



**autoimmune**  
association

**DO-IT-YOURSELF** *(diy)*  
**FUNDRAISING GUIDE**

HELP US LEAD THE FIGHT AGAINST  
AUTOIMMUNITY!



# HELP US LEAD THE FIGHT AGAINST AUTOIMMUNITY!

We're calling on you, our amazing community, to lead the way in DIY fundraising!



Donations are an essential driver in helping the Autoimmune Association carry out our mission to lead the fight against autoimmune disease. It's powerful stories like yours that move others to support the autoimmune community and give hope.

DIY Fundraising is the perfect opportunity to call on your network to make a difference in the lives of those impacted by autoimmunity. We hope that you will consider joining us in sharing your autoimmune odyssey, engaging in a DIY fundraiser, and continuing to stand side by side with the autoimmune community in the fight against autoimmunity.

Captured in this guide is a series of creative fundraising ideas, how you can create your own online fundraising page, and a set of tools to help bring your fundraiser to life!

**Questions or need additional support? Get in touch with us at [hello@autoimmune.org](mailto:hello@autoimmune.org) or give us a ring at 586-776-3900.**



"The best way to find yourself, is to lose yourself in the service of others"

MAHATMA GANDHI

# Part 1

The heart of  
giving back is

**YOUR STORY!**

# THE HEART OF GIVING BACK IS YOUR STORY!

Before diving into fundraising ideas, it's essential to spend some time thinking about how you want to communicate your autoimmune odyssey. It is your story and experience that will move people to action!

Here are some tips as you think about how you want to frame your story:

## **Be Concise**

As anyone living with or impacted by an autoimmune condition knows, the journey is anything but simple! Try to be as concise as possible so as not to overwhelm readers or listeners with too much information.

## **Identify Your Defining Moments**

Focus on the defining moments in your journey by asking yourself the following questions:

- How did you feel the moment when you, or someone close to you, was diagnosed?
- What has been one of the most painful moments you have experienced living with an autoimmune condition?
- Think of a time you got much needed clarity in your journey...how did that feel?
- When is a moment you have felt deeply supported in your autoimmune journey?
- Have you ever heard the word “remission”? What does that feel like?
- Do you long to hear the word “remission”? What do you imagine that would feel like?

Select a few defining moments to communicate as your story.

## CRAFT YOUR CALL TO ACTION

You've shared your story, now why should people donate? Ask yourself how has the Autoimmune Association helped you? Or why do you believe supporting the Autoimmune Association is important?

Here are some ideas to help spark your “*Why*”

### **We're Stronger Together**

There are millions of people living with over 100 autoimmune diseases. Our patient odysseys share deeply rooted similarities. By coming together, we can accelerate autoimmune education, awareness, advocacy, treatment, and someday, cures.

### **Driving Research**

The Autoimmune Association has funded over \$5 million in autoimmune research and helped to secure over \$3 billion in federally funded autoimmune research. This research is the key to unlocking new treatments and someday cures for people living with autoimmune conditions.

### **Facilitating Community + Connection**

The Autoimmune Association gives people living with multiple autoimmune diseases a much-needed community. Our annual Autoimmune Community Summit convenes over 2,000 autoimmune patients virtually from across the country and around the world, with testimonials from attendees that they “felt very seen and heard” and loved “meeting so many new people with so much in common.”

“ For me, it’s not about the total amount of money raised... but the number of people who contribute to the cause. I want to raise awareness for autoimmune diseases and the Autoimmune Association.

ANDY CAPMANY



## **CRAFT YOUR CALL TO ACTION**

### **Delivering Mission Critical Resources**

The Autoimmune Association maintains comprehensive resources on over 100 autoimmune diseases and provides critical support to those impacted by autoimmune disease.

### **Advocating for Equitable Access to Care**

The Autoimmune Association is your champion on Capitol Hill, working tirelessly to fight for patient-first policies that bring equitable and sustainable access to care.

“ The Autoimmune Association has been like a guiding light. I’ve finally found support and a community that understands and empowers me to navigate life with autoimmune disease.

*Sarah*

## SAMPLE STORY

### From Autoimmune Association Board Member Lilly Stairs

At the age of 19, I was diagnosed back to back with Crohn's Disease and psoriatic arthritis. The Crohn's Disease left me with bleeding ulcers in my small intestine and the arthritis was total body and rendered me essentially immobile.

