

Helpful Hints for Successful Fundraising

The Oxalosis and Hyperoxaluria Foundation

OHF is a partner, an alliance and a movement. We bring together people living with hyperoxaluria, families, care partners, scientists, doctors, advocates, donors and volunteers to join forces to improve lives and advance towards a cure.

Since 1989, we've made tangible progress on all fronts, **providing hope, energizing science to help save lives.** Today, we continue to:

- Partner with the scientific community to fund game-changing research that provides better outcomes
- Include the patient voice every step of the way
- Convene the best minds from around the world to find new approaches that enhance care and move us closer to a cure

Getting Started

Thank you for deciding to fundraise for the Oxalosis and Hyperoxaluria Foundation (OHF).

You're joining a community of people making a difference and providing hope for individuals and families affected by hyperoxaluria.

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert to raise a lot of money. You have a chance to make a big impact, even if you can't personally make a big donation. By mobilizing your friends and family, you can help The OHF reach more people, raise more money, and make a bigger impact. There are so many ways to raise funds for neighbors in need - request donations instead of gifts on a special day, take on a challenge, host an event or do your own thing by getting creative.

The OHF is here to help - beginning with this handy toolkit full of tips and tricks to be successful on your fundraising journey.

The Power of Your Donations

Relish the fact that what you are doing is incredible, and no matter how much you raise, you are making a positive impact.

Create your fundraising page

1. Choose to fundraise as a team or as an individual
 - a. As an Individual – Sign up to get started right away and start getting donations to help those who need it most.
 - b. Join A Team – If your school, business, or other group has already created a team, join with them to transform even more lives.
 - c. Create a Team – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so that you can work together to make a larger impact.
2. Set your fundraising goal - there is a pre-populated goal set, but you can set a goal that's right for you. Keep in mind that you can always edit your goal once you get started.
3. Add your headline – share a quick blurb about why you are setting up a fundraiser for The OHF. Use your Access materials here.
4. Upload a photo and personalize your page
 - a. Detailed instructions to personalize your page can be found [here](#).
5. Spread the word on social media and to your friends and family

Share your fundraising story

People give to people.

Adding personal touches to your fundraising page, such as a photo or story, helps your donors connect with your mission. Your community of supporters will feel compelled to give because you've asked them to.

Personalizing your fundraiser also shows that you are serious about meeting your fundraising goal because you have dedicated time and effort to customize your page.

Post updates on your page to keep your supporters in the loop on your fundraising journey. Share photos and videos to help tell a larger story.

Here are a few great examples of some personal pages with compelling stories:

Thanks for supporting a cure for hyperoxaluria

In honor of #GivingTuesday, I'm raising money for the Oxalosis and Hyperoxaluria Foundation, @TheOHF, and your contribution will make an impact. Our family will match your donation, and OHF has two other matching programs, so for every \$1 you give, OHF will receive \$5 more.

Why OHF?

Seven months ago I learned I was in acute renal failure during routine follow up, after a procedure to clear my kidneys of stones. There have been hundreds of stones. I lost count of the surgeries. Seven months ago was the first time in my life, I thought dialysis and dual kidney-liver transplant were imminent and I was terrified.

@TheOHF has developed resources that I tapped into during a time of despair: a network of clinical/research experts, a patient community and, since this time last year, the first FDA approved drug to treat PH1. I am so grateful for the hope they have given me.

Most importantly, @TheOHF is helping to find a cure. They funded the basic science to develop mouse models for research and the patient registry to chart the natural course of disease. They supported developing the evidence base that showed urinary oxalate could be used as a clinical trial endpoint. These were the activities that made PH1 a great candidate for developing new therapies. By supporting @TheOHF, there is a good chance we'll have a cure in 10 years.

The Water Chug Challenge is to show your support in keeping Kidney Stones away for another day!

The rules are simple: Chug a bottle of water (bigger is better) and donate \$25 to the OHF or skip the water and donate \$100 – then nominate 3 people to do the same
You have 24 hours to complete the challenge. Upload a video to social media as proof #OHFWaterChug, it's that easy

Meetayah!

