

Fundraise Your Way
Do It Yourself



Do It Yourself Toolkit



Welcome

You want to raise awareness and funds to stop arthritis. To honor that arthritis warrior in your life, maybe even yourself. Through Do It Yourself (DIY) fundraising, you can raise awareness and money for the Arthritis Foundation — and do it your way!

Organize a golf tournament, celebrate a special day, dance the night away, collect donations for every mile, or press play to start your livestream. Whatever your idea, DIY fundraising provides you with tools and resources to help you increase awareness and support for the Arthritis Foundation — your way, anywhere, anytime.

Not sure how you want to participate? This DIY toolkit shares ideas, customizable resources and the option to manage your fundraiser by creating your own personalized webpage.



Get Started



Get Social & Share Your Why



Frequently Asked Questions

Thank you for joining our community and helping us work to conquer arthritis.



What We Do: Conquer Arthritis

With your support, 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. **Learn more about how your support furthers our work.**



Scientific Research: We were key to making biologics a reality. And today we're accelerating the development of new treatments while pursuing a cure.



Juvenile Arthritis: We support families challenged by juvenile arthritis and other childhood rheumatic conditions through life-changing programs and resources.



Patient Education & Resources: As your go-to place for managing arthritis and being empowered, we provide trusted information and numerous ways to connect with others.



Advocacy: With our army of over 100,000 Arthritis Advocates, we're breaking down barriers to improve access to quality health care that's affordable.

1 Get Started

□ Brainstorm Your Idea

The first step in setting up your own fundraiser is determining what you'd like to do. Get creative, have fun and pick an activity you enjoy doing.

□ Create Your Personalized Page

Bring your idea to life and set up your fundraiser at fundraise.arthritis.org.

You'll be able to customize your page with photos and all the details about your fundraiser while accepting donations. Choose:

- **Individual** if you prefer to do something on your own and collect donations.
- **Group** if you want to invite others to join your fundraising group/team. A group page provides you and everyone who joins you with your own fundraising page.



Create Your Own: Turn your talents and hobbies into a fun fundraiser!

Host a party, golf outing, trivia night, volleyball or pickleball tournament, yoga class, or organize a percentage of sales night.

Celebrate: Celebrate a special occasion or honor a loved one.

Celebrate milestones, tributes, birthdays, anniversaries, weddings and more!

Dance Party for JA: Be your own DJ, choose your own beat and create a commotion!

Dedicate a dance routine during half-time, organize a silent disco, compete against others, organize a karaoke night and more!

Get Active: Challenge yourself and invite others to cheer you on!

Run a marathon, or train for a couch-to-5k fun run, hike a trail, cycle around a lake, count your steps and more!



Registration Frequently Asked Questions

What if I want to hold a party or an event and charge a certain amount to get in?

Great idea! Customize your page with the details, and ask everyone who wants to attend your party to donate a set dollar amount (e.g., \$25) online, or pay the amount at the door.

What if I want to hold a tournament and have people sign up to play?

Register a group under "Create a Commotion." Invite participants to register as group/team members and have them donate or raise a minimum dollar amount by TBD date to participate in the tournament.



Set your fundraising goal!

Setting a fundraising goal helps keep you focused, builds momentum and provides a road map in building and executing your plan.

Consider making your own contribution, setting up recommended donation amounts or creating donation levels centered around your event. For example:

- Celebrating your 25th birthday? Ask 25 people to donate \$25 dollars.
- Track your steps, miles or elevation, and ask people to donate \$1 for every distance you complete.

Personalize your page:

- Update your account/profile photo, display name, fundraising goal and story sections.
- Share your "why" by updating your story section.
 - Why do you support the Arthritis Foundation?
 - Why did you decide to host your DIY fundraiser?
 - Why does their donation and participation matter?
- Share the details of your event, including the different ways they can participate.



Did you know that those who **make a personal donation to their own fundraising activity raise on average of 7x more!?**

Did you know that those who **personalize their fundraising page raise 4x more** than those who don't?





2 Get Social & Share Your Why

Let people know WHY you are fundraising to support the Arthritis Foundation by sharing your personal story and why it's so important to you.

□ **Locate “Connect With Social Networks”** in your dashboard. Update your social networks by sharing your fundraising page, and increase awareness of your fundraiser to engage others in your efforts.

- When someone donates or joins your effort, tag them (@johnsmith) to recognize, acknowledge and thank them for their support!

□ **Locate “Ask Friends to Donate”** in your DIY dashboard.

When asking your family and friends 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! The important thing is to:

- *Set a schedule* to ask for support and share updates.
- *Practice your pitch.*
- *Share your why* for supporting the Arthritis Foundation.
- *Follow Up.* Most people want to support you but may need a gentle reminder.

□ **Locate “Give Yourself a Gift”** and make a personal donation to launch your fundraising and inspire others to contribute.



Did you know that those who **share their fundraising why and link to their fundraising page on social media see a 50% increase** in funds raised than those who don't?





Ready, Set, Have Fun!

No matter which type of fundraiser you plan, take time to enjoy the connections you make and the lives you've touched. Your passion will support millions of people living with arthritis. So go ahead and have fun!

- Send us your photos! We'd love to highlight you in future communications or use your story and photos as inspiration for other DIY Fundraisers! Send to DIY@arthritis.org

Post Event

Recognize and thank your donors, volunteers and supporters along the way. Celebrate your success and share how they made a difference!

If you have any additional funds to turn in, complete the donation submission form to ensure checks are properly credited to your fundraising efforts. Within 15 days of the end of your fundraiser, please mail the form and checks to:

Arthritis Foundation – Attn: DIY

1355 Peachtree Street NE
Suite 600
Atlanta, GA 30309

Frequently Asked Questions

If questions arise beyond the resources above, please reach out to our Community Events team at DIY@arthritis.org. For additional support join our [DIY Facebook Group](#).

- [Logo and Brand Guidelines](#)
- [Frequently Asked Questions](#)
- [DIY Fundraising Event Terms and Conditions](#)