I remember sitting in the hospital bed and typing all three of my conditions into Google (I had previously been diagnosed with psoriasis at the age of 7). What came up but the term "autoimmune."

I had never heard this term before despite the fact that millions of Americans currently live with one or more autoimmune conditions.

After my diagnosis, I found a home in the Autoimmune Association that offered a community of people living with multiple autoimmune conditions just like me. I am so grateful for the work they do to unite patients from across conditions so that we can come together to accelerate autoimmune education, awareness, advocacy, treatment, and someday, cures.

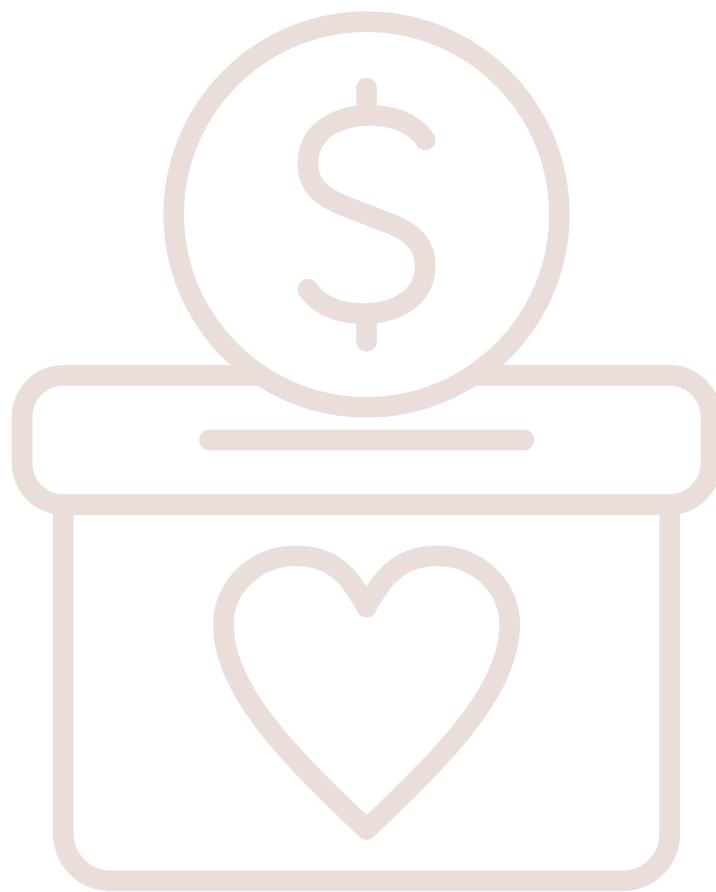
I hope that you will consider giving back to an organization that has given so much to me and the millions of people living with autoimmune conditions around the world and donate to the Autoimmune Association.

#### **Submit your story**

Please consider [submitting your story to be featured](#) on the Autoimmune Association website. We love community stories to drive awareness and education!

## Part 2

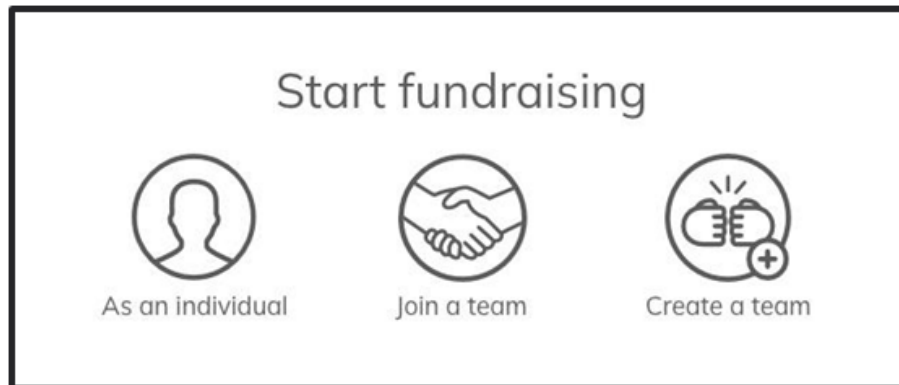
# Starting Your Online DIY Fundraising Page and Fundraiser Ideas





# Create Your Fundraising Page

1. **Visit [give.autoimmune.org/DIY](https://give.autoimmune.org/DIY) and click on START A FUNDRAISER** and choose your fundraising style from the available choices.



