



UNITED MITOCHONDRIAL
DISEASE FOUNDATION
energy
for
life
walkathon®

**FUNDRAISER
Toolkit**



Dear Fundraiser,

Thank you for taking part in this year's Energy for Life Walk (EFL). Whether you are participating as a team member or as an individual, our success is directly impacted by the success of our fundraisers who are committed to energize the fight against mitochondrial disease for our patient families. You help to build excitement and raise valuable funds to support the mission of the United Mitochondrial Disease Foundation (UMDF).

We are excited to help you reach your goals and have provided tips to achieve them. But – with everything, your creativity, enthusiasm and passion will make all the difference for our mitochondrial disease community!

Within this document, you will find tips, suggestions, tools, and guidance to help you be as successful as possible. Here are a few areas where you will find helpful information:

Fundraising – Ideas to help you reach your individual fundraising goal.

Walk Day Plans – Be prepared for an energetic walk day!

Why We Walk – Everyone has a reason to walk – be sure to share facts about mitochondrial disease and how your fundraising impacts UMDF's mission.

Tell Your Story – If you need help writing your story, we have a tool for you!

Okay, let's get started...



SPREAD THE WORD

You have registered, now is the time to start inviting others to join you. If you registered as a team member, invite others to be a part of your team. If you registered as an individual walker, ask others to join you, and if you find yourself in a position that you're ready to start a team – just let us know. We can help!

Spread the Word Strategies

- Set up your fundraising page – Update your fundraising page with photos, videos and your story.
- Email invitations – Using email is one of the ways to invite your network to walk with you.
- Evite invitations – There are many online services that you can utilize to create and send an evite. Think of it as a party invitation!
- Use social media – Utilize all social media outlets that you use to help spread the word. The further you can get the word out the bigger your team will be.
- Make phone calls & texts – Follow up on your email invitations with personal phone calls and/or text messages. You know your friends and family best, use an outreach that works for you.
- Contact your UMDF Walk Coordinator to discuss team building options.



FUNDRAISING

Our EFL walkers fundraise an average of \$75 toward our overall walk goal. We encourage you to set your goal on your fundraising page. Be sure to check back often. As your fundraising increases, so should your goal.

Fundraising Strategies

- Establish your fundraising goal – Update your fundraising page with your fundraising goal. We encourage registered participants to fundraise at least \$100. Rule of thumb is to set your fundraising goal higher than what you fundraised last year. If this is your first year, contact us to help.
- Make a personal donation – Set the pace of your fundraising by making the first donation to your page, no matter the amount. This will show your dedication to your fundraising efforts.
- Ask – Your family and friends want to support you, they just need to be asked. Utilize email, social media outlets, phone calls and text messages. Always include a call to action.
- Make personal in-person asks – This may be most difficult, but, try to ask at least one person a day to support your efforts. Print out the EFL [Donation Tracker](#) to collect cash and/or check donations. Create a QR code image that you can keep in your phone for easy access to your online donation page.
- Host a fundraising event – Host a ‘wrap-around’ fundraising event, and the proceeds can go to your walk page. Not only will this help to raise funds, it will also help to raise awareness in your hometown. Utilize our [50 Ways to Fundraise](#) page to help spark ideas!
- Secure matching gifts – Matching gifts come in many shapes and sizes. Many organizations will provide matching gifts made and/or raised by their employees. Visit [Double the Donation](#) to see if your employer has a matching gift program. Individuals can do gift matching as well. If you have a donor willing to match gifts up to a certain amount, talk with your staff partner to set that up.
- Contact your UMDF Walk Coordinator to discuss fundraising options.



WALK DAY PLANS

Plan to show up on walk day ready to energize the fight! Our planning committee will be ready for you – so show them your team spirit!

