

Livestream Fundraising Tips & Talking Points

Thank you for joining the arthritis community and championing the fight to conquer arthritis. Below are a few talking points that you can use when hosting your fundraising stream to help inform your audience throughout your charity stream.

Livestream Tips

- Share your “why” and personal story throughout your stream. Practice and make reminders to reshare why you’ve decided to stream to conquer arthritis.
- Each time a new viewer says hello, use the opportunity to welcome them and explain that “today’s stream is dedicated to championing the fight to conquer arthritis and support the Arthritis Foundation.”
- Remind your viewers that all donations benefit the Arthritis Foundation.
- Utilize fun and safe rewards, milestones, polls, and targets to interact with your viewers.
- Please keep in mind, when you “go live,” you are an extension of the Arthritis Foundation and represent our organization and brand. We kindly ask that you do not use Arthritis Foundation or Stream to Conquer Arthritis assets in any way that is harmful to our brand.
 - When in doubt, or if you are looking for additional support, please reach out to our community events team at stream@arthritis.org.
- Have Fun! And remember to thank your viewers, donors, and team members during and after your stream.

Livestream Talking Points

Below are Arthritis Foundation talking points and impact messages that can complement social media posts, virtual events, and promotional collateral. They are a great way to help generate awareness and support for the arthritis community. Check out additional infographics and easy social posts [HERE](#).

- Every donation helps people with arthritis across the country live their best lives. Whether it supports cutting-edge research, access to community and one-on-one support, resources, tools for daily living and more, donations can change lives.

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.



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.

Mission Impact Talking Points

- Arthritis is the nation's #1 cause of disability, affecting nearly 60 million adults and 300,000 children.
- There are more than 100 types of arthritis but no cure. Your donation will make an impact through research for better treatments and ultimately a cure for this debilitating disease.
- In 2022, the Arthritis Foundation awarded \$100,000 in college scholarships to 20 deserving students who have arthritis or a related rheumatic disease and who have made an impact on the arthritis community.
- In 2022, donations helped deliver 1,022 Power Packs to children and teens with Juvenile Arthritis.
- In 2022, donations helped 1,134 kids and 293 families participate in JA Camps, JA Family Summit, and JA Day activities.
- In 2022, donations helped make powerful connections by launching 12 new virtual Connect Groups.
- In 2022, donations helped reach several science milestones. Providing \$11 million in arthritis research to over 75 scientists.
- With your donation, the Arthritis Foundation is boldly pursuing a cure while championing the fight to conquer arthritis, through:
 - cutting-edge research
 - one-on-one and community support
 - life-changing resources and tools for daily living

How donations can change lives:

- **\$50.00** – Can help meet the needs of the 300,000 kids diagnosed with arthritis, along with their families, through educational opportunities, camp scholarships, JA Power Packs and more.
- **\$100.00** – Can help train the next generation of rheumatologists by funding new fellowships and securing more federal research dollars.
- **\$250.00** – Can help support advocacy efforts that cap out-of-pocket costs, enact policies and laws that remove barriers to care, like the high costs of treatment, difficulty accessing medications and more.
- **\$500.00** – Can help support life-changing resources like webinars, podcasts, e-books and community programs and services that can change lives.
- **\$1,000.00** - Can help fuel scientific research leading to new and better arthritis treatments — and ultimately a cure.

The [Arthritis Foundation](https://www.arthritis.org) is a registered 501(c)(3) nonprofit organization. Your donation is tax-deductible to the extent allowed by law and is used where it's needed most.