TEAM MAKE YOUR MARK!

ATHLETE STARTER KIT

Lupus.org/TeamMakeYourMark
You signed up to run, walk or complete a triathlon and make your miles matter for lupus. Now what?

The first steps are getting your training and fundraising under way. This Athlete Starter Kit will give you everything you need to get started. You also have your Team Make Your Mark staff and coaches. They are here for you every step of the way.

Now that it’s official, start telling everyone you know what you are doing and get ready to be blown away by what you can accomplish.

Thank you for making your miles matter for lupus!

Your Team Make Your Mark Support Team,
Stacey, Tracy and Rod
TRAINING 101

For athletes who are just getting started, you are about to embark on one of the biggest adventures of your life! For athletes who have a regimen in place already, we can work on refining goals to find ways to meet and then surpass them.

The first step in any training program is to assess your personal starting point and develop goals and a plan based on your schedule, lifestyle and unique approach to running, walking, swimming and/or biking.

Throughout your training, we encourage you to keep an open mind and be adaptable to what works and what does not work for you. Try a little step first, then if it works, dive in and see if it truly will make you stronger or faster based on your specific goals.

TIPS FROM YOUR COACHES

1. SET YOUR INTENTION. Establishing clear goals that create a vision for you to work towards is critical. It is important that your goals are truly meaningful for you and within your ability to achieve. Write them down and work every day toward your big personal victory!

2. FOLLOW A TRAINING PROGRAM THAT WORKS FOR YOU. Your training program should fit your lifestyle and line up with your goals. We have created training programs for beginner, intermediate and advanced athletes.

3. VARY YOUR WORKOUTS FOR ADDED IMPACT AND FASTER RESULTS. Build in strength training, core and stability exercises, as well as cross training to see benefits. While cross training isn’t a must for all distances, it will help build confidence, strength and help to prevent injuries.

4. PREVENT INJURIES. Be vigilant in identifying, recovering from and preventing injuries. Most injuries occur early in training by increasing speed or distance too quickly without sufficient rest days. If aches and pains pop up, address them early through rest, ice/heat, compression and elevation.

5. MASTER THE MENTAL GAME. Work towards developing a good attitude for your training and recognizing that failures and setbacks are critical opportunities for learning.

6. WRITE IT DOWN. Keep a training log of your daily workouts, timeframe, how you felt, pace/distance, etc. You will have to figure out what works best for you – tracking will help chart your progress and tweak what needs to be improved over time.

TRAINING WITH LUPUS

While lupus looks different in every lupus warrior, most rheumatologists will agree that if a patient is physically able to exercise, it is good for them and the management of their disease. Before starting a training program, discuss your goals with your rheumatologist. Once you have the green light, what better motivation is there to make your miles matter for a cause that is close to your heart?

Please reference our “training with lupus” tip sheet in the appendix for more information.
Stacey is your go to for all things Team Make Your Mark. Whether you have a question about fundraising, event weekend, or just need some extra motivation, Stacey is your woman. She has over 12 years of experience in the charity endurance space, a passion for helping people achieve their goals, and many personal races and fundraisers under her belt. Stacey will be there every step of the way to help you get ready to cross the finish line to help end lupus.
YOUR TEAM MAKE YOUR MARK
SUPPORT TEAM

YOUR COACHES

TRACY COOLEY
RUN/WALK COACH

Tracy Cooley’s running journey began more than 20 years ago, and since she has run dozens of marathons and ultramarathons on both road and trail. Her performance ranges from securing podium finishes occasionally to missing time cutoffs, but persistence continues to guide her as a runner. Her motivation is driven by wanting to set a strong example for her pre-teen daughter, Josephine.

Tracy is a Road Runners Clubs of America certified coach and has coached dozens of runners of all levels of experience. Coaching has given her a broader perspective of the sport as she believes every runner is unique. Her approach is guided by having an open mind and working with runners individually to identify what will work best for them to achieve their running and fitness goals.

Tracy has worked with the Lupus Foundation of America in various roles, has organized several personal fundraising campaigns and raised thousands of dollars for the Foundation. It is this motivation that drives the Team Make Your Mark training program.

ROD MEEKER
TRIATHLON COACH

Coach Rod leads our Triathlon training program with over 19 years of coaching experience, coaching track, cross country, basketball and dozens of endurance runners and triathletes. Rod is a 3-time qualifier for the USA Triathlon Age Group National Championships, a 6-time Ironman 70.3 competitor, and has completed countless sprint and Olympic distance triathlons.

