



MAKE A DIFFERENCE WITH ONE STEP, JOIN ME TO
SUPPORT THE LUPUS FOUNDATION OF AMERICA.

2012 participant Guide



complete guide to
success with this year's
Walk For Lupus Now

MAKING A DIFFERENCE STARTS WITH ONE STEP.



MAKE A DIFFERENCE WITH ONE STEP, JOIN ME TO
SUPPORT THE LUPUS FOUNDATION OF AMERICA.

2012 “Walk For Lupus Now”

To register for the event in your community,
Visit www.LupusGreaterOhio.org
Register for the walk nearest you!

Northern Cincinnati / Dayton

Saturday, April 28, 2012
Franklin Township Park

Downtown Cincinnati

Saturday, May 12, 2012
Fountain Square

Columbus

Saturday, June 23, 2012
Bicentennial Park

Cleveland / Akron

Saturday, September 29, 2012
Reservation Brecksville
Oak Grove Pavilion
Brecksville Metroparks



Dear Walkers,

Thank you for taking the first step in making a difference for someone you know with lupus by registering for the annual “Walk for Lupus Now” event. The “Walk for Lupus Now” is the largest lupus gathering in the state of Ohio! Last year our annual event in Cleveland and Franklin Township gathered over 1500 passionate walkers and raised \$95,000. This year we need your support to continue the mission. YOU can help us fight lupus and raise awareness by taking the NEXT step and customizing your free, online fundraising page with your story!

Since 1977 The Greater Ohio Chapter has been dedicated to raising public awareness, education, providing continuing education for health care professionals, supporting those affected by lupus, providing funds for lupus research, and, most importantly, finding a cure.

We have recently expanded our service areas to reach the communities of Akron and Columbus. The increase in community support for our programs is strengthened by our supporters. Our past supporters have shown that people care and lupus matters! The effects of lupus on many families are life diminishing, chronic, even life threatening. Lupus patients desperately need and deserve better treatments and more funding for research to find the causes, and a cure, for lupus. Thanks to the support we received, and 56 years of waiting for a breakthrough in the treatment for lupus, the FDA approved BENLYSTA for the treatment of Lupus. With this development more research and studies have been funded for better treatment. The LFA continues to lead the way in assisting with ground breaking therapies for lupus patients. We are moving toward a new era of hope.

We support the national research efforts of the Lupus Foundation of America working to advance the science and medicine of lupus. Our national effort has helped raise more than \$23 million in direct funding to lupus researchers and stimulated \$44 million in new federal funding for lupus research.

Once again thank you. We walk to give hope. Together we can make a tremendous difference!

Sincerely,

Suzanne Tierney

President and CEO





Lupus Foundation of America, Greater Ohio Chapter

Serving Cleveland, Akron, Columbus, Cincinnati and Dayton





Lupus Facts

What is Lupus?

Lupus affects over 55,000 Ohioans and more than 1.5 million Americans. The effects of lupus can be life diminishing, chronic, even life threatening for many women, men and children.

-  Lupus is an autoimmune disease that can cause inflammation and tissue damage to virtually any organ system in the body.
-  Symptoms range from extreme fatigue, joint swelling and pain, fever, hair loss, and skin rashes, to major organ dysfunction and failure, which can be fatal.
-  Lupus affects more than the combined number of those affected by MS, cystic fibrosis, cerebral palsy, sickle cell anemia, leukemia and HIV.
-  Despite its prevalence, lupus remains one of the least recognizable and most misunderstood diseases in both the medical and lay communities.

Who does it affect, what are the current treatments?

-  Lupus affects women predominantly ages 15-45, crucial childbearing years, but can affect all ages. Men and children are also affected. Lupus is 2-3 times more common in African Americans, Hispanics and Asians, a fact yet unexplained. African American women aged 15-40 have the highest lupus rates.
-  Early diagnosis and treatment can help significantly to control the disease. However, on average, it takes 1-4 years and 3 doctor visits for patients to be correctly diagnosed.
-  Current treatments are often very toxic, the side effects are often as painful as the symptoms of the disease. Today, after an unbelievable 52 years of no new drugs, there is hope with the exciting news of BENLYSTA, the first successful lupus drug trial.
-  More than one-in-five lupus patients is permanently disabled and unable to work. Women with lupus have a five-to-tenfold increased risk of cardiovascular disease, and 60% of lupus patients have kidney effects as well.







MAKE A DIFFERENCE WITH ONE STEP, JOIN ME TO SUPPORT THE LUPUS FOUNDATION OF AMERICA.

The Greater Ohio Chapter

Making a Difference!

