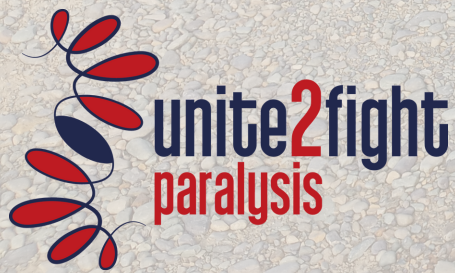


Fundraising Guide 2022





OUR MISSION

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

OUR WORK

U2FP exists to accelerate progress toward recovery from spinal cord injury (SCI) by pushing for greater collaboration. To do this, we host an annual symposium that brings together SCI survivors, family members, scientists and clinicians; advocate for smart legislative funding in multiple states (\$20M passed to date); host an educational podcast with top scientists and advocates; and offer a Scientific Advisory Board that reviews 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?

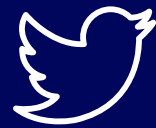
The #1 reason people donate is because they are asked to by someone they know. Face-to-face is the most effective way to ask for donations. A personal email is the second most effective method. Use all your social media accounts (Facebook, Twitter, Instagram, etc.)

HOW SHOULD I USE SOCIAL MEDIA?

Post brief status updates - with pictures or video! - on why you're running. Keep it short & simple.

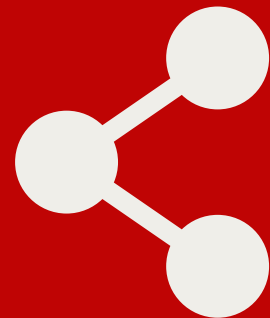
Always include the link to your fundraising page.

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 (be sure to tag them).

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 tracking tools that show 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 here 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

EXAMPLE: "NEW TO U2FP"



Dear Friends & Family,

On **[INSERT RACE DATE]**, I am racing in the **[INSERT RACE NAME]** on behalf of Unite 2 Fight Paralysis (U2FP). I recently learned about this organization and am proud to be fundraising in support of their mission to accelerate curative therapies for people with a spinal cord injury (SCI).

U2FP is unique because the majority of their staff and board have spinal cord injuries. They believe in educating the SCI Community on the science of cures, and then using that education for patient-led advocacy and support for research. Their innovative work includes such initiatives as their:

- **Cure Advocacy Network**, which has added almost \$20M in legislative funding to the cure effort in multiple states WHILE transforming the process so that the SCI community helps decide what research gets funded.
- **Annual Symposium**, a 2-day gathering where top researchers present the latest cure science and then the SCI Community drives the discussion about effective strategies to get treatments available quickly.
- **SCI Consultants**, where U2FP matches individuals with an SCI into top SCI research labs around the country, so that they can collaborate and problem solve towards effective curative interventions.

I've committed to raising \$**[INSERT AMOUNT]** by the completion of the race. Please consider making a donation to my fundraising page **[INSERT WEBSITE LINK]** or by sending a 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!



EXAMPLE: "IN HONOR OF"



Dear friends,

On **[INSERT RACE DATE]**, I am racing in the **[INSERT RACE NAME]** to raise money for Unite 2 Fight Paralysis. I am taking on this challenge in honor of my friend **[INSERT NAME]**, who suffered a spinal cord injury in 2018.

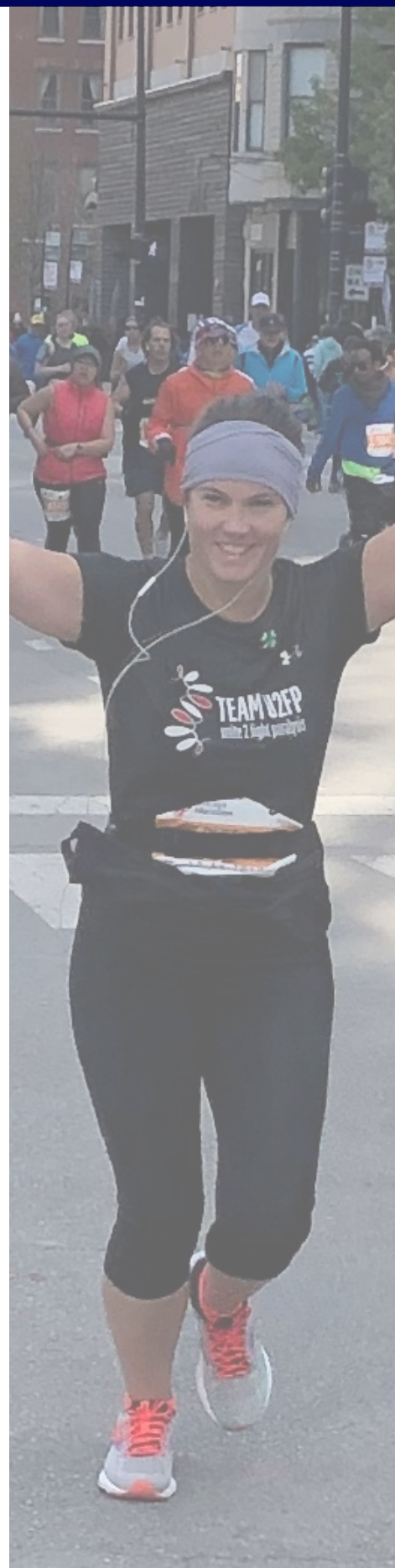
Unite 2 Fight Paralysis (U2FP) works to find curative therapies for spinal cord injury. Your tax-deductible donation will help to support initiatives like U2FP's annual Science & Advocacy Symposium, and their Cure Advocacy Network, which has helped pass \$20M of state-level SCI research funding in the last 6 years!