While Rod’s passion is coaching and racing, his motivation is a lot stronger – his lupus warrior and girlfriend Kelly. Rod joined Team Make Your Mark in 2019 as an athlete raising thousands of dollars to find a cure for lupus. Rod’s girlfriend Kelly began her journey with a severe case of lupus 6 years ago. Rod has watched Kelly go from a lively, active person to someone who spends most of her time in bed in terrible pain. Rod is on a mission to see this end for Kelly and everyone else who is affected by lupus.

Coach Rod is excited to bring his passion and love of coaching to the Lupus Foundation of America as our first ever tri coach.
FUNDRAISING 101

You are ready - you’ve registered, you’ve set a goal, your Team Make Your Mark page is online... so now what? Fundraising!

The two most difficult parts of fundraising are figuring out where to start and asking for donations from people. This section will address these areas and help you with some of the basics of starting a fundraising campaign.

WHERE TO GET STARTED

1. **TELL YOUR STORY.** Telling your story is one of the most important things you can do. Why are you running, walking, biking or swimming? That matters to your donors. It helps people connect with your campaign, and that makes them more likely to help you out! It also helps us tell the story of lupus and raise awareness of this cruel and mysterious disease.

2. **SOCIAL MEDIA IS YOUR FRIEND!** Facebook, Instagram Twitter, videos, posts, pictures -- all of these are great ways to share your campaign with friends and family. There are some ideas for online fundraising in the social media section of this kit. And, don’t forget that you can upload your fundraising page to Facebook directly through your Fundraising Center! Check out the appendix of this document for a how-to on creating your Team Make Your Mark fundraiser on Facebook.

3. **START THINKING ABOUT THE “WHO”** As in, who are you going to ask for donations? Think about every avenue of your life. Write down a list of people you can ask for donations. We recommend starting with 30-50. Start with your biggest supporters: Your friends and family. Then move on to your coworkers. People are your greatest resource. Don’t be afraid to ask!

4. **SEND REQUESTS.** Now that you’ve figured out the “who”, it’s time to work on the “how.” You can ask close friends and family members for donations by talking to them in person, sending an email or sending a text. For less intimate friends, you can focus on your social media posts.

5. **STRAVY FROM YOUR COMFORT ZONE.** If you’re a little nervous about asking for money (totally natural!), it helps to start with the people you’re most comfortable with. You’ll figure out how to ask, what to say and you’ll build up confidence.

6. **SAY THANK YOU!** Make sure to thank your donors as soon as possible! Thank you’s aren’t just polite; they can help you spread your campaign to more people. This is especially true on social media. For example, if you tag a donor in a thank you post, you’re sharing your campaign with all of their friends. They might just be more tempted to donate!
MATCHING GIFTS

Many companies offer a gift matching program to their employees. Be sure to ask your donors if their employers match. This is a great way to double or even triple your donations!

It’s important to keep in mind that matching gifts are often issued at specific intervals throughout the year. Although it could take months to receive the check, we are able to add the match total to your fundraising total once the match request has been accepted and confirmed by the Lupus Foundation of America.

IMPORTANT: Please make sure that the Lupus Foundation of America national office is chosen by the employee. 2121 K Street NW, Suite 200, Washington DC 20037. Please also make sure that your name and Team Make Your Mark is mentioned in the notes or memo.

GETTING THE MESSAGE OUT

EMAIL CAMPAIGN

Without question, personal outreach to your network is the most successful way to fundraise.

Your emails should include the following:

• WHAT ARE YOU DOING? Tell your network about the event you are taking on, what it will take to cross the finish line and when/where the event will take place.

• WHY ARE YOU DOING IT? The story of why you are racing is very important. Tell the world; embrace it. Be sure to include your personal connection to lupus and why this is important to you.

• KEEP IT SHORT AND CONCISE. A few paragraphs or less it best.

• INCLUDE YOUR GOAL. Aim high! Our team events have a minimum commitment of $1,250 and Choose Your Own is $500, but we encourage you to drive for the maximum! That will be different for everyone – but aiming for $1,500 is a great place to start.

• INCLUDE A DEADLINE. Be sure to include a deadline for raising your goal – people respond to dates and deadlines.

• BE CLEAR WITH HOW TO DONATE. Make sure you include information about where to send donations. They can donate directly through your Team Make Your Mark page (include the link) or send a check made out to Lupus Foundation of America to you. Once you receive the check, you can track it for your records and submit it to the LFA office at 2121 K Street NW, Suite 200, Washington DC, 20037 Attn: Team Make Your Mark.

Check out sample emails that you can use and tailor for your fundraising outreach in the appendix!
GETTING THE MESSAGE OUT

SOCIAL MEDIA FUNDRAISING

For those of you who are new to social media fundraising - or fundraising in general - you might be wondering how to use it as a tool.

