



# PEER-TO-PEER FUNDRAISING TOOLKIT

Each November, the LGS Foundation organizes international social media campaigns, events, and fundraisers to raise awareness and raise funds to support the Foundation's Vision & Mission.

YOU are a part of something BIG, and your efforts make a BIG impact!  
Thank you!

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## **Our Vision:**

To end the suffering and devastation caused by LGS.

## **Our Mission:**

The Lennox-Gastaut Syndrome (LGS) Foundation is a nonprofit organization dedicated to improving the lives of individuals impacted by LGS through advancing research, awareness, education, and family support.

# PARTICIPANT CHECKLIST

## SIGN UP

- ☐ Register to create your fundraising page. [Click here!](#)
- ☐ Set your fundraising goal.
- ☐ Customize your fundraising page.
  - Add a photo of you and/or your LGS Warrior.
  - Share your story or give a personalized appeal.

## CONNECT & SHARE

- ☐ Talk about LGS and share your fundraising page.
  - Email
  - Social Media
  - Texts and Calls
  - Notes and Letters
- ☐ Ask friends and family to join the campaign and participate with you!

## FUNDRAISE

- ☐ Show your commitment by making a personal donation.
- ☐ Ask friends, family, neighbors, and colleagues to support you by:
  - Making a donation
  - Forwarding your emails to people they know
  - Liking and sharing your social media posts
- ☐ Always remember to say Please and Thank You!

# TIPS & IDEAS

## GETTING STARTED

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For many fundraisers, it can be difficult to ask friends, family members, and acquaintances for financial support. Start with those you know will be willing to support you and use this to build momentum.

## CUSTOMIZE YOUR FUNDRAISING PAGE

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Most potential donors will be people you personally know - friends, relatives, co-workers, and others within your social network. Often their decision to donate is because they are supporting you, rather than supporting the LGS Foundation. For this reason, inspiring your supporters is key to your success. You need to explain why you have chosen to participate, what the LGS Foundation means to you, and how their contribution can help the LGS Foundation achieve its goals.

## USE SOCIAL MEDIA

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Social media is a casual and fun way to have direct conversations with supporters, share fundraising updates, build awareness of LGS, and inspire giving.

- Share Your Story - Create a video and/or post pictures sharing the reasons why you're participating.
- Use our Hashtags - Stories with hashtags will generate more traffic and boost your fundraising. #LGSawareness #LennoxGastautSyndrome
- Include a Call to Action - Ask friends to join you! Find ways to get people to engage in your fundraising.

## FUNDRAISE THE OLD FASHIONED WAY

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A direct fundraising ask still works best in many cases. Collect cash or check (made out to the LGS Foundation) donations offline and mail them into the LGS Foundation.

Potential supporters that you see often but may not connect with online include:

- Work acquaintances: Bosses, coworkers, business partners, vendors, clients
- Associates from group activities: Teammates, coaches, classmates
- Members of your church or spiritual group
- Neighbors, hairstylists, dentists, or delivery drivers

## **THANK, THANK, THANK!**

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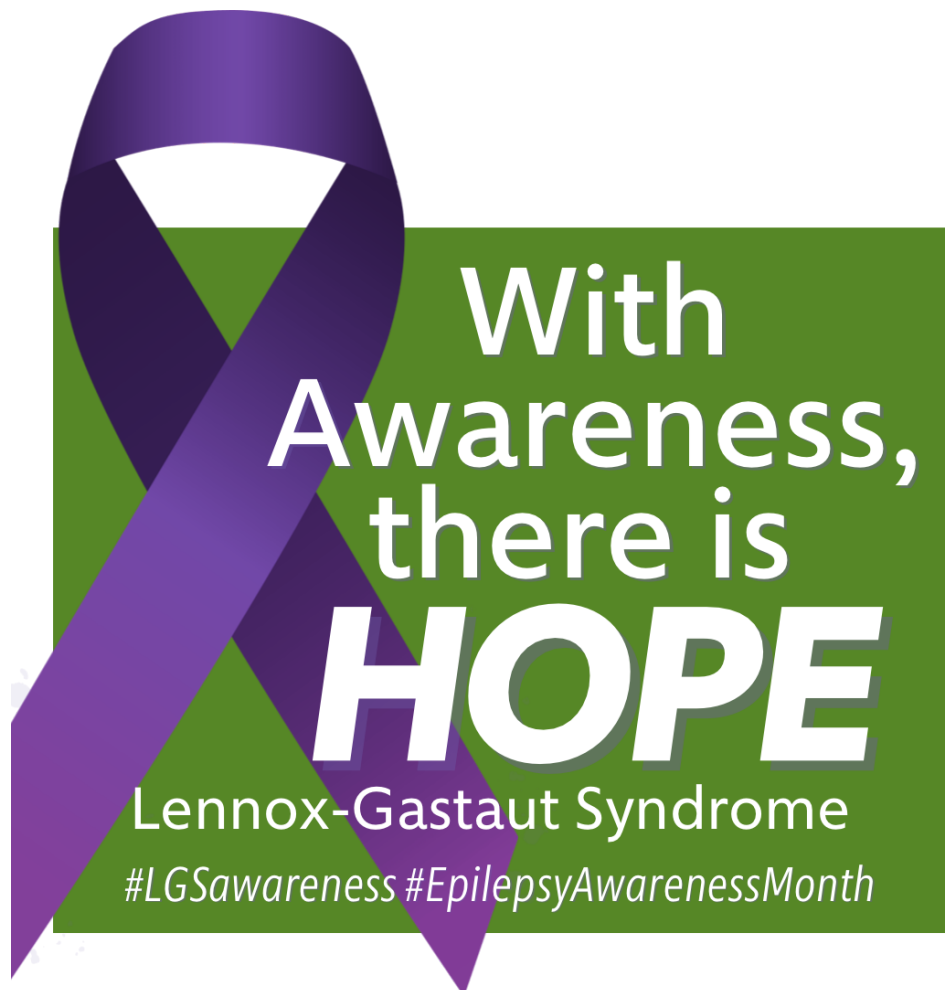
You will receive an email letting you know each time someone donates.  
Thank your donors and keep them updated on your progress.  
Thank people for liking and sharing your fundraising page on social media.  
Thank people for forwarding your fundraising emails to those in their networks.