Every dollar donated supports the Lupus Foundation of America chapter programs, valuable statewide programs and awareness efforts for over 55,000 Ohioians living with lupus. The Chapter also supports the national research efforts of the Lupus Foundation of America, working to advance the science and medicine of lupus to bring down the barriers that have impeded progress in lupus research. The Greater Ohio Chapter is a lifeline and a voice; a voice of hope, a voice raising awareness and fighting for lupus patients. The Chapter's resources for patients and families have grown significantly in the past years with the help of our expanded board and staff. The success of The "Walk for Lupus Now" event will ensure the Ohio Chapter continues to provide:



-  The Lupus Foundation of America develops programs to train volunteers, community leaders and representatives of the medical community to provide services to people with lupus. The LFA has certified hundreds of individuals to lead local support groups for lupus patients.
-  The Lupus Foundation of America publishes outstanding newsletters, and the *Lupus Now* magazine. These publications provide patients and family members with the latest information on lupus research and treatment.
-  Educational brochures are printed in English and Spanish to raise awareness and improve diagnoses.
-  We provide eight free, monthly Statewide Teleconference Calls with experts on critical topics for patients at home.

Questions & Answers

Q: Is team membership limited to employees of the company?

A: No. Team participation is encouraged among employees' families, friends and neighbors. The "Walk for Lupus Now" creates a fun, wholesome event that brings co-workers and their families together outside of the office for a good cause!

Q: Is it difficult to organize a Team?

A: No. The key is to create an online fundraising page for your team. We help make it easy. We provide all the materials and guidelines to ensure your success in building a large "Walk for Lupus Now" team.

Q: Does having a team require some kind of corporate donation?

A: Corporate donations are encouraged, but not required. The majority of contributions will be generated by your individual team members. Sponsorship opportunities are available and can enhance your team! However, corporate

matching gifts can enhance employee fundraising efforts.

Q: How do I secure matching funds?

A: Check with your community affairs or personnel department to see if your company has a matching gift program. If so, send the necessary paperwork to the LFA office.

Q: How are funds raised through a "Walk for Lupus Now" team?

A: Individual team members can create online fundraising pages with goals, sharing stories of the lupus journey. They raise funds from co-workers, friends, neighbors, and family members who donate on their page or directly to the walker.

Q: How long is the Walk?

A: 3.5 miles. It typically takes under 2 hours to complete.

Q: What happens if it rains?

A: Walk is held rain or shine.

Q: How can my company's executives get involved?

A: Management can encourage team participation in a number of ways:

- Sign up for the team.
- Draft and distribute a company-wide email endorsing "Walk for Lupus Now" team.
- Authorize company-wide recruitment and meetings.
- Purchase Team T-shirts or other incentives to promote the company's commitment to the "Walk for Lupus Now".

Q: Are pets, strollers, bicycles or inline skates allowed to participate?

A: Strollers and wheelchairs are welcome. However, for everyone's safety, pets, bicycles, inline skates, skateboards and scooters are not allowed.

Q: Do walk participants get a lupus walk t-shirts?

A: Yes, if they are registered AND raise \$50-\$99. Incentive prizes will be given the day of the walk.



MAKE A DIFFERENCE WITH ONE STEP, JOIN ME TO SUPPORT THE LUPUS FOUNDATION OF AMERICA.

Why Should I Start a Team?

Because lupus has touched your life

Lupus affects more people than most of us realize! Ask around – a family member, a friend or coworker either has lupus or knows someone living with lupus. Over 55,000 Ohioans and 1.5 million Americans are living with lupus. Teams are formed because someone cares and becomes our champion for lupus either at work or with family and friends. Your team will generate team spirit and goodwill. Teams unite families and friends with a common goal. Corporate teams enhance employee morale and generate community good will!

To raise awareness of lupus

Currently, two out of three Americans know little to nothing about lupus. As a Team Captain, you and the walkers on your team will ask friends, family and co-workers to join or donate to your team. Through personal stories you share with all who you know, your team and walkers will also promote awareness and provide information about lupus to many in the community, a desperately needed service.

To support the Greater Ohio Chapter's mission and programs

The funds raised by your team will ensure the chapter continues to provide and expand its valuable statewide programs, resources, and advocacy. These funds also help our chapter to support the national research programs. With your support this past year, we have extended our service area to Akron and Columbus!





MAKE A DIFFERENCE WITH ONE STEP, JOIN ME TO
SUPPORT THE LUPUS FOUNDATION OF AMERICA.

How To: Start a Team

Step 1: Register your team — go to www.lupusgreaterohio.org and sign up at the location nearest you.

Every step to create your team page is outlined on the walk website. Please call our chapter office with any questions and concerns. We will help you and your walkers set up pages if they need help.

Step 2: Set a team fundraising goal and name your team.