Social media is a great way to layer in the ongoing story of what you are doing.

Different posts should include:

- Why you are doing your endurance event
- How your training is going
- Highlight specific milestones you have achieved during training (furthest distance run or walked)
- Celebrate donations and achievements include a deadline.

See the appendix for sample social posts that you can use and tailor! And, don’t forget that you can start a Team Make Your Mark fundraiser through Facebook! Check out the instructions in the appendix to learn how.

A few tips on social media:

Include pictures: Pictures are worth a thousand words and help bring your story to life.

- Pictures you take while training – selfies work great!
- Pictures of who you are racing for
- Pictures of your running gear laid out before a training run

Tracking your progress is a great way to engage your friends, family and coworkers. You can keep a weekly update going on Facebook or Instagram of your training efforts! Even if it’s just a shot of you zonked out post-run, show people that you are serious about getting to your goal.

ALWAYS include the link to your fundraising page.
Post often to increase the likelihood of people donating.
STAY CONNECTED

When sharing on social media, make sure to tag us and use hashtags to generate more buzz!

Please join the Team Make Your Mark Facebook Page:
Share your training and fundraising journey with the team. https://www.facebook.com/groups/1826059247643532

@teammakeyourmark
Share your training and fundraising journey with the team. We want to see you in action! Share your training and race day pictures by tagging our Team Make Your Mark Instagram page

Don’t forget to join our Lupus Foundation of America National Page: https://www.facebook.com/LupusFoundationofAmerica/

TAG LFA NATIONAL SOCIAL MEDIA IN YOUR PICTURES AND POSTS:

HASHTAGS: #TeamMakeYourMark #RunningToEndLupus #LupusAwareness #RacingToEndLupus #LupusWarrior

@lupusorg @LupusOrg @LupusFoundation

ADDITIONAL FUNDRAISING TIPS

Online fundraising and email techniques are important and fairly low maintenance ways to raise money but they are not the only way to do it.

Here are a few ideas:

**HOST A FUN EVENT**
Host a potluck, movie night, bake sale, wine tasting, birthday fundraiser, karaoke party, bar night or trivia night at your home or at a venue like the park or a local eatery (many bars and restaurants offer discounts for fundraisers and charity events). Check out our Team Make Your Mark Fundraising Guide for a how to on planning events.

**50/50 RAFFLE ON YOUR FINISH TIME**
Have your family and friends place bets via a donation on your finish time. Whoever guesses the right time that you finish wins 50% of the money you collected. The other 50% goes toward your campaign and fundraising efforts.

**SPONSORSHIP OF YOUR SHIRT/ ARM/BACK**
Use your race day shirt to raise funds for your campaign by offering to write names of donors who give a certain amount on your singlet, jacket or arms.

**CORPORATE SPONSORSHIP**
Has your company expressed interest in supporting you? Do you know someone who owns their own business? If they are interested in sponsorship opportunities, contact Stacey at clark@lupus.org.

**HAVE AN AUCTION OR YARD SALE**
Invite friends, family and colleagues to donate items people can bid on or buy at your auction or yard sale.

The possibilities are endless...
OFFLINE DONATIONS

If you are taking donations in person instead of through your Team Make Your Mark page, that’s great, too! It’s easy to turn in an “offline” donation. Just follow these simple steps:

CHECK
To submit a check donation:

1. Have the donor make the check out to: Lupus Foundation of America.
2. Write your name and Team Make Your Mark in the memo. This will help us categorize your donations and attribute it directly to you.
3. Some checks do not have the account owner’s address on them. If your donor wants a tax receipt, we need to have their address. Make sure that if it isn’t included on the check, that you attach a note with that information.
4. Send the check(s) to our National office:
   Lupus Foundation of America
   Attention TEAM MAKE YOUR MARK / (include your name here)
   2121 K Street NW, Suite 200
   Washington, DC 20037

CASH
Cash donations can be submitted through:

1. Your website - Cash donations can be deposited into your account and submitted directly through your fundraising website.
2. Money Order - You can send us a money order for the cash collected. The money order can be made out to the Lupus Foundation of America and mailed to the address above.
3. Check made out to you (See above in #1) - You can cash those donations in your personal bank account and send us a check for the amount cashed.

* Please note that if donors want an acknowledgement receipt, the donation will have to be made by money order with their contact information included.
FAQS

WILL MY CASH/CHECK DONATION BE ADDED TO MY ONLINE FUNDRAISING PAGE?
Once checks are received by the National Office, they will be added to your fundraising page and officially counted towards your goal.