## As an Individual

Sign up to get started right away and fundraise on your own for the Autoimmune Association

## Join a Team

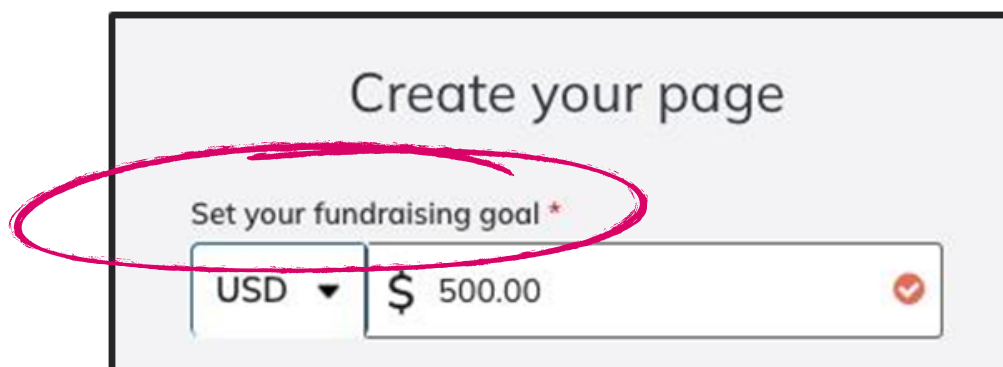
If your school, business, friends or other group has already created a team, join them to make an even greater impact

## Create a Team

If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together

2. **Set your fundraising goal**

There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time.

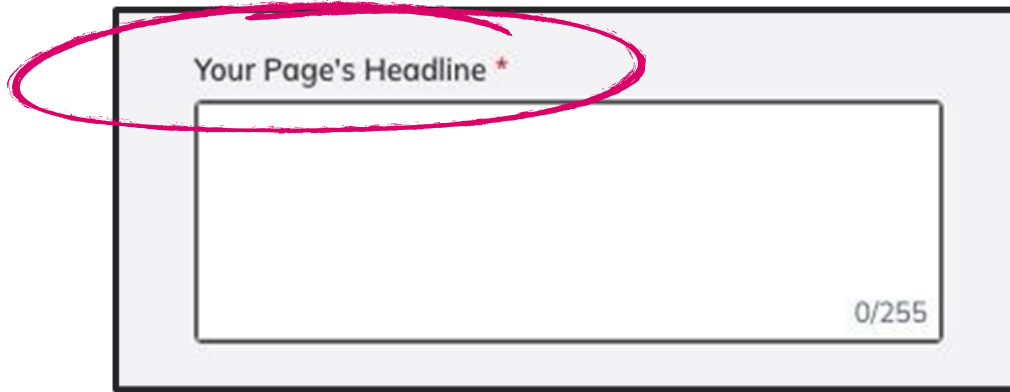


3. **Choose a fundraising end date**

#### 4. **Add your headline**

Title your fundraiser or share a short blurb about why you are fundraising for the Autoimmune Association. Here are some ideas to get you started:

- Fundraising for the Autoimmune Association to get us one step closer to a world without autoimmune disease
- {Activity} to support the Autoimmune Association

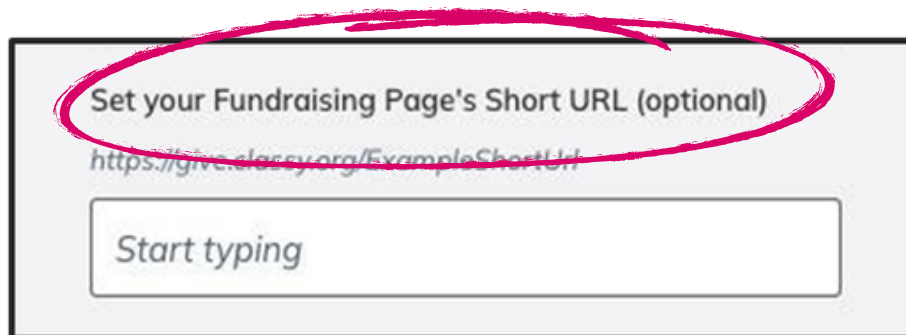


Your Page's Headline \*

0/255

#### 5. **Set a short URL**

This allows you to easily share your page with your friends and family  
Example: [diy.autoimmune.org/YourFundraisersName](https://diy.autoimmune.org/YourFundraisersName)



Set your Fundraising Page's Short URL (optional)

<https://give.classy.org/ExampleShortUrl>

Start typing

#### 6. **Upload a photo**

Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

To learn more about editing and personalizing your page, explore the support article [here](#).

