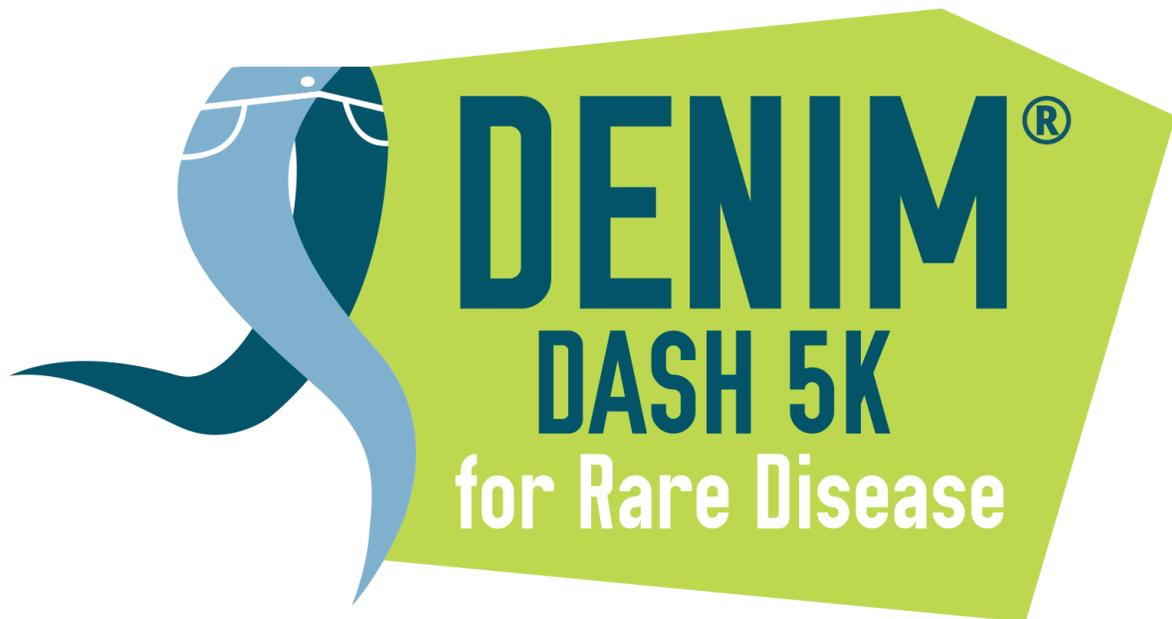


# Global Genes



## Fundraising Toolkit

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# WELCOME



## Welcome Dasher!

Thank you for supporting Global Genes' Denim Dash 5K for rare disease with your resources, time, and making connections to your community. As a Dasher your participation to walk, run, or roll is key to the success of this year's Denim Dash fundraiser. Along with other Dashers, you will expose Global Genes and the greater rare disease population to a wider audience and help raise funds that will assist Global Genes' mission and reach more patients and advocates in your community and around the world.

During the eight-week Denim Dash, July 4 to Sept 3, you will be using an online fundraising platform to reach out to family, friends, co-workers, and businesses to help you achieve your personal fundraising goal. It is a fun and easy way to get the word out about Global Genes, share why you support the cause, and give your network the opportunity to donate directly to an incredible organization.

This toolkit has been designed to help you with every step of creating your Denim Dash fundraiser. If you have questions or need to contact the Global Genes staff directly please call us at (949) 248-7273 or e-mail at [events@globalgenes.org](mailto:events@globalgenes.org).

We are honored that you are willing to participate in this year's Denim Dash 5K and help Global Genes meet our fundraising challenge.

**Thank you for making a difference!**

# TOOLS FOR SUCCESS



## Fundraising Tools

### Create Your Dash Page

Share your story about why you are participating in this year's Denim Dash and how Global Genes is making a difference in the lives of patients and advocates in the rare disease community. By telling your story and sharing your passion you will inspire others to donate. Global Genes encourages you to utilize photos as they can often make a deeper impact with the donor about the effect of their gift.