WHEN WILL I KNOW THAT YOU GOT THE DONATIONS I SENT IN?
Since all donations go to our donations department, the best way to track your checks is to follow up. Please contact Stacey at clark@lupus.org to make sure your donations have been received.

IF I AM PARTICIPATING IN A ROCK ‘N’ ROLL RACE, HOW DO I REGISTER FOR THE RACE?
Registration instructions and LFA charity codes will be provided for all of those at their fundraising goals 1 month out from the race as well as 10 days from the race for those who hit their goal at the fundraising deadline.
APPENDIX

TRAINING WITH LUPUS

PREPARING TO PARTICIPATE IN A TEAM MAKE YOUR MARK WALK, JOG OR RUN WITH LUPUS

If you plan to participate in a Team Make Your Mark walk, jog, or run, training is very important to ensure strength and stamina and to avoid injury. It’s particularly important for those with lupus to personalize their training program since the disease affects each person differently.

As a first step before you start training, talk with your health care team about your plans to participate in a training program so you can move forward in a way that works best for you and your health.

Below are some topics and questions you may want to ask during your health care appointment to best prepare for your Team Make Your Mark™ event, or any other walking, jogging, or running event.

- What is the best way for me to warm up my joints and muscles?
- Is there any cross training that would be beneficial to me?
- What should my cool down routine include?
- What recommendations can you provide for the appropriate amount of rest my joints need? What should I do if I start having pain in my joints?
- Do you recommend I increase the amount of sleep I get each night?
- What considerations do I need to take when training in different weather?
- Will any of my medications affect my training? For example, could a medication cause me to become dehydrated easier?
- Should I fuel my body during trainings that are longer?  
  (Note: This will likely be a consideration for half marathons, marathons and triathlons)
- Do I need to make any changes to my current eating habits/nutrition?
- How often should I update you on my training and how I am feeling?
- What considerations should I take after the race to ensure my joints and muscles recover properly?

After speaking with your health care team, it’s time to reach out to your Team Make Your Mark coaches who are here to help every step of the way!
SAMPLE EMAIL FOR LUPUS WARRIORS:

Dear friends and family,

By now you might have heard what I am doing, running/walking my first ever half marathon/5K with the Lupus Foundation of America’s Team Make Your Mark program on xxx. As you can imagine, this is a big deal for me. I will be challenging my body in ways I never thought possible. I am now feeling well enough to do this and I want to make it happen. I am participating not only to challenge myself, but to raise critical funds to improve the quality of life for all people affected by lupus through programs of research, education, support and advocacy.

(Add 2-4 lines about your journey with lupus.)

In addition to running/walking 13.1 miles, I have committed to raise $1,250 for the Lupus Foundation of America. I am running for a cure, for myself, and for the 1.5 million American who suffer with this disease. I am running so that others don’t have to endure what I have been through.

The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, one of the world’s cruelest, most devastating diseases. We envision a life free of lupus. That is why I’m coming to you now, to ask for your support.

Please help me reach my goal by making a tax-deductible donation to support my fundraising efforts by xxx. You can donate HERE: (Include link to fundraising page)

Thank you for your support! I truly appreciate anything you can donate to support my efforts. Race day is going to be a big day for me. Thank you for being part of it and for helping me cross the finish line to help end lupus.

PS. If your employer offers Matching Gifts, you can double your donation and help me get closer to my goal.
SAMPLE FOR FRIENDS/ FAMILY RUNNING/ WALKING FOR LOVED ONES:

Dear friends and family,

By now you might have heard what I am doing, running/walking my first ever half marathon with the Lupus Foundation of America’s Team Make Your Mark program on xxx. As you can imagine, this is a big deal for me. Running a half marathon (or triathlon, 5K, etc.) has been something I have wanted to do for a while. Now, I have a reason to do it, my mother.

For those of you who know me, you know my mother, something about your relationship with the person you are running/ walking for/ what this person means to you. Share about their journey with lupus.

In addition to running 13.1 miles, I have committed to raise $1,250 for the Lupus Foundation of America. I am running for a cure, for my mom, and for the 1.5 million American who suffer with this disease. I am running so that others don’t have to endure what she has been through.

The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, one of the world’s cruelest, most devastating diseases. We envision a life free of lupus. That is why I’m coming to you now, to ask for your support.

