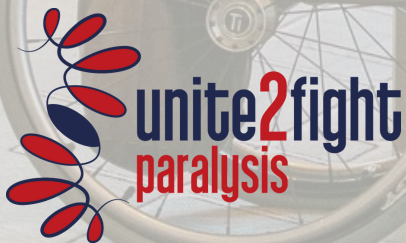


Fundraising Guide 2021





MISSION

We will unite and empower the international spinal cord injury community to cure paralysis through advocacy, education, and support for research.

VISION & WORK

U2FP is a patient advocacy organization dedicated to accelerating progress toward recovery from spinal cord injury. To this end, U2FP hosts an annual conference that brings together SCI survivors, family members, scientists and clinicians. We also provide the services of a Scientific Advisory Board to review research projects for small community foundations.

Our vision for a cure is restoration of one's fully functional body, including relief from pain and spasms, return of bowel, bladder and sexual function, and recovery of normal sensation in addition to motor control. Once cured a person should be able to live independently, free of assistive devices. We believe that curative therapies will come in stages and will come through combinations of therapies. We promote and support collaborations amongst scientists, investors, advocates, clinicians, and regulatory agencies.

FUNDRAISING TIPS



EVERY DOLLAR YOU RAISE HELPS GET US THAT MUCH CLOSER TO CURATIVE INTERVENTIONS FOR THOSE LIVING WITH CHRONIC SPINAL CORD INJURY.

WHO SHOULD I ASK?

Ask your friends, family, neighbors, co-workers & colleagues. Don't forget to ask people you do business with, such as your hairdresser, dentist, accountant, etc.



WHEN SHOULD I START?

As early as possible; those who begin earlier tend to raise a higher amount. Start when you begin training. Any nervousness that comes with asking will fade after a few times.

WHAT DO I SAY?

Explain your personal connection to Spinal Cord Injury & U2FP's mission. Share why you chose to race for Team U2FP. Remind people that any amount is greatly appreciated!





HOW SHOULD I ASK FOR DONATIONS?

The **#1** reason people donate is because they are asked **to by someone they know**. Face-to-face is the most effective way to ask for donations. A personal email is the second most effective method. Use all your social media accounts (Facebook, Twitter, Instagram, etc.)

HOW SHOULD I USE SOCIAL MEDIA?

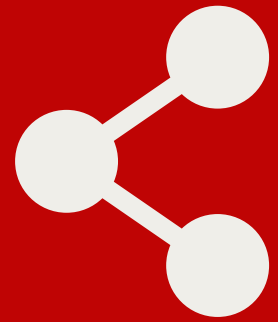
Post brief status updates - with pictures! - on why you're running. Keep it short & simple. Always include the link to your fundraising page.

Ask friends to share your link. Then repost regularly with updates on your training or reminders about why you are running (eg "I completed my first 20 mile run today!")



SOCIAL MEDIA EXAMPLE

"I am running/wheeling for Team U2FP in support of (FILL IN NAME or RELATION) who suffered a spinal cord injury. Your tax-deductible donation will help facilitate medical breakthroughs allowing those with spinal cord injury to overcome paralysis. Please help me reach my fundraising goal of (FILL IN AMOUNT)! (INSERT LINK)"



WHAT DO I DO AFTER SOMEONE DONATES?

Be sure to follow up and say "thank you" in person, via email, or on social media.

Thanking donors on social media also serves as a reminder to others who may wish to donate.

OTHER METHODS FOR SUCCESSFUL FUNDRAISING

- **USE YOUR U2FP FUNDRAISING PAGE.** Share it often via email or on social media. It has your photo, bio and a tracker the donations folks have made on your behalf.
- **SEND REGULAR UPDATES.** Create a list of family, friends, and coworkers you can contact regularly. Reiterate your marathon goal or 'why you're running', and ask for their support. (See our example Email Templates on the following pages.)
- **CHOOSE A TARGET AMOUNT.** and ask for each person to donate that set amount to get you (e.g. "Give \$26.20 in support of my 26.2-mile race")
- **CREATE AN "ASK DAY".** Use your "ask day" to reach a specific donor or dollar amount (July – training X miles this month: donate X dollars)
- **ASK YOUR EMPLOYER.** Your job may offers a matching donations gift program

EMAIL EXAMPLE #1



Dear friends,

On Sunday, October 10, 2021 I am racing in the [NAME OF YOUR RACE HERE] to raise money for Unite 2 Fight Paralysis. I am taking on this challenge in honor of individuals with spinal cord injuries who cannot run [OR FILL IN WHO YOU ARE RUNNING/RACING FOR].

