

PEER TO PEER

FUNDRAISING

GUIDE



www.dsfevents.org

2025

WELCOME TO A DSF PEER TO PEER FUNDRAISING EVENT

It's motivating and empowering to know that you can make a difference. Many people want to help but don't know how - a peer to peer fundraiser gives you a concrete way to act.

Each dollar you help raise brings DSF closer to its goals, of funding research, providing services, and supporting patients and families living with Dravet syndrome.

THE MISSION OF DSF

The mission of Dravet Syndrome Foundation (DSF) is to aggressively raise funds for Dravet syndrome and related epilepsies; to support and fund research; increase awareness; and to provide support to affected individuals and families.

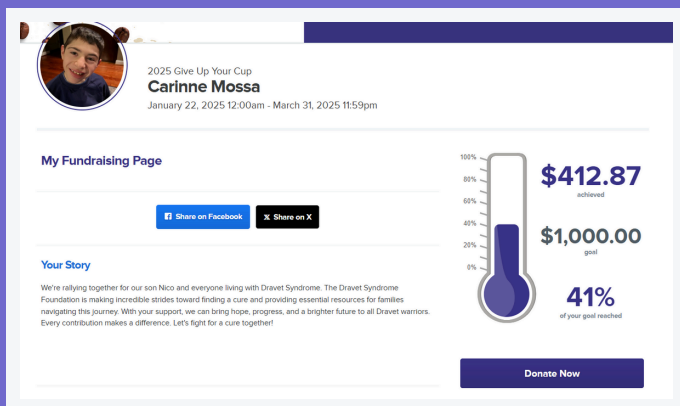
Your donors can give with confidence! DSF consistently earns the highest marks for fiscal responsibility and transparency. Every dollar you raise truly makes an impact.

Scan the QR code to view our annual report and financials.



YOUR PROFILE PAGE

A great profile page is the foundation of your fundraising campaign. It contains three important components: your story, photo, and fundraising goal!



TELL YOUR STORY:

Why are you fundraising for DSF? Are you honoring or remembering someone special? Has DSF touched your life or your family's in a meaningful way? Sharing your personal connection can inspire others to support your journey - let them know why this cause matters to you.

ADD A PHOTO:

Select a photo that reflects why you're fundraising for DSF. It might be a meaningful moment with your loved one living with Dravet syndrome - even during a challenging time. A powerful image can speak volumes and move others to support your cause.

SET A GOAL:

Your fundraising goal will start at the event minimum, but don't be afraid to aim higher! You can update your goal anytime - so if you exceed it, feel free to set a new, even bigger target.



YOUR EMAIL CAMPAIGN

Emails and letters are a great way to ask for support

To be a successful DSF fundraiser, send your emails or letters several times, such as when you register and just before or after your event.

Consider starting with the email template in your Dashboard and be sure to personalize the message!

INCLUDE THESE KEY ELEMENTS:

GRAB ATTENTION

Use a powerful subject line to pull your donors in.

TELL YOUR STORY

Similar to your profile page, share with your supporters why you're raising funds for DSF - whether it's in honor or memory of someone, or to highlight how DSF has made a meaningful impact in your life.

SHARE YOUR PROGRESS

Set a bold goal and watch the support pour in! Let your supporters know your fundraising goal and keep them updated on your progress.

DON'T FORGET TO FOLLOW UP

After your initial ask, be sure to check in again. Life gets busy, and sometimes a friendly reminder is all it takes to inspire someone to give.

OTHER WAYS TO GIVE

Many donations will be made online via your fundraising page, but there are many other ways your supporters can give!

BY CHECK

Checks can be mailed to:
DSF
PO Box 3026
Cherry Hill, NJ 08034
Include the fundraiser's name and event in the memo line.

SOCIAL MEDIA CAMPAIGNS

Social media campaigns spread awareness. Even if someone doesn't donate, they learn more about the issue. Any funds raised through these efforts count toward your overall goal.

MATCHING GIFTS

Many companies offer matching gift programs, doubling donations made by employees to eligible nonprofits. Your donors' gifts could go even further!

DONOR ADVISED FUNDS (DAFS)

Your donors can easily support your fundraising efforts by making a contribution through their DAF. With our secure online tool, the process is quick, safe, and convenient.

STOCK GIFTS

When donors give appreciated securities, both the gift amount and charitable deduction are the fair market value of the stock and there is no capital gains tax.

IRA - QCDS

Donors aged 70.5+ can make a tax-free gift to DSF directly from their IRA through a Qualified Charitable Distribution (QCD) - and it can count toward your fundraising goal!

CRYPTO DONATIONS

We now accept donations of cryptocurrencies, such as Bitcoin. This gives us one more way to fund our work and can provide you with extra tax benefits.

SCAN FOR
MORE INFO
ON THESE
WAYS TO
GIVE





SOCIAL MEDIA FUNDRAISING

A powerful way to raise awareness and funds is by starting fundraising pages across platforms

FACEBOOK CAMPAIGN PAGE

Log into your account and go to the account menu.

(For app users, find the bottom right icon with three lines, or use the scroll bar on the left side of your screen for desktop.)

Scroll down to Fundraisers

— you may have to select *See More* to find it.

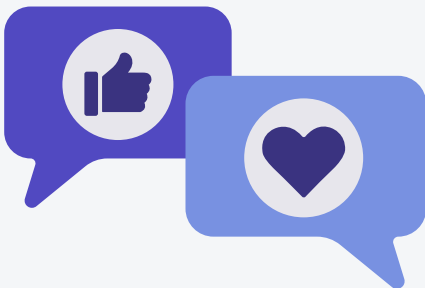
Select Fundraiser under Create in the left-hand menu

Click **Get Started**

Select Nonprofit and **search** for ***Dravet Syndrome Foundation***

Set your fundraising goal and campaign end date

Tell your story!



