



Fundraising Tips, Ideas & Templates

Why: We know with your help and your generous support, better treatments and a cure for PSC are closer than ever before. You can help us raise money to end this devastating disease.

Who: Fundraising for PSC Partners is open to anyone who wants to make a difference in the lives of PSCers. We're asking you to raise funds from your network of friends and family to support PSC Partners and the search for a cure.

How: Read this guide for information, tips and sample communications to get your campaign started!

1. Choose your personal or team activity

Pick an activity that motivates you and will excite your network of friends, family and colleagues; a personal storyline will make for more engaging fundraising.

2. Choose your fundraising goal

Every dollar counts in the fight for a cure. Your goal doesn't have to be huge to make a difference!

3. Create your campaign page at pscpartners.org

- Go to pscpartners.org/fundraiser/
- Read our **Fundraising Guidelines**
- Fill out our **Fundraising Proposal form** and send it to contactus@pscpartners.org
- When your idea is approved, we'll send you the link to create your personal fundraising page. Make sure to customize your page with a message about why you think raising funds for PSC Partners is important to you and the PSC community.

4. Spread the word!

- Rally your network to support you with donations by sending out emails to your friends, family members and colleagues before your activity takes place. Consider making a donation yourself to jumpstart your campaign. (Tip: Having a few donations on record at launch time helps encourage others to give.)
- Keep your donors updated throughout your campaign. Pictures and social media posts about your preparations, training and progress are a great way to keep your fans engaged! Tweet during your event/activity. There are examples in this toolkit.

5. Celebrate!

When you complete your campaign activity and reach your fundraising goal, don't forget to celebrate! Send a thank-you to all your supporters with pictures and a story about what you achieved. They'll be inspired to support you in your next campaign, and they might even want to launch a campaign of their own!



Some Fundraising FAQs

Are donations to my fundraising campaign tax deductible?

Yes! PSC Partners is a 501(c)(3) non-profit, and all donations are tax deductible if they come directly from the donor to PSC Partners either online or by mail. Donations made through your campaign page on pscpartners.org are tax deductible, and the donor will receive an electronic receipt.

Can I use another online fundraising platform?

We strongly recommend that you use PSC Partners' online fundraising platform because it offers lower fees than most outside platforms.

Do I need to be a donor to participate?

No. You don't have to be a donor to raise funds for PSC Partners, just committed to the fight for a cure. It is helpful if you can make a donation of your own in any amount to jumpstart your campaign.

Can my donors remain anonymous?

Yes. Donors can indicate they wish to remain anonymous when they donate online, however, the donation amount will appear. If they prefer to remain completely anonymous, they should send their donation by check and include a note stating whom they wish support and that they wish to remain anonymous.

How big can my team be?

Teams can have any number of participants. You can fundraise as a team under one campaign, or you can form a team page that will allow others to join with their own campaigns.

Will PSC Partners reimburse me for expenses?

No. We, unfortunately, cannot reimburse you for expenses incurred by organizing a fundraising event or activity.

Can PSC Partners provide insurance?

No. PSC Partners cannot provide liability coverage or any type of insurance for you or your event/activity.

Tell me more about PSC Partners Seeking a Cure - what do you do?

- ✓ PSC Partners was founded in 2005 to give a voice to PSC patients and encourage research into better treatment and, hopefully, one day a cure. PSC Partners is a 501(c)(3) non-profit organization dedicated to providing education and support to PSC patients, families and caregivers and to raising funds to research causes, treatments and cures for primary sclerosing cholangitis.
- ✓ PSC Partners holds an annual conference for patients, caregivers and medical professionals at medical centers in the U.S. that are highly experienced in PSC care and leading the way in PSC research.
- ✓ PSC Partners hosts an international patient registry with more than 1,000 participants to support clinical trials in the development of new treatments for PSC.
- ✓ PSC Partners funds grants for promising medical research into the causes of and treatments for PSC each year. To date, PSC Partners has awarded more than \$2.2 million in grants to support research in nine countries.
- ✓ Importantly, PSC Partners provides a network of other patients, caregivers and family members so PSC patients, especially those who are newly diagnosed, know that they are not alone.



Sample Activities (just a few ideas!)

Host a movie night

Invite friends in for a comedy/horror/action movie night and charge them the price of a movie ticket as a donation.

Organize a community garage/yard sale or swap for your neighborhood or church

Recycle your unused stuff and donate the proceeds to PSC Partners.

