



YOUR PERSONAL FUNDRAISING TOOLKIT

Walk 'n' Wheel FOR LGS Research LENNOX-GASTAUT SYNDROME



Stepping Towards the Cures, Together

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

- ☐ Consider making a personal donation to get things started!
- ☐ 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!

IMPACT

If You Want To Go Fast, Go Alone.
If You Want To Go Far, Go Together!

\$1,000

Allows the LGS Foundation to send one young scientist to an international epilepsy meeting so they can build their careers around studying LGS.



What we have learned is that if families aren't funding research that matters to them, no one is.

And the only way we can fund patient-led LGS research is by raising the funds ourselves, so that's what we're doing!



What We've Already Accomplished

- We funded the first ever mouse model of LGS - Now researchers can study the brain wiring in the mouse to test new treatments
- We funded the study that showed Deep Brain Stimulation is an effective treatment for LGS, and helped identify the optimal way to use it
- We helped to identify many causes of the seizures that lead to LGS



\$15,000

Allows the LGS Foundation to bring together scientists from around the world to discuss the latest in LGS research.



\$50,000

Funds a cutting edge research project through the LGS Foundation's Cure LGS 365 Research Grant Program.



Finding the Cures, Together

STEP 1

Establish a Community of Support

STEP 2

Empower Patient Families

STEP 3

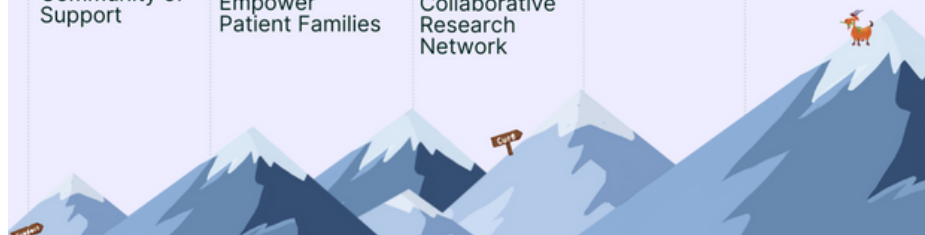
Build a LGS Collaborative Research Network

STEP 4

Fund Patient-Led Research

STEP 5

Freely Share Research Data



GETTING STARTED

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

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

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. #WalkForLGS #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

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!

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

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.](#)

SEND REMINDERS

Don't be afraid to ask a few times. Many donors want to give and intend to donate after the first request, but get distracted or otherwise interrupted from doing so, and appreciate the polite reminder or friendly nudge.



SAMPLE EMAIL

Subject: [Your name]'s Fundraiser to fund critical Research in LGS!

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Hi, [Friend's name]!

I'm excited to announce that I am supporting the Lennox-Gastaut Syndrome (LGS) Foundation, 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 fund critical research to find disease-modifying therapies, treatments, and cures for 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 find the cures for LGS. Visit my page to learn more and help me reach my goal to raise [\$XX] by April 30th. It will mean so much to me! [add direct link to your page].

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].

We can only fund patient-led research by raising the funds ourselves, so that's what we're doing! Will you help us? [add direct link to your page].

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

Want to learn more about LGS? Read the story of little Olive at 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](#)))

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

Please help me reach my [\$XXX] goal. Every dollar raised brings us one step closer to improving treatments and quality of life for those affected by Lennox-Gastaut Syndrome. [add direct link to your page]

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

SAMPLE THANK YOU

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's [Finding the Cures, Together Research Program](#)!

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.



YOU are a part of something BIG, and your efforts make a BIG impact! Thank you for supporting the LGS Foundation!

We're here to help you succeed!
Email us at giving@lgsfoundation.org for
help with your fundraising efforts.

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

**Standing Together.
Stronger Together.**



***Stay In
Touch***

Web: www.LGSFoundation.org

E-mail: Info@LGSFoundation.org

Phone: 718-374-3800

Facebook: 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)