#### Ask yourself:

- Why do I want to raise funds on behalf of Global Genes?
- How has Global Genes helped me and/or my family?
- Is there a specific story that I want to share with donors?
- Do I have the names and email addresses for everyone I want to invite to support this effort?

### Goal Setting

Global Genes has set a minimum goal for each participant at \$250, and we encourage you to make a bigger goal to inspire more people to participate. You will be surprised by how many people will support you, so don't be afraid to be ambitious.

### Your Fundraising Outreach

Donate to your page to let everyone know you are committed to reaching your goal.

- Create a list of people include family, friends, and colleagues you want to ask to support your Denim Dash
- The best way to get more people involved in your fundraising is to make a request in person or through a telephone call, and then follow-up with an email
- Send a personal fundraising email to your list; be sure to have them directed to your personal Dash page
- After someone makes a gift to your Dash, don't forget to call or send them an email to say thank you

## Matching Gifts

Many companies offer matching gift programs that can exponentially increase your donations. Check to see if you are eligible with your employer through your human resources department for additional support. Encourage your donors to check with their company too.

## Tax Receipts

Donations made through your online fundraising page or a form and donation mailed to Global Genes will receive a tax deduction receipt. Each donation must have the donor's name and contact information to be properly acknowledge. If your supporter is planning on mailing their donation, please have them add your name in the Subject line so we can properly acknowledge your efforts.

## Dash Wrap Up

Once you finish your Dash and fundraising effort, update your Dash page with progress on your fundraising efforts, including pictures from your Dash and send a thank you note/email to your supporters. Please note that Global Genes will send tax deductible receipts to all donors.

### **Sample Thank You Note/Email**

Dear {First Name}:

I want to personally thank you for supporting my Denim Dash fundraiser on behalf of Global Genes. With your help, we raised more than \${amount} that will support Global Genes' mission.

Global Genes was founded in 2008 by Nicole Boice. Her vision was to improve the lives of those dealing with rare disease. Since 2008, Global Genes has helped hundreds of thousands of patients and advocates across the world access information and educational tools to assist them during their journey of discovery, advocacy, innovation, and making connections with other rare disease patients and advocates.

If you have questions about your donation or would like to know how you can volunteer with Global Genes please visit [www.globalgenes.org](http://www.globalgenes.org) or contact the Global Genes staff at 248-7273 or e-mail at [events@globalgenes.org](mailto:events@globalgenes.org).

Thanks for your support.

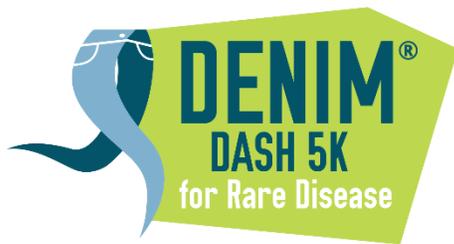
{Your Name}

# Digital Assets & Social Media



## Social Media Pictures and Logo

Download the images below to share your involvement on social media.



## Social Media Handles

Facebook, Twitter, and Instagram: @GlobalGenes

## Event Hashtags

#DenimDash18 #CareAboutRare #GlobalGenes

## Event URL

[www.GlobalGenes.org/DenimDash](http://www.GlobalGenes.org/DenimDash)

## Suggested Social Media Posts

### Facebook

Help me reach my goal while I [ride, walk, run, roll] in the @Global Genes Denim Dash 5K to raise awareness and funds to support the rare disease community. Please support my efforts to raise [\$goal] to assist @Global Genes provide resources to rare disease patients and advocates. Learn more about my Dash at [insert personal Dash url]

### Twitter

I'm [running] for @Global Genes Denim Dash 5K to raise funds for rare disease. Help me raise [\$goal] by making a gift now. Learn more: [insert personal Dash url] #DenimDash18 #CareAboutRare #Global Genes