Host an ice cream social

Invite friends or co-workers to submit their favorite sundae recipes ahead of time, then bring the ingredients for the creations. Charge "admission", let everyone assemble their own sundaes and vote for the best recipe.

Donate your birthday, graduation, wedding or anniversary

Ask friends and family to donate to your fundraising campaign in lieu of gifts.

Offer to run errands, mow a lawn, wash cars or walk dogs for your neighbors

Charge a small hourly fee or ask for tips and donate the proceeds to PSC Partners.

Ask your favorite local shop, restaurant or salon to donate a portion of a day's sales

Ask your friends and neighbors to support your campaign by shopping there on that day, too.

Host a themed party

Costumes, pajamas, superheroes, Star Wars, Rock'n'roll, karaoke night, happy hour, whatever floats your boat. Ask your guests for a donation to support your cause and give them an event to remember!

Be creative! And remember, pictures and social media sharing will draw attention to your campaign! Need help getting started? Check out "[20 Ways to Raise Money for PSC Partners](https://pscpartners.org/fundraiser/)" at pscpartners.org/fundraiser/.

Corporate matching gifts increase the impact of your donations!

Don't forget to find out if your company matches charitable donations and remind your donors to check, too! Ask your Human Resources representative how to request a match, or send them our way so we can answer any questions.

Sample Communications

Here are some templates you can personalize. Remember, YOUR story is the most important one.

Launch Your Campaign Email Templates

Begin your fundraising campaign by reaching out to your friends, family and co-workers to let them know how and why to support you.

Email Example 1

Dear Friends,

As most of you know, I/my [relative] was diagnosed in [year] with a rare liver disease, PSC (primary sclerosing cholangitis). PSC remains today what it was then: an incurable disease that leads to liver failure,



and the only current treatment is a liver transplant. If there is any doubt about the seriousness of this disease, know that it took down NFL legend Walter Payton. Thankfully, [name]'s health is relatively stable. [She/he] does, however, live with the uncertainty of when the disease will progress further. This past year, for example, some of our PSC friends have remained stable, while others required a liver transplant or hospitalization to survive. Some have lost their battle.

I write to ask for your help in curing this disease before [name] reaches that point. I'm fundraising to support PSC Partners, a non-profit dedicated to PSC patient support, funding research that matters, and maintaining a patient registry that drives clinical trials. I'm a [supporter/donor/volunteer, etc] and have seen firsthand the good work this organization does. To date, PSC Partners has funded over \$2 million in PSC research. We're making progress, but there is much more to be done.

Please visit my fundraising page by clicking the link below. Scroll down and click the green "**Sponsor Me**" banner. All donations, regardless of the amount, are greatly appreciated and will make a difference. Your support means the world to [name], who lives with a disease that is often invisible. Here is my page: [insert link]

Watch and share the Faces of PSC video: <https://www.youtube.com/watch?v=xEadEPW8Prg>

Thank you!

[Your name]

Email Example 2 – Athletic Event

Dear Friends,

On [DATE], I will be participating in the [NAME OF EVENT] in order to raise money for PSC Partners Seeking a Cure. Although it will be a challenge for me to complete this event, I will be especially motivated by the excitement of knowing that it will benefit such a worthy cause. I am asking friends and family to help me reach my goal of raising [\$AMOUNT].

As you might know, this is a personal cause for me. [I/MY FRIEND/MY FAMILY MEMBER] was diagnosed with primary sclerosing cholangitis when I was [INSERT AGE] and, frankly, my life changed dramatically. PSC is a rare liver disease that leads to liver failure and the only current treatment is a liver transplant; it is a devastating diagnosis. People diagnosed with PSC live with uncertainty. Currently, there is no known cause or cure for PSC, but recent developments in research and the field of hepatology have put us in a stronger position to reach our goal of finding a cure. This is why your support means so much right now.

Please visit my fundraising page by clicking the link below. Scroll down and click the green "**Sponsor Me**" banner. All donations, regardless of the amount, are greatly appreciated and will make a difference. Your support means the world to [name], who lives with a disease that is often invisible. Here is my page: [insert link]

Watch and share the Faces of PSC video: <https://www.youtube.com/watch?v=xEadEPW8Prg>

I hope that we can count on you to help us make this event our best one yet!

Sincerely,

[Your Name]



Email Example 3

Dear Friends,

My name is [INSERT NAME] and I [suffer/am sponsoring a friend who suffers] from a rare disease called primary sclerosing cholangitis (PSC). I am writing to see if you will sponsor me for a [TYPE OF EVENT] that benefits PSC Partners Seeking a Cure.