1. Most people work harder when they have a specific goal to meet. Set a team goal that is attainable yet challenging. You will receive all donations through the website, which are sent directly to the Greater Ohio Chapter.
2. Name your team and design a team t-shirt for the members to wear. Get creative with your team's theme or company name.
3. Keep up with your team's progress and report successes back to everyone. Your team website will provide you with team reports.

Step 3: Host an internal kick off or lunch and learn.

1. Hold an informal Walk kick off event, especially helpful if you are forming a company team. Free food (donuts, ice cream, baked goods...) always helps to urge all to come, learn and be inspired!
2. Call the chapter! We will help you and, in many cases, we can organize for a speaker to recruit and inspire your Team!

Step 4: Recruit and register your team members.

1. Teams can have 2-200 members —and anyone can join!
2. Ask everyone you know! Your family, friends, co-workers, classmates, members from your church, social or networking groups, etc. would make great team members.
3. Remind all your walkers after they are asked to walk to ask everyone they know to walk with them, and to ask others to donate to their page and team.
4. Register all of your walkers. Send them the link to your team or simply send them to www.lupusgreaterohio.org. Share the tips, "How to help your walkers be successful" on page 10 and the Lupus Facts on page 4.



5. Encourage your walkers to create their own online web pages with their personal stories and be sure they add PICTURES! These are the most crucial keys in asking others for support!
6. Encourage each participant to set their own dollar goal (a suggested guideline is a minimum \$10 per team member).
7. People will join you and raise funds because THEY WERE ASKED; so don't be afraid to make the ask!

Step 5: Stay connected to your team.

1. Staying connected to your team and walkers keeps their enthusiasm and momentum up and gives everyone an opportunity to share their successes and fundraising ideas.
2. The team website can provide you with team reports, and report success stories back to team members.
3. Connect through weekly e-mails, postcards or letters, telephone updates or team meetings.
4. Remind your team that their fundraising is such an important cause – fighting lupus and helping those affected by it.

Step 6: If you form a corporate team, recruit co-captains for every department.

Share the effort and help spread the word. Recruit co-captains! Don't forget to invite or ask all vendors and customers to WALK WITH YOU. If they can't walk, ask them to donate to your team!

Step 7: Equip your team for Walk Day!

1. Give walkers a "walker envelope" to collect offline donations and checks or cash, which should be converted to a check.
2. We need YOU, as Team Captains, to collect all of your walker envelopes and bring or mail all of these to the chapter office BEFORE Walk Day to be recognized for awards OR check-in table ON Walk Day.





How To: Help Your Walkers Be Successful

Step 1: Register and create your web page

- Register and create your own fundraising page online at www.lupusgreaterohio.org and follow the walk link. This is the quickest and easiest way to raise funds, especially if you're shy about asking. You will reach an unbelievable goal by sending personalized emails with your link, your picture and your story, to all in your address book.

Step 2: Develop your mailing list

- Download your address book to your personal web page. You can easily send and track emails and donations on your web page.

Step 3: Share your personal story with a picture!

- Instill passion! Tell people why you are walking, and how lupus has affected your life and your family. Don't forget to add your picture! Friends and family will respond to your personalized and passionate story. See sample letters on our website. Call the chapter if you need help!
- Share the devastating statistics and real-life impact of lupus. Email and send Lupus Facts. Visit our chapter website, www.lupusgreaterohio.org.
- People will give donations because they were asked and because you show them how lupus is important to you!

Be sure to include:

- Your fund-raising goal
- A deadline for donations (before walk date).
- State that their donation is tax-deductible.
- State that all checks should be made payable to LFAGOC



Step 4: Personalize your everyday email signature

- Add your walk web page address to your email signature, every email can raise awareness and increase donations.

Step 5: Also, Call & Mail your request letter

- Our top fundraising walkers felt that also sending a hard copy of your online letter was the key to their success. Everyone receives so many emails; the hard copy letter may be that extra “touch” to encourage those you emailed to respond to the email in their inbox with your web link, where they can donate online.
- Set aside time to call those you can’t email or don’t see. That call could make a huge difference.

Step 6: Check back

- Check your Walk for Lupus Now team account daily, just like your bank account. If checks are coming in, turn them in on walk day or mail the checks to the LFA office with your name and team name.





Fundraising Tips: Build Team Spirit Too!

The Basics:

Show Commitment Make the first donation yourself. When your team members (and potential donors) see your name and a contribution, they will see how serious you are.

Share with the Group As you conduct fundraising, share your methods with your team members. By sharing your mail/e-mail campaigns and personal fundraising events, team members will become more comfortable fundraising for themselves.

Set Goals Set a team fundraising goal and regularly announce the team's progress through e-mail and on the team webpage.

Ask for Help Identify a team member to serve as co-captain, or a group of members to serve as a team committee. Ask for help in putting together one or more team fundraising events. Delegate responsibilities.

