Lupus Loop & Walk to End Lupus Now Town Hall!
Thanks to our Sponsors

- gsk
- Us in Lupus
- Presenting Sponsor

- Aurinia
- AmeriHealth Caritas
- Janssen

- GEICO
- Hard Rock Hotel & Casino

- Caesars Atlantic City
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Great Work, Great Community
Lupus Foundation of America
Philadelphia Tri-State Chapter

Our Mission
Our mission is to improve the quality of life for all people affected by lupus through programs of research, education, support and advocacy.

Our Vision
Our vision is to live in a world without lupus!
Event Details

**Walk Date:** 10.10.20

**Location:** From anywhere you want to run or walk

**Event Day Times:**

**9AM:** Walk to End Lupus Now Central and Western PA

**10AM:** Walk to End Lupus Now South Jersey

**11AM:** Walk to End Lupus Now Delaware

**12PM:** Lupus Loop & Walk to End Lupus Now Philadelphia & Eastern PA

**1PM:** National Walk Celebration
10.10.20 Program Overview

- Intro/Welcome
- Photos
- Mission moment
- Team shout outs
- Sponsor Recognition/Presentations
- Trailblazer Awards
- Closing/Thank you
Incentives

If you raise $100, you earn a Walk to End Lupus Now t-shirt

If you raise $1,000 you earn a Trailblazer Medal

*** T-shirts earned by September 15 will be mailed and arrive prior to the walk on 10.10.20. T-shirts earned after September 15 will arrive after 10.10.20

*** Trailblazer medals will be mailed to each award winner.
Incentives

Digital Course Marker Signs

$300 earns a course marker sign

$1,000 earns a custom sign with pictures

*** Fill out the course marker request form on the Fundraising Guides page on the Walk to End Lupus Now Website.

*** Digital Course Marker signs will be featured on the LFA Facebook Page and incorporated during the virtual program.
Additional Incentives start when you raise $250 and get better at each level! This year you have multiple choices at each level. Visit the Incentives and Prizes page on the Walk to End Lupus Now Website.

*** Don’t forget to continue to fundraise after the walk. Donations through 11.10.20 count towards these incentives.
Party in a Box

Since we cannot celebrate together, we are bringing the party to you with the Party in the Box Contest!

When your team raises at least $1,000 we will send you a box loaded with party materials including: decorations, noise makers, signs, and more. You will have fun supplies to help you celebrate as a team!

Make sure to email your pictures to info@lupustristate.org to be featured on the LFA Facebook Page.
Airline Contest

Each participant and team captain who raises $1,000 or more will be entered to win a 25,000 AAdvantage Mileage Award Certificate, valid through 11/27/2021.

An individual or team captain will receive 1 additional entry into the drawing for each incremental $1,000 raised. For example: Raise $2,000 and receive 2 entries, raise $3,000 and receive 3 entries.

***All money raised must be received by the LFA by 11.10.20 to qualify for the drawing. Two lucky winners will be drawn.

Good luck!
Facebook Fundraiser

It couldn’t be easier! Log in to your participant center and on the right-hand side click “Fundraise on Facebook”.

Email info@lupustristate.org with any questions!
Social Media Images

Go to the Additional Resources Page on the walk website and scroll down for images you can use to promote your team! Always link back to your Facebook Fundraiser, team or personal page!
Facebook Frame

You can use your profile picture to show your support! Use this link to update your profile picture with a Facebook Frame that shows your commitment to the lupus community!
Other Useful Tools

Visit the Additional Resources and Fundraising Guide pages on the walk sites for sample Facebook posts, sample emails, walk flyers, fundraising guides and much more!
Fundraising During COVID-19

Acknowledge
Before you make any type of ask (written or verbal), acknowledge the current situation. Share that you know so many have been affected in different ways: financially, emotionally and physically.

Thank
The biggest reason people don’t give a follow up gift is they didn’t feel they were thanked properly. Be sure to thank you previous donors multiple times and ways before even asking and after they make a gift to you. Publicly thank on social media if you’re doing a Facebook fundraiser or use the email feature on your fundraising page. Just don’t forget to thank them however you do it!

Ask
You may be hesitant to ask people for money at this time, but it is their decision to give or not. Because you acknowledged the affect COVID-19 has had on everyone, you’re ask should not offend or insult anyone. The bottom line is that the majority of organizations are making an ask right now so if you don’t ask them, the likelihood of someone else asking is high.
Fundraising During COVID-19

What to include in your request:

• Personal Story

• How has the lupus community been affected by COVID-19?

• What does the LFA mean to you?
Fundraising Tips

• Update your team and personal page
• Grow your team
• Donate to your own page/team
• Thank! Thank! Thank!
Stay Up To Date

- Join the Facebook Group  - get updates and interact
- Watch for emails
- Instagram
- Twitter

Walk to End Lupus Now Central and Western PA
Walk to End Lupus Now South Jersey
Walk to End Lupus Now Delaware
Lupus Loop & Walk to End Lupus Now Eastern PA
Upcoming Events
...fueled by your fundraising efforts!

Maggie Maloney: mmaloney@lupustristate.org
Community Development and Communications Coordinator

Program Update for Fall 2020 (www.lupustristate.org/find-help)
- Support Groups
- SLE Self-Help Course (SLESH)
- Living Well with Lupus Seminars (DE/NJ/Phila)

For upcoming programs, new webinars, and more, follow us on social media at @LupusTriState!
Questions?

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