Unite 2 Fight Paralysis (U2FP) works to find curative therapies for spinal cord injury. Your tax-deductible donation will help to support initiatives like Working 2 Walk, U2FP's annual Science & Advocacy Symposium, and their Cure Advocacy Network, which has helped pass \$18.8M of state-level SCI Research funding in the last 5 years!

This is my (FILL IN - eg "first", "fifth", "fifteenth") race, and it will be the most memorable because of the courage and strength of those for whom I am running. Your part is easy. All I ask is that you commit to sponsoring me. Every step brings us closer to a cure for paralysis!

My part is a little tougher; I've committed to raising \$(FILL IN FUNDRAISING GOAL) by completing the race. Please donate as generously as you are able by making a tax-deductible donation through my fundraising page (INSERT WEBSITE LINK) or by sending your check payable to Unite 2 Fight Paralysis to the address below.

U2FP
528 Hennepin Ave, Suite 705
Minneapolis, MN 55403
(add runner's name to the memo section on the check)

Thank You for your Support!



EMAIL EXAMPLE #2



Dear Friends,

On [DATE OF YOUR RACE] I'll be running in the [NAME OF YOUR RACE]. I am dedicating my race to my [FILL IN WHO YOU ARE RUNNING FOR] who [provide details, e.g. "suffered a spinal cord injury in 2015 that left him paralyzed from the waist down"]. I will be running for (him/her) and for many others who cannot run, walk or even stand.

I'm soliciting support for Unite 2 Fight Paralysis. This organization supports medical research leading to curative therapies for spinal cord injury that will offer treatments for those who have suffered these life-changing injuries.

Your generous contribution is greatly appreciated and will impact the lives of many living with paralysis. It is our hope that your generosity will help facilitate medical breakthroughs leading to those with spinal cord injury regaining full function. Please help us take a step closer to that day.

I am writing each of you to ask for your support. Your donation is tax-deductible and NO DONATION IS TOO SMALL. I want to thank you in advance for your support!

I will be thinking of each of you as I cross the finish line on [DATE OF YOUR RACE]. Please donate as generously as you can by making a tax-deductible donation through my fundraising page (INSERT WEBSITE LINK) or by sending your check payable to Unite 2 Fight Paralysis to the address below.

U2FP
528 Hennepin Ave, Suite 705
Minneapolis, MN 55403
(add runner's name to the memo section on the check)

Thank You for your Support!



EMAIL EXAMPLE #3

FOR ANYONE WITH A SPINAL CORD INJURY!



Dear Friends,

On [DATE OF YOUR RACE] I'll be racing for Team U2FP in the [NAME OF YOUR RACE]. As many of you know, I suffered a spinal cord injury in (FILL IN YEAR). I will be racing on behalf of Unite 2 Fight Paralysis, which supports medical research and curative therapies for chronic spinal cord injury. Your generous contribution is greatly appreciated and will impact the lives of many living with paralysis. It is our hope that your generosity will help facilitate medical breakthroughs, eventually helping those with spinal cord injuries to regain function. Please help us take a step closer to that day.

I am writing each of you to ask for your support. Your donation is tax-deductible and NO DONATION IS TOO SMALL. I want to thank you in advance for your love and support! I hope you will choose to contribute to my efforts to make a difference.

I will be thinking of each of you as I cross the finish line on [DATE OF YOUR RACE]. Please give as generously as you are able by making a tax-deductible donation through my fundraising page here: (INSERT WEBSITE LINK) or by sending in your check payable to Unite 2 Fight Paralysis to the address below.

U2FP
528 Hennepin Ave, Suite 705
Minneapolis, MN 55403
(add runner's name to the memo section on the check)

Thank You for your Support!





YOU'VE GOT THIS!

QUOTES FROM PAST DONORS TO TEAM U2FP RACERS

“

From a quadriplegic who does not know you, good luck and thanks!

Anonymous Friend

Sam Mahoney's Fundraising Page - 2018

”

“

As a family impacted by SCI we salute your effort to run this race and bring visibility to a great cause. Crush it brother!

Brosnan Family

John Gamades' Fundraising Page - 2020

”

“

I am so proud of you Mrs. Bordens! You will do great! I was so lucky to meet your sister!

Micaela Haggerty

Sara Bordens' Fundraising Page - 2019

”

“

Here's to a great athlete, sister, friend, and inspiration to me! Have a record-breaking run!!

Alicia Madeka

Karen Reed's Fundraising Page - 2017

”