“It’s always a treat to go out and perform, combining this with raising awareness about autoimmune illnesses makes it even better.

AMANDA JACKSON



## DIY FUNDRAISER IDEAS

### Celebrate Your Day

Have a birthday or another big day coming up? Pledge your day by asking friends and family to support your fundraiser by donating through your fundraising page!

### Create a Challenge

Start an online fundraising page and request pledges from your friends and family for doing a personal fitness challenge. Ask for donations per mile, pushup, and more!

### Leverage Your Artistry

Are you an artist? Jewelry designer? Crochet beautiful blankets? A hairdresser? This is a great opportunity to leverage your talent for good. For each person that donates, offer them something designed by you or a service you offer for free.

### Host a Party or Event

Cook a nice meal for family and friends, invite folks over for a full out soiree, or plan an event like a comedy show or fashion show. Make a toast sharing your why and encourage guests to consider donating.

## DIY FUNDRAISER IDEAS

### Host a Class

Host an in-person or virtual class with a fun activity like cooking, wreath decorating, terrarium making, painting etc. Ask folks to donate to your online fundraising page for admission!

### Bake Sale

Who doesn't love baked goods?? Break out the pie pans and rally your friends to bake goods for good.

### Have a Yard Sale

Get organized and breathe easier. Host a yard sale with proceeds going to the Autoimmune Association.

### Create Your Own

This is by no means an exhaustive list of ideas. If one of these ideas speaks to you, run with it or use these ideas to get you started crafting your own fundraiser.

## OTHER FUNDRAISER IDEAS

### Sweat It Out!

Partner with your local workout studio to run a class where a portion of proceeds are donated to the Autoimmune Association.

### Partner with Local Small Businesses

Are you a regular at a local spot? Chat with the Manager or Owner about teaming up for a good cause! Ideas include a percentage of sales from that day going to the Autoimmune Association and/or a designated place within the establishment encouraging patrons to donate.

See if your local bar will do a custom drink to celebrate with a clever name. Our personal favorite is "Immuni-tea!"

## OTHER FUNDRAISER IDEAS

### Corporate Giving

Work with your HR department or manager to organize a campaign where the company encourages folks to consider donating to a list of mission-aligned charities. There's also always the option for the company to do matching gifts to double the impact of each employee!

### Buy Donors a Coffee

Encourage your network to donate and for each person that donates, offer them a few bucks to buy them a coffee.

### Facebook Fundraiser

Facebook Fundraisers are an easy and fun way to activate your network and encourage your online friends to donate. [Click here](#) to get your Facebook Fundraiser started! Remember - don't forget to customize it to include your personal WHY.

### Send an Email

While inboxes are crowded these days with newsletter subscriptions you forgot you signed up for, a personal note often stands out in the noise.

Consider sending a thoughtful email out to your family, friends, colleagues, and network encouraging them to donate. If you created an online DIY fundraiser page, don't forget to share your fundraising page link!

### Post on Social Media

Facebook, Instagram, Twitter, TikTok and beyond! Consider sharing a few posts on social media encouraging others to donate.

We have templates and graphics in the tools and templates section to help make posting a breeze!

# Part 3

# Tools + Templates

Access a word document version of the tools + templates for easy copy + [paste here.](#)



## EMAIL TEMPLATE

Subject Line: Help me support the autoimmune community!

To my [INSERT GROUP] (i.e. family, friends, colleagues)

I am reaching out with the hope that you will consider joining me in supporting the Autoimmune Association.

An estimated 50 million Americans are living with autoimmune diseases, impacting countless more who are on their journey to diagnosis, family, and friends. If you know me, then you know at least one person who is living with or affected by autoimmune disease.

As many of you know, [INSERT A FEW SENTENCES ABOUT YOU OR YOUR LOVED ONE'S AUTOIMMUNE JOURNEY AND HOW IT HAS IMPACTED YOU].

The Autoimmune Association means a lot to me because [INSERT YOUR WHY].

Join me in making a difference for this organization that means so much to me. Any donation, small or large, will make a difference in the fight against autoimmune disease. All donations are greatly appreciated and are tax deductible.

Donate here. [Insert your fundraising page link OR [autoimmune.org/donate](https://autoimmune.org/donate)]

Thank you for your consideration. I hope you have a wonderful day.