This is my **['first', 'fifth', 'tenth', etc]** race, and it will be the most memorable because of the courage and strength of individuals like **[INSERT NAME]**, 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 \$2,500 by completing the race. Please donate as generously as you are able by making a tax-deductible donation through my fundraising page here: **[INSERT 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!

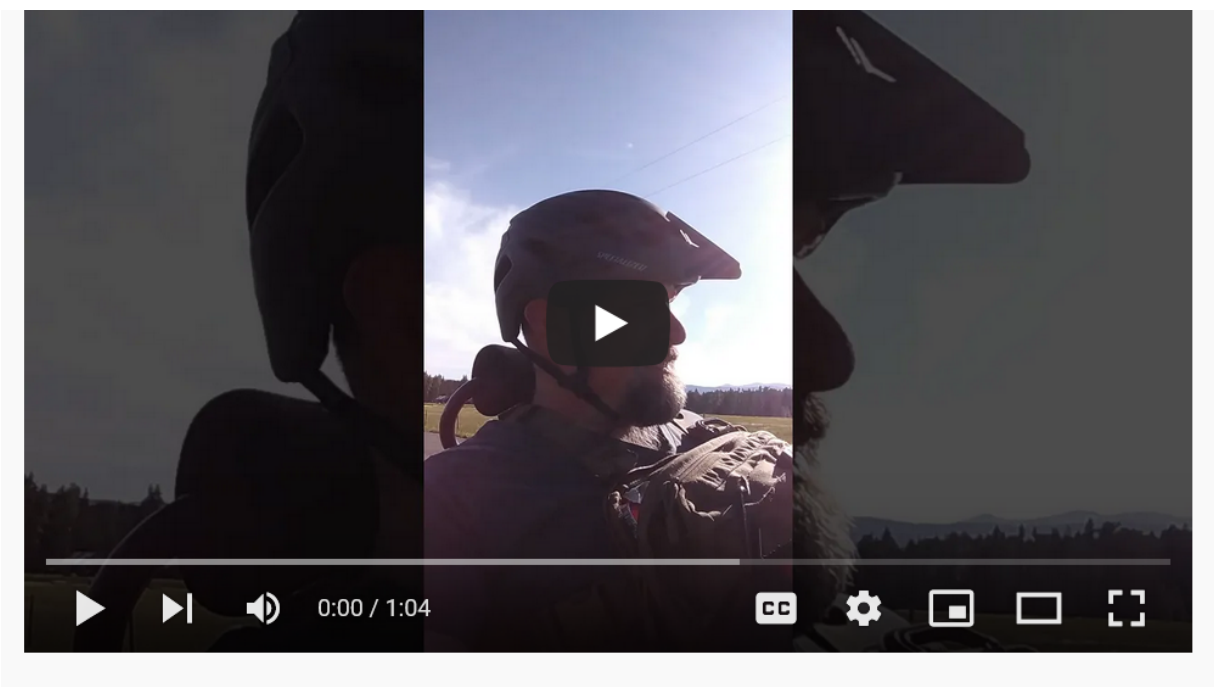


EXAMPLE: "SCI REAL TALK"



Video testimonials are powerful. If you are comfortable sharing any details about your injury, it can be a great way to connect your potential supporters with the importance of U2FP's work for cures.

Share your videos via email and/or your preferred social media platform.



In the above video ([which you can watch here](#)) our CAN manager, Jason Stoffer, talks about the challenges of incontinence that come with a spinal cord injury.

You don't have to be as revealing with these sorts of personal details. But making a quick video about your daily life with an SCI is a great way to convey the urgency of our work. Many able-bodied individuals in your network likely don't understand the specific challenges of living with an SCI.

EXAMPLE: "DEDICATED TO"



Dear Friends,

On **[INSERT RACE DATE]**, I'll be running in the **[INSERT RACE NAME]**. I am dedicating my race to my **[INSERT NAME + INJURY, e.g. ' Jake Beckstrom who suffered a spinal cord injury in 2005 that left him paralyzed from the neck down']**. I will be running for **[him/her]** and for many others who cannot run, walk or even stand.

I'm raising funds 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 my finish line on **[INSERT RACE DATE]**. Please donate as generously as you can by making a tax-deductible donation through my fundraising page **[INSERT WEBSITE LINK]** or by sending a 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!



EXAMPLE: "SCI RACER"



Dear Friends,

On **[INSERT RACE DATE]**, I'll be racing for Team U2FP in the **[INSERT RACE NAME]**. As many of you know, I suffered a spinal cord injury in **[INSERT DATE]**.

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 individuals like me who are living with paralysis. It is our hope that your generosity will help facilitate medical breakthroughs, eventually helping the SCI Community to regain meaningful recovery. 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 **[INSERT DATE]**. Please give as generously as you are able by making a tax-deductible donation through my fundraising page here: **[INSERT 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!





— “ —

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

— “ —

Hey buddy! We are so proud of the work you are doing to bring attention to SCI. Good luck on your journey, we wish we could be there to cheer you on!

— ” —

Nick & Autumn Loken

Jason Stoffer's Fundraising Page - 2021

— “ —

Good luck Peter. I love your determination to overcome your own hurdles and your willingness to help others through your ride!

— ” —

Ken Hagerstrom

Peter Nowell's Fundraising Page - 2021

— “ —

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

— “ —

So honored to make a donation to such a great cause and super great guy, Jake! Such an inspiration!

— ” —

Joan Lynch

Jake Beckstrom's Fundraising Page - 2021

— “ —

Always supportive of your efforts to make the world better in real ways. Miss you. Sic em!

— ” —

Tricia Wilkerson

Ryan Romine's Fundraising Page - 2020