

# **MOVE**

## **FOR PSC**

miles of impact

## **FUNDRAISING GUIDE**

HELP RAISE \$250,000 FOR PSC RESEARCH



**SCAN TO LAUNCH YOUR FUNDRAISER**



# FUNDRAISING GUIDE

Dear Mover,

Thank you for joining Move for PSC – Miles of Impact. We're thrilled to have you with us on this journey to raise awareness and critical research funds for Primary Sclerosing Cholangitis (PSC).

By committing to 25 miles or 25 hours of movement in June—whether you're walking, cycling, swimming, dancing, or doing any activity that moves your body—you're helping us get closer to a future with better treatments and, ultimately, a cure for PSC.

This year, we're aiming to raise \$250,000 to fund research, support advocacy, and ensure patients are at the center of care development. Every step you take and every dollar you raise fuels hope and brings us closer to that goal.

Inside this guide, you'll find everything you need to get started—from setting up your fundraiser to rallying your network and reaching your goals. We'll be here to support you every step, mile, and message along the way.

Thank you for moving with purpose—and making every mile count.

With gratitude,

The PSC Partners Team

# REGISTER

**Get started in just three steps.**



## **Start Your Fundraiser**

Go to [bit.ly/Move4PSC](https://bit.ly/Move4PSC) to create your fundraising page. Choose to participate solo, form a team, or join an existing one.



## **Donate to Your Own Campaign**

A personal donation is the best way to show commitment and kick off your momentum.



## **Customize Your Page**

Upload a photo, share your story, and set your fundraising and movement goals. Let others know why you're passionate about this cause.

***Then spread the word—your voice amplifies the mission.***

# BUILD YOUR PLAN

**Success starts with a strategy. Use this checklist to stay organized.**

- ✓ Set your personal miles/hours and fundraising goals
- ✓ Make a self-donation
- ✓ Share your “why” through stories and posts
- ✓ Reach out via email, social media, texts, and calls
- ✓ Track your progress weekly
- ✓ Celebrate and thank your supporters along the way

**Fundraising Tip:** Ask 10 friends to give \$100 or 20 friends to give \$50—small asks from your network can add up quickly to make a big impact!

## Make it personal.

- Make a self-donation to lead by example.
- Share your connection to PSC—your why.
- Start with close friends and family.
- Be clear: are you asking for a donation, to join your team, or to share your campaign?
- Set and communicate a clear goal.

# TEAM CAPTAIN TIPS

**Great teams need great leaders. Here's how to lead with impact.**



## **Set the Tone**

Choose a realistic and inspiring team goal - i.e. 10 members x \$1,000 = \$10,000.



## **Be Visible**

Make your story public and show your progress.



## **Recruit Your Crew**

Aim for 5-15 members from all areas of life.



## **Celebrate Together**

Recognize efforts and wrap up the month with gratitude.

# MATCHING GIFTS

## **You could be fundraising double without even knowing it.**

Many employers match donations—some even match volunteer hours. Encourage donors to check with HR or visit their company’s giving portal.

***Need help?*** *We’re happy to assist with documentation or employer forms. Email us at [contactus@pscpartners.org](mailto:contactus@pscpartners.org).*

## **Saying thanks.**

- Thank each donor promptly—via email, text, or handwritten note.
- Share your progress with them.
- Post public thank-yous on social media.
- Wrap up with a heartfelt update: miles moved, dollars raised, and the difference made.

# TEMPLATES

**Use these email and social media templates to help fundraise.**

## FUNDRAISING EMAIL

**Subject:** I'm Moving for a Cure—Can You Help?

This June, I'm committing to 25 miles or hours of movement for PSC research—a rare liver disease that needs more awareness and funding. This cause is close to my heart. Will you help me reach my goal?

➡ Donate here: [Insert your link]

Thank you for your support—and please share!

## TEAM RECRUITMENT EMAIL

**Subject:** Let's Move for a Cause—Join My Team!

Join me for Move for PSC this June! We'll each commit to 25 miles or hours of movement, raise funds, and make a real difference in the fight against PSC. Walk, dance, swim—anything goes.

➡ Sign up: [Insert your team link]

Let's do something meaningful together!

## SOCIAL MEDIA POST

I've joined the #MoveforPSC Challenge to raise awareness and funds for Primary Sclerosing Cholangitis. I'm dedicating 25 miles or hours to this cause—and every step brings us closer to better treatments.

➡ Want to help? Donate or join me here: [Insert link]

# RECOGNITION PROGRAM

**We're cheering you on every move you make!**

**Raise \$250:** Earn the exclusive Move for PSC t-shirt.



**Raise \$500:** Earn the exclusive PSC Partners sportpack.

**Raise \$2,500:** Become a PSC Champion and receive a commemorative picnic blanket and be featured in The Duct Newsletter and social media spotlights.



# TIMELINE

## Move for PSC Dates: June 1 – June 30, 2025

**Pro Tip:** It's not too early to start! As soon as you register, begin sharing, moving, and fundraising to build early momentum. Every step counts!

### Pre-Challenge To-Dos

- Register at [bit.ly/Move4PSC](https://bit.ly/Move4PSC)
- Make a self-donation to show commitment
- Customize your fundraising page (photo, story, goal)
- Share your “why” on social media
- Email close friends/family to ask for early donations
- Form or join a team and assign roles
- Set your personal mileage or hours goal
- Start moving and fundraising now! Early action = stronger momentum

### Week 1: June 1-7 - KICKOFF

- ☐ Announce your participation online
- ☐ Begin logging miles/hours (aim for 5-7)
- ☐ Send 1st round of donation asks (email/social)
- ☐ Use key message: “Your Miles = Your Voice”

**Goal: Reach 25-30% of fundraising target**

# TIMELINE CONTINUED

## Week 2: June 8-14 - MOMENTUM BUILDER

- ☐ Share a personal PSC story or video
- ☐ Update donors on your progress
- ☐ Follow up with non-responders
- ☐ Publicly recognize/tag early donors (with permission)

***Goal: Reach 50-60% of your goal***

## Week 3: June 15-21 - CREATIVE PUSH

- ☐ Host a mini event (virtual class, trivia night, bake sale)
- ☐ Offer an incentive (i.e. “donate \$25, pick my move workout”)
- ☐ Try a “donation for every mile/hour” challenge
- ☐ Post reminder content + send 2nd follow-up email

***Goal: 75-85% of goal + 15-20 miles/hours***

## Week 4: June 22-30 - FINAL MILE

- ☐ Daily countdown: “8 days left to move & give!”
- ☐ Celebrate impact with donor shoutouts
- ☐ Final donation asks + thank-yous
- ☐ Share movement challenge photos

***Goal: 25 total miles or hours***

# JOIN MOVE FOR PSC TODAY!



[bit.ly/Move4PSC](https://bit.ly/Move4PSC)

Have questions?  
We're here to help.



[contactus@pscpartners.org](mailto:contactus@pscpartners.org)



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