## SOCIAL MEDIA POST TEMPLATES

Posts are Twitter character count friendly but can be used across platforms!

Join me in helping the Autoimmune Association lead the fight against autoimmunity! Donate here: <https://autoimmune.org/donate/>

We know there are common threads that link autoimmune diseases, and you are the common thread that makes progress possible. Make a gift of hope today! Thank you! <https://autoimmune.org/donate/>

The Autoimmune Association brings millions of people living with over 100 autoimmune diseases together to accelerate education, awareness, advocacy, treatment, and someday, cures. Donate to help advance their mission: <https://autoimmune.org/donate/>

The Autoimmune Association gives people living with multiple autoimmune diseases a real community. Their #AutoimmuneSummit convenes 2K+ autoimmune patients & leaves attendees feeling "seen and heard." Donate to help advance their work: <https://autoimmune.org/donate/>

The Autoimmune Association is a champion for the autoimmune community on Capitol Hill, working tirelessly to fight for policies that bring equitable and sustainable access to care. Support their important work: <https://autoimmune.org/donate/>

Millions of people are living with autoimmune diseases in the US. 80% of these individuals are women. Support the Autoimmune Association's work as a leader in the fight against autoimmunity: <https://autoimmune.org/donate/>

The Autoimmune Association has funded \$5M+ in autoimmune research and helped to secure \$3B+ in federally funded autoimmune research. Support their efforts to unlock new treatments for the autoimmune community: <https://autoimmune.org/donate/>



Utilize social media and technology to spread the word, and share personal stories — vulnerability shows strength...

SARAH BOWLBY



## **THANK YOU!**

We know there are common threads that link autoimmune diseases, and you are the common thread that makes progress possible. Thank you for giving hope to the autoimmune community. We are so grateful to have supporters like you!

## **Don't forget to tag us on social media!**

### **X (formerly known as Twitter):**

<https://twitter.com/AutoimmuneAssoc>

### **Instagram:**

@autoimmune\_diseases

### **Facebook:**

/Autoimmunity

### **TikTok:**

@autoimmuneassociation

### **Get in Touch:**

hello@autoimmune.org

586-776-3900

# FAQ

## **Q. WHAT IS AUTOIMMUNE ASSOCIATION DIY FUNDRAISING?**

Autoimmune Association DIY Fundraising is a way to support the Autoimmune Association through activity-based fundraising that is 100% driven by your personal creativity and passion for the autoimmune community. You have the ability to start your own personal fundraiser to support the Autoimmune Association.

## **Q. HOW DOES MY FUNDRAISER BENEFIT THE AUTOIMMUNE ASSOCIATION?**

The funds raised from your campaign have a direct impact on driving awareness, advocacy, education, and research for autoimmune disease.

## **Q. HOW DO I CREATE MY OWN ONLINE FUNDRAISING PAGE?**

Visit [give.autoimmune.org/DIY](https://give.autoimmune.org/DIY) to get started!

## **Q. HOW CAN I CUSTOMIZE MY FUNDRAISING PAGE?**

As soon as you create your account, you can personalize your fundraising page with photos, text, and much more.

## **Q. WHERE IS MY FUNDRAISING PAGE LOCATED?**

The Autoimmune Association has partnered with Classy.org to provide easy access to personalized fundraising pages that are linked directly to the Autoimmune Association

## **Q. DOES ALL OF THE MONEY RAISED ON CLASSY.ORG GO TO THE AUTOIMMUNE ASSOCIATION?**

Yes, every fundraising campaign created at [give.autoimmune.org/DIY](https://give.autoimmune.org/DIY) powered by Classy.org is linked to the Autoimmune Association and we receive all donations directly from your fundraising page.

## **Q. DOES CLASSY.ORG HAVE PROCESSING FEES?**

Yes, the platform applies a standard transaction fee to cover credit card and debit charges.

## **Q. ARE DONATIONS MADE TO DIY FUNDRAISING PAGES TAX-DEDUCTIBLE?**

Yes, every donation is tax-deductible, within the guidelines of U.S. law, and all donors will receive a receipt of their donation after completing the transaction. To claim a donation as a deduction on your U.S. taxes, please keep your donation receipt as your official record.

## **Other Questions?**

Please contact us by email at [hello@autoimmune.org](mailto:hello@autoimmune.org) or by phone at 586-776-3900