



Autoimmune Association



Autoimmune Association's Hope Journey Walk Toolkit

Thank you for taking steps to give hope on the autoimmune journey and leading the fight against autoimmune disease!

As you begin to raise funds and hope for the autoimmune community, we've put together sample language you can use for emails and social media posts to support your efforts.

Feel free to personalize the templates below — or share your own story about why raising awareness and funds for autoimmune disease matters to you. A personal touch can make all the difference in inspiring others to give or follow along your journey!

Social Media Post Templates:

1

Hi friends! On October 12, I'm participating in the Autoimmune Association's Hope Journey Walk to raise critical funds and awareness of autoimmune disease. I invite you to be part of this meaningful journey by supporting my efforts through a donation. Your gift will change lives! **[INSERT YOUR FUNDRAISING PAGE LINK]** #HopeJourneyWalk

2

On October 12, 2025, I'm lacing up my shoelaces and walking to raise funds and awareness of autoimmune disease.

I'm on a mission to raise \$**[INSERT GOAL AMOUNT]** to accelerate research, improve care, and bring hope to millions living with autoimmune disease. Join me every step of the way by making a meaningful donation or sharing my fundraising page! **[INSERT YOUR FUNDRAISING PAGE LINK]** #HopeJourneyWalk



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3

[INSERT TEAM NAME] is walking for a cause!

On October 12, 2025, we're taking steps to raise funds and awareness of autoimmune disease by participating in the Autoimmune Association's Hope Journey Walk. Follow our journey and make a meaningful difference here:

[\[INSERT YOUR FUNDRAISING PAGE LINK\]](#) #HopeJourneyWalk

4

I'm walking to support the [\[Tag the Autoimmune Association\]](#) by raising \$[\[INSERT DOLLAR AMOUNT\]](#) to give hope and make a difference for everyone impacted by autoimmune disease! Please join me by donating to my fundraiser [\[LINK TO YOUR FUNDRAISING PAGE\]](#). Just \$10 makes a huge impact today! #HopeJourneyWalk

5

I'm close to reaching my goal of raising \$[\[INSERT DOLLAR AMOUNT\]](#) to help the [\[Tag the Autoimmune Association\]](#)! Will you consider making a gift to support my efforts and help me reach my goal? [\[LINK TO YOUR FUNDRAISING PAGE\]](#). #HopeJourneyWalk

6

My fundraiser for the Autoimmune Association's Hope Journey Walk is ending soon — can you help me finish strong and reach my goal? Just \$20 can make a huge impact! Please join me in making a difference and donate to: [\[LINK TO YOUR FUNDRAISING PAGE\]](#) #HopeJourneyWalk

7

We did it! With your support, I raised \$[\[INSERT DOLLAR AMOUNT\]](#) for the [\[Tag the Autoimmune Association\]](#) to help improve the lives of those affected by autoimmune diseases! THANK YOU! #HopeJourneyWalk

[Click here to access shareable Autoimmune Association Hope Journey graphics!](#)



Autoimmune Association



Don't forget to tag us on social media!

X (formerly known as Twitter): @AutoimmuneAssoc

Facebook: /Autoimmunity

Instagram: @autoimmune_diseases

TikTok: @autoimmuneassociation

On October 12, we encourage you to take pictures on your walk and post them on social media — tag us and use the hashtag **#HopeJourneyWalk**! Share why you are walking and ask others to join you by donating.





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Email Template:

Subject Line: Join me on my journey!

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

On October 12, 2025, I'm proudly joining the Autoimmune Association's Hope Journey Walk to raise critical funds and awareness of autoimmune disease.

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].

I invite you to be part of this meaningful journey by supporting my efforts through a donation to my Hope Journey fundraising page, benefiting the Autoimmune Association. [INSERT YOUR FUNDRAISING PAGE LINK]

Your gift will change lives. It can help accelerate research, improve care, and bring hope to the millions living with autoimmune diseases — as well as those still searching for answers and a diagnosis.

Every donation, no matter the size, will make a difference in the fight against autoimmune disease. All donations are greatly appreciated and are tax deductible.

While we know there are common threads that link autoimmune disease, you are common thread that weaves through the autoimmune journey, bringing hope to others and serving as a reminder that they are never alone.

Together, we can take steps toward a future with better treatments, greater understanding, and renewed hope.

Here's the link to my fundraiser — every gift counts: [INSERT YOUR FUNDRAISING PAGE LINK]

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