

Arthritis Foundation®

Jingle Bell Run



2019 Fundraising Guide



arthritis.org/JBR
[#JingleBellRun](https://twitter.com/JingleBellRun)



Arthritis Foundation®



Welcome to the Jingle Bell Run

The holidays are just around the corner – and it’s your chance to impact the lives of millions of Americans with arthritis. By participating in the Arthritis Foundation’s festive Jingle Bell Run, you will join people from all walks of life to say Yes to furthering a great cause and being a champion for arthritis research. Taking place in cities across the country during the end-of-year holiday season, this annual event is a fun way to get out, get moving and raise funds and awareness. Whether you prefer to walk or run, wear festive costumes or tie jingle bells to your shoes, this 5K is sure to spread smiles, holiday cheer and a winning spirit.

You are key to the success of Jingle Bell Run. We hope this document will be a useful guide as you, too, become a Champion of Yes for those with arthritis. Thank you for your commitment to finding a cure and championing the fight against arthritis with life-changing information, advocacy, science and community.

O’er the Fields We Go – How to Get Started

1. First, register as an individual, or start a team, at arthritis.org/jbr.
2. Then set a fundraising goal. Aim high! We suggest a minimum goal of \$150 per person.
3. Next, and this is the most important part, recruit friends and family to join your team.
4. Fundraise online via email or social media and in-person every day in your community. You can even raise money on-the-go using the free Jingle Bell Run mobile app.
5. Celebrate your success – and be there with bells on at the Jingle Bell Run!



Jingle All the Way – Easy Steps to Success

Fundraise in honor of someone. Your honoree can be a co-worker, friend or family member with arthritis. Putting a face with the cause helps donors realize the impact of this disease.

Be enthusiastic. Whether asking for a donation or for someone to join your team, your enthusiasm will be contagious. Friends, family members and everyone you know will want to support you.

Make a list and check it twice. Make a list of everyone you see or contact on a regular basis. Don't be afraid to ask for a specific amount. Use our list of potential donors in this guide for inspiration! Also ask donors if their employer has a matching gift program.

Make a donation. Your potential donors will appreciate seeing that you have also donated, so consider making a donation in addition to your registration fee.

Say thank you. Let your supporters know how grateful we are. Consider sending a handwritten thank you note or at least a personal email to say thank you. With their help and yours, we are helping conquer everyday battles for one in five adults and 300,000 children with arthritis and related diseases!

Making Spirits Bright – Who to Ask

- Bank
- Business vendors
- Church/clergy members
- College classmates
- Co-workers
- Daycare workers
- Dentist
- Dry cleaners
- Employer
- Florist
- Golf or sports partners
- Grocer
- Hair stylist
- Holiday card list
- Lawn care company
- Manicurist
- Mechanic
- Neighbors
- Office/apartment tenants
- Pharmacist
- Professional associations
- Relatives
- Social media connections
- Sorority/fraternity



Laughing All the Way – Putting the “Fun” in Fundraising

Hold a drawing	Sell tickets for the chance to win a prime parking space at work, or a half or whole day off, or the chance to be featured as a top employee in an internal newsletter.
Change for change	Ask your bank if you can place a coin bank at their teller windows. Coin banks are available from your local Arthritis Foundation office.
Use your green thumb	Sell poinsettias, holiday greenery or bouquets from your garden.
Schedule a game night	Host a Monopoly, poker, bingo or other game night, and charge admission.
Cut out arthritis	Ask your hair salon or barber shop if they will donate a percentage of proceeds from all services for a weekend to your team.
Sell your career skill	For example, if you’re a CPA, offer to do your friends’ taxes for a fee that goes toward your goal.
Schedule a share-the-profit event	Many local restaurants will give a portion of a day’s profits to a specific cause. Set this up with restaurant management and notify your friends and family to visit the establishment on the scheduled day.
Turn a gift to you into a gift to the Foundation	Ask family and friends to donate money on your behalf to the Arthritis Foundation instead of giving you presents at your upcoming birthday or anniversary.
Matching gifts	Many companies will give a flat donation, and many others have a matching gift program. These gift programs usually match donations given by employees. Be sure to approach your Human Resources department to learn the details.
Dress-down days	Ask your company and other companies to conduct a dress-down day for their employees. Designate a day, series of days or a week, and charge to dress casual for the day. Give discounts if people wish to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day.
Bake sale	Hold a bake sale at work, church or school, or sell donuts, bagels and coffee in the morning.
Snack bar	Set up an inexpensive snack bar. Every day, employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks – with all the proceeds going toward your fundraising goal.
Movie night	Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.
Raffles	Ask a local merchant to donate a prize (restaurant gift certificate, TV/ DVD player, hotel weekend getaway, airline tickets, etc.) to be raffled. Make tickets and start selling!
Download our mobile app	Download the Jingle Bell Run mobile app and ask friends and family to donate from your mobile device! Just search for Jingle Bell Run in your app store. Available in App Store and Google Play.



Download our mobile app and fundraise from your phone! Just search for Jingle Bell Run in your app store

Oh What Fun – Online Fundraising

Why fundraise online?

