

**Fundraise Your Way**  
Do It Yourself



**Social, Print & Email Templates**



As a volunteer fundraiser for the Arthritis Foundation, you play an important part in advancing our mission of conquering arthritis. One of the best ways to generate buzz and share details about your fundraiser is by involving your personal connections.

When asking your family, friends and even your professional network for support, it's important to reach out in a variety of ways and often (at least once a week). Mix it up with phone calls, texts, emails, social media posts, flyers around town, and yes, even face to face, to harness the power of your community!



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## LET'S GO SOCIAL

 [facebook.com/arthritis.org](https://facebook.com/arthritis.org)

 [instagram.com/arthritisfoundation](https://instagram.com/arthritisfoundation)

 [linkedin.com/company/arthritis-foundation](https://linkedin.com/company/arthritis-foundation)

 [tiktok.com/@arthritisfoundation](https://tiktok.com/@arthritisfoundation)

 [twitch.tv/arthritisfoundation](https://twitch.tv/arthritisfoundation)

 [twitter.com/arthritisfdn](https://twitter.com/arthritisfdn)



## Social Images & Flyer Templates

Use the Arthritis Foundation's Canva templates below or create your own to aid in your awareness, recruitment and fundraising efforts. Not familiar with Canva? Check out our [Canva 101 HERE](#) for easy editing instructions.

- [Promotional Flyers](#)
- [Mission Social Posts & Infographics](#)
- [Arthritis Foundation DIY logo](#)

## Fundraising on Social Media

The Arthritis Foundation recognizes that social networking is part of today's society and is an important way for people to communicate and raise awareness for the arthritis community. Learn more about the [Arthritis Foundations Social Networking Policy](#).

### Instagram

Fundraise through Instagram stories by using the Link sticker to add a URL link to your Instagram story. When you tap on the sticker, you will be redirected to your fundraising page. To add a Link sticker:

- Capture or upload content to your story
- Select the sticker tool from the top navigation bar
- Tap the "Link" sticker to add your desired link and tap "Done"
- Place the sticker on your story and tap on the sticker to see color variations.
- Go Live on Instagram
- Tap in the top left of "Feed" or swipe right from anywhere in Feed.
- Scroll to Live at the bottom of the screen, then tap.



### Facebook

Fundraise through Facebook and "Connect With Social Networks" to share and invite your family and friends to join you!

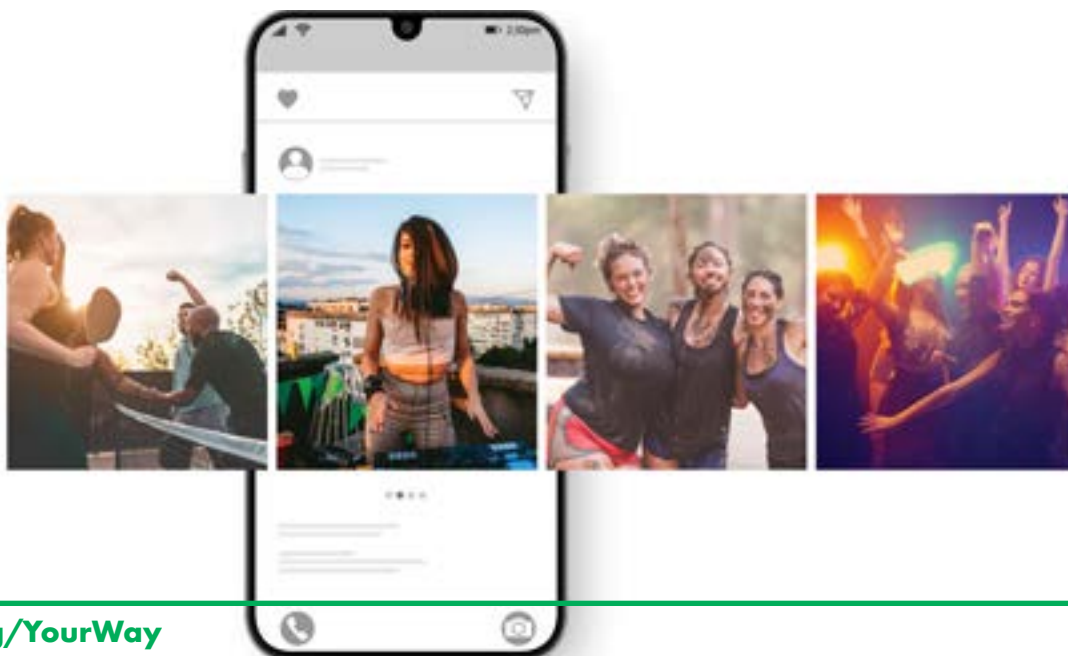
1. Create your DIY fundraising page at [fundraise.arthritis.org](https://fundraise.arthritis.org).
2. Personalize Your Page by updating the: Account Photo, Display Name, Fundraising Goal and Story sections.
3. Click Dashboard on the top of the page and select "Connect With Social Networks" to connect and share with your family and friends.
4. Go Live on Facebook.
  - Go to your Facebook News Feed and press the Live option (the camcorder icon).
  - Select a privacy setting by tapping the ellipsis in the top right corner.
  - Press the "Start Live Video" button.