Double your Pledges Ask the HR department if they have a matching gift program. Don't forget to inform co-workers who are also teammates about this opportunity. Just by informing them of this, you could double, even triple, your team's contributions.

Going the Extra Mile:

Host a Fundraising Kick-off Provide breakfast, lunch, or snacks. Use our promotional materials to motivate participants to raise funds and recruit new team members.

Hold a Drawing For every \$50 raised, team members earn a chance to win a prize such as a special home cooked meal or a gift card to their favorite store.

Collection Jars Place an empty container (water jug/box/bucket) in high-traffic areas to collect coins. You'll be surprised how fast change adds up!

Get Team Sponsors Ask businesses to sponsor your team in exchange for free publicity. Include sponsor logos on team t-shirts and in a sponsor highlights section of your team emails/webpage. Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team in return for sponsorship privileges. Ask a local band to play for free and sell raffle tickets for great prizes.



MAKE A DIFFERENCE WITH ONE STEP, JOIN ME TO
SUPPORT THE LUPUS FOUNDATION OF AMERICA.

Be Social: Share Your Story with Friends

Idea!

Once you are registered, update your Facebook status, or send a tweet, with a link to your personal page. Click on the 'Email' tab in your personal headquarters to see the Facebook and Twitter links. For event updates, be sure to check out our event page on Facebook and Twitter.

Take it a step further

- Use your social network to inform friends about the Walk For Lupus Now
- Make weekly, even monthly, status updates linking them to your donate page
- Create an event on Facebook, "Donate To Fight Lupus"
- Change your profile picture to the Walk For Lupus Now logo
- Use social networks to let friends know when the walk is, and where to go to join with you



Like Us on Facebook

Share your story through updates. Use your status to thank your donors. When others see who is giving to your cause, they will be more inclined to give as well.



Follow us on Twitter

Join our Weekly Tweetups!
We are asking our online lupus community to post uniform statuses and to retweet the same post to create a presence and awareness of lupus.



Wrap-A-Round Event Ideas

Wrap-A-Round events are team fundraising events that help build team spirit and raise more money! Below are examples of great team “wraps.” Don’t limit yourself to just this list - get creative and make participating in The Walk For Lupus Now an event your team members and other co-workers want to be a part of!!

For Teams

Butterflies for Sale Sell the Walk For Lupus Now butterflies for \$1 or \$2! People can hang them in their office. Display the butterflies in a common place so people can see who is supporting your team and who you still need to reach! Ask your local grocery stores if they will sell the butterflies as well.

50 / 50 Raffle Hold a 50/50 raffle for a specific time period: a month, a week, every month, or every two weeks. Half of the money goes to the Walk For Lupus Now team and the other half goes to the winner of the raffle.

Team Raffles Walkers who raise \$100 get their name dropped into a box for a prize drawing. The prize could be a gift certificate to a restaurant, tickets to a sporting event, the use of the boss’s parking space for a week, or the permission to dress casual for a week.

Auctions Plan your own auction to benefit your Walk For Lupus Now team. Invite friends and family to collect and donate gently used items, antiques, art, gift certificates, gift baskets, sporting equipment, restaurant certificates, anything that could be auctioned off to support your team’s fundraising goals. Do a white elephant gift auction for a different, fun twist!

For Company Teams

Food, Food, & More Food Everyone loves to eat! Encourage employees to hold bake sales, pizza sales or an old fashioned barbeque or ice cream social.

Candy Bar | Candy Sale Who doesn’t need an afternoon pick me up? Rather than paying the vending machine have money go to your team!



Dress Down Days Sell purple bracelets for \$5 in exchange for employee participation in a Friday Walk For Lupus Now Dress Down Day, Shorts Day, Tacky Tourist Day, Clash Dress Day, etc.

Brown Bag It Ask friends and co-workers to pack their own lunch one day a week and donate \$10 to lupus. Hand out brown paper bags.

Executive Car Washes Ask your corporate executives to wash their employees cars during a lunch hour or one weekend day. Have your team hold a car wash for the company on a nice day.

T-Shirt Contest Create a competition between departments to design the company's T-shirts for the Walk For Lupus Now. The department that wins can receive a pizza, sub, or ice cream party.

Vendor Letters Ask company Vendors to support your team.

Double your Pledges Ask the HR department if they have a matching gift program. Don't forget to inform co-workers who are also teammates about this opportunity. Just by informing them, you could double, even triple, your team's contributions.



Please use this form for any offline donations you collect. Do not put online donations on this form. Please bring this with you on Walk day or mail in at least one week in advance.

Donor's Name	Address	Amount Received (Enclosed in Envelope)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
Total		

Make copies of pledge sheet for your records and for additional donors.