It works! Online fundraising is the easiest and fastest way to raise money. In minutes, you can set up your personal fundraising website and customize your page with photos and text. Upload your contacts and use the templates to send out emails asking friends to join your team or donate. You can also track your donations and send thank you messages to donors. Customize the sample Facebook and Twitter messages and easily post about Jingle Bell Run on your social media pages.

How does it work?

Once you register for the event and create your own page using the step-by-step instructions, visit the communications center and use the email tool to send your first email campaign to recruit teammates and raise money. Don't forget to download our mobile app to easily fundraise on the go using your phone or tablet! It's free in the App Store and on Google Play, just search for Jingle Bell Run.

What is an email campaign?

An email campaign is a proven method of raising funds and recruiting teammates online. By sending email through the online fundraising tool, you can communicate to many people at one time. Start by sending an email announcing your participation in Jingle Bell Run and asking others to join your team or donate to your campaign. Later on, send a reminder email, letting friends and family know you still need their help. Or send an email update letting everyone know how your fundraising is going and what they can do to help. The more emails you send, the more success you will have raising funds online. Remember, the #1 reason people give is simply because someone asked.

How will people find my web page to contribute?

A link to your web page will be attached to each email you send using the tool. All they have to do is click on the link to go to your personal page, where they can donate, join your team and view the Jingle Bell Run web pages. Your site will also have a personal URL you can customize – so it's easy to remember and easy to share with friends.

How do I get started online?

- Sign Up: Visit arthritis.org/JBR, click on your state and select your local Jingle Bell Run. You can join as an individual, or start or join a team.
- Personalize: Personalize your fundraising website. Upload a photo of you, your team or your honoree.
- Spread the Word: Send out emails or post to your social networks, and ask your friends and family to join your team or donate to help you reach your goal!



An Ask in 5 Easy Steps

- 1. Share the need.** Example: "Arthritis steals everyday joys and long-term dreams. It induces a spirit of No and I need your help to turn that around."
- 2. Explain why it's important to you.** Example: "My wife is one of those people. Every day, I watch her struggle with the pain and challenges of arthritis. I am committed to being her Champion of Yes."
- 3. Show what you're doing about it.** Example: "I'm doing the Jingle Bell Run to put the spotlight on arthritis and raise funds for a cure."
- 4. Ask your donor to take a specific action.** Example: "Will you make a \$50 donation to support my wife and more than 54 million other Americans who have to deal with the effects of this debilitating disease every day?"
- 5. Pause and let your donor answer.**

Let the Sleigh Bells Ring – Fundraising Recognition

While we don't have a one-horse open sleigh, we do have great recognition items to reward you for your fundraising efforts.

- You can earn fantastic recognition items for your fundraising efforts, and you'll earn even cooler items the more you raise! To see all the great recognition items, visit arthritis.org/JBR.



FAQ

What does the Arthritis Foundation do with the money?

The Arthritis Foundation has consistently put at least 75 percent of resources toward our mission year after year, meeting the voluntary health care industry standard. We are focused on finding a cure and championing the fight against arthritis with life-changing information, advocacy, science and community.

Do I have to type in all of the email addresses of my friends and family?

No. You can upload your personal address book. The import wizard will guide you through the process.

Is it safe to use my credit card online? What about privacy?

Yes, online donations made to your fundraising page are secure. The Arthritis Foundation processes online transactions using Secure Socket Layer (SSL) to make sure your credit card information, passwords and personal information are secure.

How can online donors get a receipt for their donation?

Donors will automatically receive a confirmation email when the transaction is processed. This email should be saved or printed out for tax purposes.

How will I know if someone has donated to my fundraising page?

You will receive an email notifying you when someone makes a donation. You can also log in to your HQ and you will see all donations made to your page. Click on Reports to view who has donated and how much they gave.

Some people are not comfortable donating online. Can they still send in their donations?

Yes. Although donating online is often more secure than conventional postal methods, some people feel more comfortable sending in a check. Please ask them to make the check payable to the Arthritis Foundation, and to include your name and event location so their donation can be credited to your fundraising total.

When someone makes a donation online, will they receive an automated thank you letter from the Arthritis Foundation?

Yes, everyone who donates online will receive a thank you letter on behalf of the Arthritis Foundation. For donations received offline, the Arthritis Foundation will send a hard copy tax letter in the mail. You should also send them a personal email thanking them for helping you get one step closer to your goal!

I have also received cash and checks from supporters. How can I get these to show up on my fundraising page?

You can record offline donations in your HQ in the Tools section. Just click on the "Enter Pledge" button and complete the offline donation information. Mail or drop off any cash or check donations at your local Arthritis Foundation office.



Facts About Arthritis

- Arthritis is a serious and growing health crisis – impacting one in every four adults and an estimated 300,000 children. It's America's #1 cause of disability.
- Two-thirds of people with arthritis are under age 65.
- Unless we stop arthritis, an estimated 78 million Americans will be diagnosed by the year 2040.
- One in three U.S. military veterans has arthritis, and osteoarthritis is the most common cause of disability and separation from military service.
- Arthritis costs our economy more than \$300 billion annually in lost wages and medical expenses—and the loss of 172 million work days.
- Arthritis affects members of all racial and ethnic groups.
- Arthritis is more common among women (26%) than men (19%) in every age group.