*Note: Donors will also get a thank you email from the LGS Foundation.*

## **EMPLOYER MATCHING PROGRAMS**

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Many companies match donations made by employees to nonprofits, to support employee charitable giving and to extend corporate philanthropy. Often this may double or even triple a donation! [Learn more here.](#)



## SAMPLE EMAIL

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Subject: [Your name]'s Fundraiser to fight LGS!

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Hi, [Friend's name]!

I'm excited to announce that I am supporting the Lennox-Gastaut Syndrome (LGS) Foundation during Epilepsy Awareness Month! November 1st is International LGS Awareness Day, so TODAY I am launching my personal fundraising campaign [add direct link to your page].

I'm asking my family members, friends, and neighbors to help me reach my goal of [\$XXX] and support the LGS Foundation's efforts to end the suffering and devastation caused by LGS.

LGS is a rare and severe form of epilepsy that develops in young children and leads to lifelong seizures, disabilities, and other associated disorders. A gift to the LGS Foundation helps to create a hopeful path forward.

Would you join me today by donating [\$XX]? It will mean so much to me! :-)

Click here to learn more and donate on my page [add direct link to your page].

Thanks for your consideration,  
[Your name]

# TEMPLATES

## SAMPLE SOCIAL MEDIA POSTS

Please join me in helping the Lennox-Gastaut Syndrome (LGS) Foundation in its fight to end suffering and devastation caused by this devastating disease. Visit my page to learn more and help me reach my goal to raise [\$XX] by Nov. 30. It will mean so much to me! [add direct link to your page].

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If you've already made a gift to the LGS Foundation, thank you so much for your support! Will you now consider liking and sharing my posts with your connections on social media? Together, we are creating a hopeful path forward for those impacted by LGS. [add direct link to your page].

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I'm asking friends and family who believe in my work to invest in it! [add direct link to your page].

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Help me reach my goal of raising [\$XXX] to fight Lennox-Gastaut Syndrome (LGS)! [add direct link to your page].

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Want to learn more about LGS? Read the story of little Olive at [lgsfoundation.org/meet-olive](https://lgsfoundation.org/meet-olive) and then visit my page to donate. [add direct link to your page]. ((Find and share more [LGS family stories here](#)))

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Today is the last day of my fundraiser! Please help me reach my goal by midnight! [add direct link to your page].

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A gift to the Lennox-Gastaut Syndrome (LGS) Foundation will help families impacted by LGS. Funds are used to accelerate research, raise awareness, provide family support, and educate about LGS. [add direct link to your page]

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Use hashtags **#LGSawareness** and **#LennoxGastautSyndrome** in your posts!

## SAMPLE THANK YOU

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Hi, [Friend's name]!

Thank you so much for supporting me and my fundraiser to fight LGS. Because of you, I was able to raise [\$XXX] for the Lennox-Gastaut Syndrome (LGS) Foundation!

Together, we are making a difference in the lives of those impacted by LGS by funding critical research, education, awareness, and support for patients and their families.

You rock!

Thanks for your support,  
[Your name]



# CREATIVE FUNDRAISING IDEAS



## Handmade Holiday Card Sales!

Put your creative kids and their art skills to work creating one-of-a-kind holiday cards.

## Give Your Age!

Ask people to give the amount equal to their age, or their kids' age!



## Host a Game Night!

Encourage everyone to bring their favorite board games. Then, charge a small 'admissions fee' to play.



# SHINE A LIGHT ON LGS

## AWARENESS GIVEAWAY

Participate in our social media awareness campaign this November and you'll be entered to win an Amazon Gift Card.

1

### Follow

Follow the LGS Foundation on social media

2

### Share

Share your personal fundraiser on social media

3

### Tag Us

Be sure to tag the LGS Foundation in your post

Winners will be announced  
in early December.

# LGS FOUNDATION<sup>®</sup>

## LENNOX-GASTAUT SYNDROME



## Thank you for supporting the LGS Foundation!

We're here to help you succeed!  
Email us at [cindy@lgsfoundation.org](mailto:cindy@lgsfoundation.org) for help with  
your peer-to-peer fundraising efforts.

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The LGS Foundation is powered by our community  
of families, friends, and supporters. Together we  
can make a difference!

## Standing Together. Stronger Together.



**Stay In  
Touch**

Web: [www.LGSFoundation.org](http://www.LGSFoundation.org)

E-mail: [Info@LGSFoundation.org](mailto:Info@LGSFoundation.org)

Phone: 718-374-3800

Facebook: [Facebook.com/lgsfoundation](https://Facebook.com/lgsfoundation)

YouTube: [@lgsfoundation](https://www.youtube.com/lgsfoundation)

Twitter: [@lgs\\_foundation](https://twitter.com/lgs_foundation)

Instagram: [@lgsfoundation](https://www.instagram.com/lgsfoundation)