Page Link ]** to give.

Thanks so much for your support!



[Name]

**Example 2:**

**Subject - [Add Powerful Subject Line. Example: I Walk For Alopecia Awareness!]**

Hey [Name],

I am participating in the **Walk For Alopecia™** on September 30<sup>th</sup> and raising funds to help the National Alopecia Areata Foundation find better treatments and provide support for millions of people living with alopecia areata.

You may remember the incident at the 2022 Oscars that brought tremendous attention to alopecia areata and how it affects those living with this disease. If you are not familiar, here is a short two-minute video that shines a light on this disease and its impact on lives: <https://www.youtube.com/watch?v=3svJY0yihuo>

I am trying to raise **[\$ Fundraising Goal]**. If I can inspire just five people to contribute **[\$ Fundraising Goal/5]** or more, I'm there.

It is really important for me to help because of **[Your unique connection to the cause]**. I hope you'll support me in the Walk For Alopecia™ benefiting the National Alopecia Areata Foundation by making a gift to my fundraising page below.

**[Add Your Fundraising Page link here]**

Thanks so much for your support!

[Name]

**Example 3:**

Write your own!

**Subject - [Add Powerful Subject Line]**

Hey [Name],

**[Content]**

Thanks so much for your support!

[Name]

## Example Social Posts

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

**PRO TIP:** All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Do not be shy about promoting your campaign across all of them to spread the word! Tip: Be sure to follow NAAF on Facebook, Instagram, and Twitter. We will be sharing videos and messages you can repost. And when you repost, write a comment about your repost, ask for support of your Walk effort, and include your **Walk For Alopecia™** fundraising page link.

**Example 1: I will be participating in the Walk For Alopecia™ on September 30th to help spread awareness about alopecia areata! I would appreciate your support. You can donate to my efforts here: (include your link here). Any contribution will help me reach my goal to raise \$(your goal here)**

## Example Thank You

It is critical to thank all your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

Subject - **[Add Powerful Subject Line]**

Dear **[Name]**,

My Walk For Alopecia™ fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown to help fuel the mission of the National Alopecia Areata Foundation.

With your help, I have raised **[\$X]** to help with better treatments, support, and public education on alopecia areata. I encourage you to follow NAAF on Facebook, Instagram, and Twitter to stay up to date on their work and see how your donation is powering their mission.

Thank you again for your generosity.

**[Name]**

**PRO TIP:** Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

If you need additional assistance setting up your **Walk For Alopecia™** fundraising page and/or help sharing your fundraising page, please contact us at [walk@naaf.org](mailto:walk@naaf.org) or at 415-472-3780.