PSC can strike anyone: man, woman, or child. No one knows what causes PSC. There may be genetic, autoimmune, and environmental origins. There are medications and procedures that can help relieve some aspects of the disease and symptoms, but the only definitive treatment is a liver transplant. It can be very difficult for PSC patients to be matched with a viable liver for transplant, and even after transplant PSC can recur. Many PSCers take multiple daily medications in an attempt to help relieve some of their symptoms and allow them to live as normal a life as possible.

[EVENT NAME] is taking place in [EVENT PLACE] on [EVENT DATE], and the goal is to raise [\$AMOUNT] to help fund efforts to find a cure. All of the proceeds from this event will go directly to PSC Partners Seeking a Cure and will support the organization's mission of finding a cure for PSC. There are two ways to donate:

1. Visit my fundraising page by clicking the link below. Click the green "**Sponsor Me**" banner. Here is my page: [insert link]
2. Mail a check to PSC Partners Seeking a Cure and let them know you are sponsoring me. Please make checks out to "PSC Partners Seeking a Cure" and mail to PSC Partners Seeking a Cure, 6900 E Belleview Ave Ste 202, Greenwood Village CO 80111-1627

Please watch and share the Faces of PSC video: <https://www.youtube.com/watch?v=xEadEPW8Prg>

All donations, regardless of the amount, are greatly appreciated and will make a difference. Your support means the world to [name], who lives with a disease that is often invisible. Thank you for your consideration and support!

Sincerely,

[Your Name]

Thank You to Donors Email Template

Thank your donors as soon as they contribute to your campaign, keep them engaged with personal updates and thank them again when you reach your fundraising goal and/or complete your event.

Dear [Donor name],

Thank you for supporting my campaign for [PSC Partners Seeking a Cure!](#) Please revisit my fundraising page often to see how your donation has contributed to my goal and check in on my progress. And please help spread the word by forwarding this link to anyone you know who might be interested in supporting our cause!

[Insert link to your campaign page]

We're together in the fight, whatever it takes!

Sincerely,

[Your name]



Social Media Examples

Keep your supporters up to date on your progress.

Sample Facebook / LinkedIn Message:

Upload the Faces of PSC video: <https://www.youtube.com/watch?v=xEadEPW8Prg>

Hello Friends,

As most of you know, I/my [relative] was diagnosed in [year] with a rare liver disease, PSC (primary sclerosing cholangitis). PSC is an incurable disease that leads to liver failure, and the only current treatment is a liver transplant. If there is any doubt about the seriousness of this disease, know that it took down NFL legend Walter Payton. Thankfully, [name]'s health is relatively stable. [She/he] does, however, live with the uncertainty of when the disease will progress further. This past year, for example, some of our PSC friends have remained stable, while others required a liver transplant or hospitalization to survive. Some have lost their battle.

I write to ask for your help in curing this disease before [name] reaches that point. I'm fundraising to support PSC Partners, a non-profit dedicated to PSC patient support, funding research that matters, and maintaining a patient registry that drives clinical trials. This organization does great work and to date, they have funded over \$2 million in PSC research. We're making progress, but there is much more to be done. Please take a minute to sponsor me [INSERT LINK] Thank you!

Sample Twitter Messages:

I'm raising money to help PSC Partners find the cause and cure for #PSC, a rare #liver disease. Sponsor me! [INSERT URL TO FUNDRAISING PAGE HERE].

Want to see me [INSERT THE AWESOME THING YOU ARE DOING]? Sponsor me! [INSERT URL TO FUNDRAISING PAGE HERE]

[#EVENT HASHTAG] In [MONTH], I'm setting out to [ENTER ACTIVITY] and raise awareness for primary sclerosing cholangitis! Help me reach my goal of [ENTER \$ GOAL] and put this disease to rest!

[#EVENT HASHTAG] I'm 50% of the way to my [ENTER \$ GOAL] goal to find a cure for #PSC. Will you help? [INSERT URL TO FUNDRAISING PAGE HERE]

Help me [#EVENT HASHTAG] to find a cure for #PSC. We're together in the fight, whatever it takes!

#PSC Partners helped me learn to live with my #diagnosis. Now I'm paying it forward! Help me raise funds to find a cure for PSC. [INSERT URL TO FUNDRAISING PAGE HERE]

Questions?

We're here to help! If you have any questions about fundraising for PSC Partners, contact Leslie Woollenweber, Director of Development, at (303) 771-5227 or leslie@pscpartners.org.