## Sample Social Posts

- ▶ I'm taking a stand against arthritis with the @arthritisfoundation. On **[insert event date(s)]**, I will be **[Insert your fundraising activity]** to raise awareness about arthritis and help expand life-changing research and resources. Please consider making a difference by donating to my fundraiser. **[insert the link to your fundraising page]**
- ▶ Did you know that arthritis is America's #1 cause of disability? That's why I will be making my stand against arthritis by hosting a fundraiser for @arthritisfoundation. Join me in raising awareness and funds by supporting my efforts! Join me today. **[insert the link to your fundraising page]**
- ▶ I am turning my passion into a purpose by creating my own fundraiser for the @arthritisfoundation. I hope you will join my fundraising efforts and make a **[insert your recommended dollar amount]** donation. **[copy and paste the link to your fundraising page]**
- ▶ Check out my fundraiser for the @arthritisfoundation! **[copy and paste the link to your fundraising page]**
- ▶ I've struggled with arthritis, and I've experienced a lot of ups and downs, but the @arthritisfoundation has helped me **[insert the ways the Foundation has assisted you]**. I am giving back to those who have helped me by hosting my own fundraiser. **[Insert a short description of your fundraiser and copy and paste the link to your fundraising page]**
- ▶ My loved one struggles with arthritis, and that's why I'm taking a stand with the @arthritisfoundation. Join me in raising awareness and funds by supporting my efforts! Join me today. **[insert the link to your fundraising page]**
- ▶ My **[brother, sister mother, father, cousin, daughter, son...]** struggles with arthritis. Join us on **[insert event date(s)]** to raise awareness to help people like **[insert name]** and expand research and resources and find a cure. Please consider making a difference by donating to my/our fundraiser. **[insert the link to your fundraising page]**
- ▶ Thank you, @firstname\_lastname, for your donation to my @arthritisfoundation fundraiser! **[copy and paste the link to your fundraising page]**





## Sample Celebrate/Occasion Social Posts

- ▶ For my birthday this year, I am raising funds to support arthritis warriors and the @arthritisfoundation. Please consider contributing to help other people with arthritis and expand research and resources and find a cure! **[copy and paste the link to your fundraising page]**
- ▶ For my birthday this year, I'm asking for donations to @arthritisfoundation. I've chosen this nonprofit because their mission means a lot to me, and I hope you'll consider contributing to celebrate with me! **[copy and paste the link to your fundraising page]**
- ▶ In lieu of gifts for our wedding, please donate to help cure arthritis by donating to our @arthritisfoundation fundraiser. **[copy and paste the link to your fundraising page]**
- ▶ In lieu of flowers, the family requests that donations be made to the Arthritis Foundation in memory of **[insert loved one's name]**. **[copy and paste the link to your fundraising page]**

## Sample Dance Party for Juvenile Arthritis Social Posts

- ▶ I am turning my passion into a purpose by creating my own Dance Party for Juvenile Arthritis fundraiser for the @arthritisfoundation. I hope you will join my party and make a **[insert your recommended dollar amount]** donation. **[copy and paste the link to your fundraising page]**
- ▶ Check out my Dance Party for Juvenile Arthritis fundraiser for the @arthritisfoundation! **[copy and paste the link to your fundraising page]**
- ▶ What's Your Dance Mode? Join my party **[insert your type of fundraiser, i.e., dance off, skating party, karaoke night]** on **[insert event date(s)]** by **[Insert a short description of your fundraiser and how they can get involved]** I've chosen the @arthritisfoundation because their mission means a lot to me, and I hope you'll consider joining the party and celebrate with me! **[copy and paste the link to your fundraising page]**



## Sample Email

### For additional email message templates:

1. Log in to your participant portal and locate “Messages” within your dashboard.
2. Review email templates by selecting “Compose a Message.”
3. Then “Choose a Message Type” from the dropdown menu and follow steps 1-4.

**Subject line:** Help me support the Arthritis Foundation

Dear **[NAME]**,

The Arthritis Foundation is boldly pursuing a cure for America’s #1 cause of disability while championing the fight to conquer arthritis with life-changing science, resources, advocacy and community connections. Arthritis affects nearly 60 million adults and 300,000 children who live with daily arthritis pain. Because **[I/my loved one suffer(s) from arthritis, and I know how hard it can be to live with it every day]**, I am joining the Arthritis Foundation and creating my own fundraiser.

**[Include a little bit about your journey]**

By creating my own fundraiser, I hope to help other people with arthritis and expand research and resources and find better treatments and a cure.

I hope you will consider joining me by donating to support my efforts. [Insert details about your fundraising activity]

Thank you,

**[Name]**

**[Copy and paste the link to your fundraising page]**





## Canva 101

### To edit a template:

- Click on the Canva template link you would like to modify.
- Sign into your free Canva account.

### To edit text:

- Hover over the text you would like to change and double click on the text box.
- Delete place holder text and type new text.

### To change the photo:

- On the left side, click “Uploads,” then click “Upload an Image” or drag and drop your desired photo.
- Drag your photo from the left to the photo you want to replace on the template.
- Double click on the photo and adjust to your liking.

### All finished?

- Click “Share” on the upper right of the page to print, save or share directly on social media.

## Looking for something else?

If questions arise beyond the information covered above, please reach out to our Community Events team at [DIY@arthritis.org](mailto:DIY@arthritis.org) for additional support.