- Plan ahead – EFL logo shirts can be ordered online at www.umdf.org/energystore. \$1 from each shirt ordered will be donated back to the UMDF! Order your shirts 3 weeks prior to walk day to ensure delivery prior to event day. Get creative with your design! If you are walking as part of a team, check with your team captain on their plans.
- Photos – Take time to capture photos at the walk. You can use your photo on your 'Thank You' card or for your invitation to join you next year.
- Share your experience – Share all of your walk day photos and experience with your social network. You can tag your EFL Walk location and the UMDF in your post. You can use this as an opportunity to raise more funds by posting your fundraising page.
- Post event – After the conclusion of the EFL event, send a handwritten thank you to your donors. If you've hit your goal, share that in your note! Your supporters will want to celebrate with you.

WHY WE WALK

Sharing your 'why' is an important aspect of fundraising. Along with your personal story, it is essential to share how your fundraising directly impacts the UMDF mission. You can utilize the following images to help share your story, explain mitochondrial disease and show impact of your fundraising. Images will be shared on your EFL Walk event Facebook page or you can right click on the image below and select 'Save as Picture'.



Mitochondria are responsible for creating 90% of the energy you need to power your body – your Energy for Life.



Every 30 minutes a child is born who will develop a mitochondrial disease by age 10.



The parts of your body that need the most energy – heart, brain, muscles – are most affected by mitochondrial disease. Disease symptoms are life-changing.



One in 5,000 people has a genetic mitochondrial disease.



UMDF funds the best science around the globe, including nearly \$15 million in peer-reviewed research to advance treatments and cures.





7,000+ attendees gained insight and connection in United Mitochondrial Disease Foundation educational meetings last year.

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2024 FUNDRAISER TOOLKIT

 Over \$150 million of governmental funding for mitochondrial disease research has been stimulated by UMDF research grants and advocacy efforts.


 Our team of 100+ dedicated volunteer UMDF Support Ambassadors offer patient families a shoulder to lean on.

 There is no cure for mitochondrial disease. Together, we walk and fundraise for treatments and cures for the mito community. Together, we'll find Energy for Life.

 Our best hope for progressing patient care is in funding mitochondrial disease research, encouraging clinical trial participation, and gathering data in the worldwide patient-populated registry mitoSHARE.

 Currently, there 6 clinical trials actively recruiting for mitochondrial diseases.

UMDF is committed to helping that number grow.

 The mission of the United Mitochondrial Disease Foundation is to promote research and education for the diagnosis, treatment and cure of mitochondrial disorders and to provide support to affected individuals and families.

Helpful Links and Tips:

[Donation Tracker](#) – Utilize this tool to keep track of offline donations you may collect.

[50 Ways to Fundraise](#) – Search for fundraising event ideas to help reach your team goal.

[Double the Donation](#) - Visit to see if your employer has a matching gift program.

[Energy Store](#) – Online EFL Team T-shirt store.

[I am an Energy Maker](#) – Downloadable social badge.

Raise \$200 (or more) in 5 days

Day 1: Donate \$25 personally

Day 2: Ask spouse/partner to donate \$25

Day 3: Ask two relatives to donate \$25

Day 4: Ask two friends to donate \$25

Day 5: Ask two neighbors to donate \$25



TELL YOUR STORY

Storytelling is a powerful tool for fundraising. Stories have the power to persuade and move people to action. As someone who has a loved one with a mitochondrial disorder, you're used to telling people your story. But a structure to the stories you tell can help you tell more effective stories while protecting your own energy in doing so—whether you're talking to a friend, co-worker, neighbor, or someone else in your community.

We all have stories to tell. Your story can be more effective if you choose one that resonates most with your team. When considering a story, keep in mind two key components that compel others to listen and take action:

- The "Ask" - Let your audience know why you are telling them this story and what you want from them. Be clear, concise, and confident in your call to action. Ask them to register. Ask them to donate.
- Know Your Audience - Be familiar with who you are speaking to. Choose the part of your story that you share based on values or experiences you share with your audience. Consider the relevance and scope of your audience's influence—is your audience able to meet your ask?

