

## Welcome to Your LeukoAware Fundraising Guide!



Thank you for [joining our fundraising team](#) this September! This guide is packed with tips, ideas, and resources to help you make a real impact for families affected by leukodystrophy.

Throughout September, we aim to educate people about leukodystrophy, amplify the voices of those impacted, and drive crucial support for ongoing research and resources.

Whether you're just getting started or looking for creative ways to boost your efforts, you'll find everything you need to raise awareness, inspire your network, and have fun while supporting the United Leukodystrophy Foundation.

## Getting Started!

☒ **Step 1: You've already completed your first step** by making a commitment to be a United Leukodystrophy Foundation fundraising champion.

### **Step 2: Set your fundraising goal.**

When you create your fundraising page, set a goal—think of it as a target, not a limit. A goal inspires donors, gives you something to celebrate, and shows your supporters the impact they're helping make. Every dollar counts toward supporting families and advancing leukodystrophy research. We recommend starting at \$100 or more.

**Step 3: Kick off your fundraiser with a personal donation!** Every dollar counts, and it shows your supporters that you're committed to your efforts.

*Note: Check to see if your company has a matching gift program that will match your personal donation dollar for dollar.*

**Step 4: Collect donations!** Tell your friends and family members about the important work the ULF does and ask them to join you in helping to make a difference in the leukodystrophy community.

The following pages include sample 10 quick & easy ideas on how to raise \$100. Also included is an email template for donation requests.  
In addition to, customizable social media posts.

## 10 Easy Ways to Raise \$100 or more:



1. Email 10 family members, friends, or coworkers and request a \$10 donation toward your fundraising goal. Alternatively, ask 5 of them for a \$20 contribution. With \$10 from 20 friends, you'll reach \$200! Use the email template on the following page to craft your message.
2. Ask someone whose cause you've supported in the past to contribute to yours.
3. Announce on social media that you're joining ULF's LeukoAware Team to fundraise for the United Leukodystrophy Foundation for Leukodystrophy Awareness Month this September and invite donations by sharing your personal fundraising link.
  - Utilize the sample social media post samples on page 4 of this document.
  - You can also share infographics and facts using the online resources available for download on our website here throughout the month: <https://ulf.org/get-involved/leuko-aware/>
4. Organize a brown bag day at your office and request coworkers to donate their lunch money for one day. Take the opportunity during lunch to share the mission of the ULF: to provide support to the leukodystrophy community and enable platforms to accelerate improving patient quality of life and finding cures.
5. Offer your skills, talents, or services in exchange for donations in your community.
6. Organize a dress-down day at your workplace in exchange for a small donation.
7. Host a "wear blue day" in honor of Leukodystrophy Awareness Month at your office or school and collect donations.
8. Host a 50/50 drawing for family and friends with half the proceeds going to the winner and the other half to ULF.
9. Bring baked goods to your workplace and place a donation jar next to them.
10. Host a special activity or gathering with your recreational group club (book, wine, garden, hiking, gaming clubs, etc.) and ask for a donation to participate in the activity/event.

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**Get creative!** There are countless ways to fundraise. The best approach is often the simplest: just ask. People want to help, and your passion will inspire them to give.

**Remember:** Every effort counts. Whether big or small, every donation brings hope, supports accelerating patient quality of life, finding treatments and lifesaving cures for those affected by leukodystrophy.

Use the below sample email template to make asking for support simple and personal. It is designed to help you share your story, explain why you're fundraising for the United Leukodystrophy foundation this September, and encourages friends, family, and colleagues to donate. Feel free to customize them to match your own voice and style!



## Donation Request Email Template

Dear **<INSERT NAME>**,

I'm excited to share that I've joined the United Leukodystrophy Foundations (ULF) LeukoAware fundraising team this September to help ULF expand their support of the community to accelerate patient quality of life and finding treatments and lifesaving cures for those affected by leukodystrophy.

This cause is important to me because **<INSERT YOUR PERSONAL CONNECTION HERE>**. Your support would be appreciated. Here's how you can help:

- **Donate:** Any contribution, big or small, helps families and fuels research. **<INSERT YOUR PERSONAL REASON HERE>**.
- **Share:** Help spread awareness by sharing this email or my social media posts with your network.
- **Join:** If you'd like, you can even join the ULF fundraising team and participate alongside me!

Together, we can make a real impact on those affected by leukodystrophy. Thank you so much for your support, it means the world to me and the families we're helping.

**<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>**

Thank you for your generosity and support!

Sincerely,  
**<YOUR NAME>**

## Social Media Templates



**TIPS:** When you share your fundraising efforts on social media, tag us and use the official hashtags #LeukoAware. #30Days1Mission

This helps us:

- Celebrate your hard work and show our appreciation.
- Elevate your reach so more people see your post and can support your efforts.
- Share your story with the wider community to inspire others to get involved.

Don't worry about making it perfect, authentic posts work best! The following are example posts you may use when planning your posts.

- This September is Leukodystrophy Awareness Month, and I've joined Team LeukoAware to help raise awareness and funds for the United Leukodystrophy Foundation. Please consider a donation help me reach my goal: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission
- \*Share Your Why! Here are some tips for sharing your why: Who in your life has been impacted by leukodystrophy? Why is awareness and raising funds important to you. Share your fundraising goal. **Add:** I would appreciate anything you can give towards my efforts: **<YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission
- I've joined the United Leukodystrophy Foundation's LeukoAware fundraising team! Can you help me make an impact this September? Any donation helps families and supports research for leukodystrophy. Donate here: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission #Leukodystrophy
- I'm dedicating this September to raising funds for ULF and the families affected by leukodystrophy. Every step I take, every post I share, and every dollar raised helps bring hope and support to those who need it most. Support my efforts here: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission #Leukodystrophy
- I'm part of the ULF's LeukoAware fundraising team this month! Let's come together to raise awareness and funds for families affected by leukodystrophy. Your donation, no matter the size, can make a huge difference for those affected by leukodystrophy. Make your donation today: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission
- Leukodystrophy leads to a decline in neurological function in infants, children, and adults. The United Leukodystrophy Foundation is a non-profit, voluntary health organization dedicated to funding cutting-edge research and to providing patients and their families with disease information and medical referrals. Please consider a donation to my #LeukoAware fundraising team this month. **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #30Days1Mission
- I'm proud of the progress I've made fundraising for ULF this month and being a part of the LeukoAware Team! Thanks to everyone who has donated so far. We're getting closer to making a real impact for families living with leukodystrophy but there's still time to help! Donate here: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission
- I've set a personal goal to raise \$**<INSERT YOUR GOAL>** for the United Leukodystrophy Foundation (ULF) this September! I'm asking for your help to reach it and support families affected by leukodystrophy. The ULF supports families and research for those affected by leukodystrophy. Help me reach my goal: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission
- Hey friends! Scientists have identified more than 50 different types of leukodystrophy, with some still unidentified. This September, I'm fundraising for ULF to support families affected by leukodystrophy. Every little bit helps, if you can, please consider donating or sharing to help me spread awareness: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission
- September is almost over! I'm fundraising for LeukoAware and need your help to reach my goal. Every contribution counts toward supporting families and research. Donate here: **<INSERT YOUR PERSONAL FUNDRAISING LINK HERE>** #LeukoAware #30Days1Mission