Please help me reach my goal by making a tax-deductible donation to support my fundraising efforts by May 1st. You can donate HERE: Include link to fundraising page

Thank you for your support! I truly appreciate anything you can donate to support my efforts. Race day is going to be a big day for me. Thank you for being part of it and for helping me cross the finish line to help end lupus

PS. If your employer offers Matching Gifts, you can double your donation and help me get closer to my goal.
SAMPLE SOCIAL POSTS

Below, please find sample social posts to use on your social media platforms! Highlighted areas are parts you should update to personalize the post with your race and story.

LUPUS WARRIOR POST

Facebook or Instagram:
Half marathon prep has begun! I’m pretty certain I’m crazy, but I’m also crazy focused on being a part of finding a cure for lupus. I signed up to run the Rock ‘n’ Roll Seattle Half Marathon with Team Make Your Mark for the Lupus Foundation of America as a way to make my miles matter for a disease that is very close to my heart, one that has affected my life every day for the last XX years. Add 2-3 lines about your story.

In addition to running 13.1 miles, I have committed to raise $1,250 for the Lupus Foundation of America. Please help me reach my goal by donating through the below link.

(Hashtags for Instagram: #TeamMakeYourMark #RacingToEndLupus #RunningToEndLupus #LupusAwareness #LupusWarrior)

Twitter:
Half marathon prep has begun! I’m running the @RunRockNRoll half marathon with @lupusorg’s #TeamMakeYourMark to make my miles matter in the mission to end lupus. Please help me reach my fundraising goal! [Link to fundraising page]

(Other hashtags to use: #racingtoendlupus #runningtoendlupus #lupusawareness #lupuswarrior)

Facebook or Instagram:
I recently signed up to walk the Rock ‘n’ Roll San Diego 5K...Why you ask? Well that’s easy, because I CAN!! Despite the last xx months of lupus flares, my body is in a place where I can do this. Add 2-3 sentences about your story.

In addition to walking, I am fundraising for the Lupus Foundation of America through Team Make Your Mark. I have committed to raise $500 to help end lupus. I’d love your support to the as I participate in this meaningful 5K! Stay tuned for pictures as I cross the finish line to end lupus. Please donate below.

(Hashtags for Instagram: #TeamMakeYourMark #RacingToEndLupus #RunningToEndLupus #LupusAwareness #LupusWarrior)
LOVED ONE POST

Facebook or Instagram:
Half marathon prep has begun. I’m pretty certain I’m crazy, but I’m also crazy focused on being a part of finding a cure for lupus. I signed up to run the Rock ‘n’ Roll Seattle Half Marathon with Team Make Your Mark for the Lupus Foundation of America as a way to make my miles matter to end lupus, a disease that is very close to my heart, one that has affected my mother’s life every day for the last x years.

(Add 2-3 lines about your story.)

In addition to running 13.1 miles, I have committed to raise $1,250 for the Lupus Foundation of America. Please help me reach my goal by donating through the below link.

(Hashtags for Instagram: #TeamMakeYourMark #RacingToEndLupus #RunningToEndLupus #LupusAwareness)

Twitter:
Half marathon prep has begun! I’m running the @RunRockNRoll half marathon with @lupusorg’s #TeamMakeYourMark to make my miles matter in the mission to end lupus. Please help me reach my fundraising goal! [Link to fundraising page]

(Other hashtags to use: #RacingToEndLupus #RunningToEndLupus #LupusAwareness #LupusWarrior)

Facebook or Instagram:
I recently signed up to walk the Rock ‘n’ Roll San Diego 5K...Why you ask? Well that’s easy, because I CAN!! I am walking for my mom, my hero, a lupus warrior who has suffered with lupus for the last xx years.

(1-2 sentences about your story.)

In addition to walking, I am fundraising for the Lupus Foundation of America through Team Make Your Mark and have committed to raise $500 to help end lupus. I’d love your support as I participate in this meaningful 5K! Stay tuned for pictures as I cross the finish line to end lupus. Please donate below.
HOW TO SET UP YOUR TEAM MAKE YOUR MARK FUNDRAISER ON FACEBOOK

When you register to race for lupus with Team Make Your Mark™, the fundraising platform, TeamRaiser, allows participants to create a 'Facebook Fundraiser' so you can receive donations on Facebook. Fundraising on Facebook gives you the ability to share your cause with your friends and family and gain their support.

1. Log into the Participant Fundraising Center in the top right-hand corner.

2. Click Fundraise on Facebook.

3. Click Create Fundraiser.

4. Once the Facebook login page opens, enter your login information and the new Facebook Fundraiser will be created.

5. The Participant Fundraising Center now contains a link to the newly created Facebook Fundraiser. The title and story for the Facebook Fundraiser are automatically created using the Personal Page information.

6. Click Go to Facebook Fundraiser to open the fundraiser in Facebook in a separate tab.