Tell an effective story! This can be done by following the template:

- Set the Stage - Begin by introducing yourself and thinking outside your "title." What is your experience like? Lay the groundwork of your story, describing the setting and context, and establish the stakes.
- Describe the Challenge - This is the main conflict that sets your story in motion and where you "hook" the audience. Give them the promise that your story is worth listening to.
- Convey the Struggle - Try to be specific, think about the "battle" versus the war. What is the internal, physical, emotional, or philosophical problem you are facing? This can create tension and suspense and make your listener be more invested. Describe your struggles with vivid language, strong adjectives, and key details that captivate the audience.
- Highlight the Turning Point - This is your moment of discovery or greatest tension that leads you toward resolution.
- Show Resolution - Describe how the conflict has been resolved and tie up any loose ends. This doesn't mean that your struggles are over—just that this specific challenge has been resolved (even if it's without a happy ending).
- Reach Closure - Leave them with a "punch." Reemphasize the importance of your story and include a reiteration of the "ask."

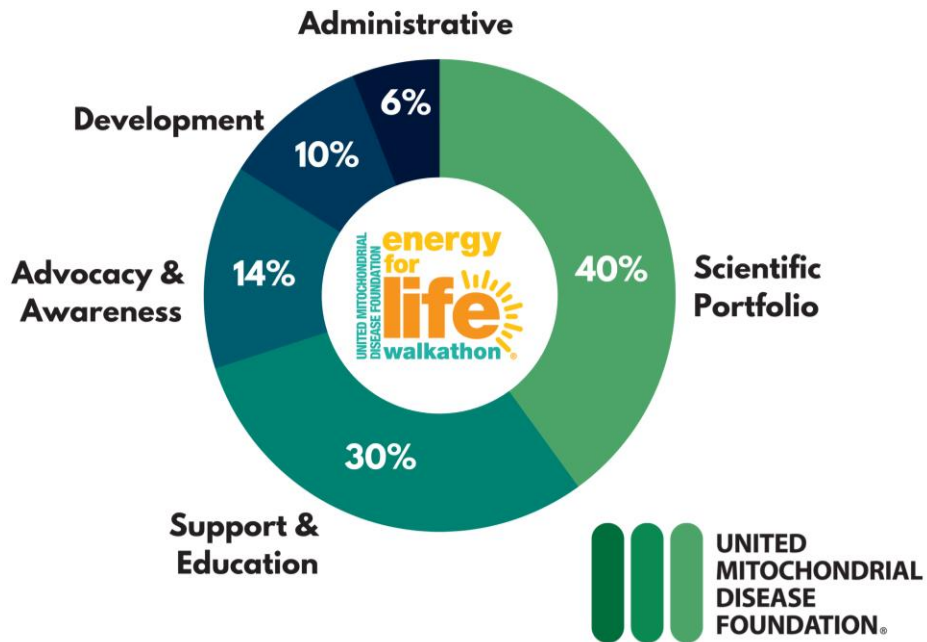


Write your story workbook

1. Set the Stage: Introduce yourself and your story. Where does your story take place? Who is involved? What will happen if action is not taken?
2. Describe the Challenge: What do you feel? What did you see and experience? What did you hear?
3. Convey the Struggle: Appeal to emotions. How did the issue impact you personally? What roadblocks did you face?
4. Highlight the Turning Point: What's the "aha!" moment? How does this moment relate to your ask?
5. Show Resolution: How is the challenge resolved? Has anything changed?
6. Reach Closure: What is your main point? How is it related to your ask?



Your fundraising powers UMDF's ability to support the mitochondrial disease community.



For over 25 years, United Mitochondrial Disease Foundation has worked to promote research and education for the diagnosis, treatment and cure of mitochondrial disorders while supporting affected individuals and families. We are driven by a nationwide community of ambassadors solely focused on supporting patients and families affected by mitochondrial disease. Together, we are committed and energized to make a difference by funding the best science no matter where it is found in the world and providing critical programs and services to the patient families we serve. [Click here](#) to see your impact in numbers.

Our Mission

Promote research and education for the diagnosis, treatment and cure of mitochondrial disorders and to provide support to affected individuals and families.



United Mitochondrial Disease Foundation

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