INSTAGRAM CAMPAIGN PAGE



1. Create a new post or choose an existing one:

- Tap the plus (+) icon at the bottom of your screen.
- Select a photo or video for your post.
- Edit the image and tap “Next”.

2. Add the fundraiser:

- Tap “Add fundraiser” when you reach the details screen (where you add your caption).
- Search for ***Dravet Syndrome Foundation***
- Enter the fundraiser details like the goal and duration.
- Tap “Done”.

3. Share the fundraiser:

- Share your post with the fundraiser to your feed and stories.
- Consider adding relevant hashtags to reach a wider audience.
- Your fundraiser will be visible in your post, and you’ll also find a link to it in your bio.

Important Notes:

- Fundraisers are typically active for 30 days, but you can extend or end them at any time, according to Instagram.
- If your profile is public, anyone can see and donate to your fundraiser.
- If your profile is private, only your followers can see and donate.
- You can also add a donation sticker to your stories and search for the organization to fundraise for.

SOCIAL MEDIA FUNDRAISING

A powerful way to raise awareness and funds is by starting fundraising pages across platforms



TIK TOK CAMPAIGN PAGE

TikTok has features that allow users to support nonprofits through donations, both on their profiles and within videos and live streams. Here's how you can add a fundraiser to your TikTok profile:

- Open the TikTok app and go to your profile.
- Tap "Edit Profile".
- Tap "Add nonprofit to your profile".
- Search for and select *Dravet Syndrome Foundation*.
- Tap "Add" and then "Save".

You can also add a donation sticker to your videos and live streams, allowing viewers to donate directly while watching. To do this, tap the sticker icon when creating a video or during a live stream and select the "Support Nonprofit" sticker.



THANK YOUR DONORS

THREE WAYS TO THANK YOUR DONORS!

ON YOUR FUNDRAISING PAGE:

From the *My Donations* tab on your page, scroll down to all donors then click the mail symbol on the right and then you can either use an existing template or create your own custom email.

ON SOCIAL MEDIA:

Social media fundraisers do not provide the donor's email address to DSF so the best way to thank a social media donor is to thank them directly on that channel! An additional benefit of thanking donors publicly is that it encourages others to donate to you as well.

BY HANDWRITTEN NOTE:

Add a personal touch with a handwritten note on a DSF thank-you card (available upon request). It's a meaningful way to show appreciation and deepen your connection with supporters.



FUNDRAISING DOS

DO START FUNDRAISING AS SOON AS YOU REGISTER

The earlier you start fundraising, the more success you will have.

DO USE DSF FUNDRAISING TOOLS, WHENEVER YOU CAN

Donations made through a DSF fundraising page are instantly reflected in your total. The donor receives a tax acknowledgment, you get their contact information (and any personal note they leave), and you can promptly thank them for their support.

DO TELL YOUR DONORS HOW TO MAKE OUT THEIR CHECKS

Checks should be made out to *Dravet Syndrome Foundation* or *DSF* and mailed to:

DSF

PO Box 3026

Cherry Hill, NJ 08034

Be sure they include your name and event so they are credited to your fundraising efforts.

DO CONSIDER SETTING UP A SOCIAL MEDIA FUNDRAISER

You can share your DSF fundraising page directly on social media, or if you prefer, you can create a separate social media fundraiser to support your efforts. Instructions can be found in this handbook.

DO ASK YOUR COMMUNITY MORE THAN ONCE

Ask for donations when you register, just before or after the event, and before the fundraising deadline. Life gets busy - most people appreciate a thoughtful reminder to support your cause.

FUNDRAISING DON'TS

DON'T WAIT UNTIL THE WEEKEND OF THE EVENT TO START FUNDRAISING

Make multiple asks throughout your journey: when you register, around the time of the event, and again before the fundraising deadline. Reaching out at key moments keeps your cause top of mind and increases your chances of support.

DON'T USE THIRD-PARTY DONATION PLATFORMS

Platforms like GoFundMe and Network for Good don't include fundraiser names, making it difficult to credit donations toward your fundraising. They may also charge service fees, delay fund transfers to the DSF, and withhold donor information. As a result, DSF can't issue tax receipts for these gifts, and you'll miss out on important donor details. To ensure proper credit and a smooth donor experience, it is best to direct supporters to your official fundraising page.

DON'T MAIL CASH

DSF cannot accept cash donations by mail. If a donor gives you cash, please make an online donation to your fundraising in their name or mail a check to DSF with a note containing the donor's information.

DON'T BE ONE AND DONE

Give your donors more than one opportunity to support your fundraising for DSF.



TEAM FUNDRAISING

Team Up to Make an
Even Bigger Difference

Teams come together for many meaningful reasons—whether to honor or remember a loved one, support a shared cause, or build a sense of community. A team can be made up of family, friends, coworkers, or any combination of people united by purpose.

HOW TO FUNDRAISE AS A TEAM

Create Your Team Page: Begin by selecting the option to create a team fundraising page.

Customize the Page: Enhance your team's page with a team name, photo, fundraising goal, and why your team is raising funds.

Recruit Team Members: Invite your friends and family to join your team. With their personalized fundraising page they can help increase awareness and funds to meet your teams goal.

Track Progress: Regularly monitor the team's fundraising progress and keep team members informed and celebrate milestones to maintain engagement.

Provide Support: Encourage your team members to share their pages through social media and email.

**Community.
Research.
Progress.**



**THANK YOU
for helping us
to raise hope
through research!**

CONTACT US:



203-392-1955



fundraising@dravetfoundation.org



PO Box 3026
Cherry Hill, NJ 08034



**Dravet
Syndrome
Foundation**