Hi, I'm Mayah! I am on a mission to end kidney stones. As a young girl, I was diagnosed with a life-threatening, rare disease called Primary Hyperoxaluria Type 1 (PH1). PH1 gave me a superpower that normal people don't have. I turn oxalate into kidney stones... not fun. If you've ever had one kidney stone you know how painful, debilitating and horrific it can be. Now imagine having hundreds...this is my life.

A wise kidney doctor once told me, "The Solution to Pollution is Dilution, Drink Your Water!" That's why I started the OHF Water Chug Challenge. OHF is working to end hyperoxaluria and its painful kidney stones so that I can keep my kidneys healthy. Help me, flush stones away so that people like me can have a brighter day! Join #OHFWaterChug and show your support.

For over 21 years, I lived by the motto, "we don't know how strong we are, until it's the only choice we have." With everything that I have gone through I took it upon myself to get my Public Health degree so that I could become an advocate for those who need it. This summer, I decided to give back and became an intern at the organization that has been at the front lines of fighting my disease, the OHF. Since starting my internship, it has not been an easy ride. I have been in and out of the hospital due to multiple large and obstructing kidney stones that required 4 kidney surgeries in 4 weeks. I refused to let the excruciating pain, surgeries, nor my disease stop me. I refuse to let kidney stones define my life. I am "Tough as a Rock!"

Key Messages

Here are a few key messages that might help to get you started

Use the key messages below to help build upon your personal story and share why you're fundraising for the Oxalosis & Hyperoxaluria Foundation.

Explaining Hyperoxaluria

- Hyperoxaluria is rare and can be caused by inherited disorders, an intestinal disease, weight loss surgery, or eating too much oxalate-rich foods.
- Hyperoxaluria causes high levels of oxalate which is toxic because oxalate cannot be broken down by the body. The excess oxalate accumulates in the kidneys causing recurring kidney stones, kidney damage including the possibility of kidney failure, which would require a life-saving liver and/or kidney transplant to survive.
- It is estimated that 1 to 3 of every million people have Primary Hyperoxaluria (PH) and 5-24% of all patients with gastrointestinal diseases associated with malabsorption have Enteric Hyperoxaluria (EH).

About the OHF

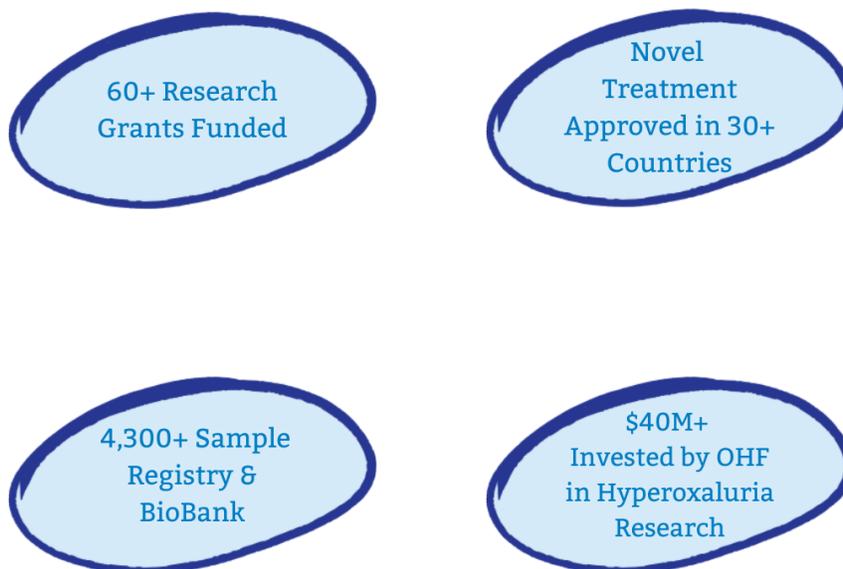
- OHF is a partner, an alliance and a movement. OHF brings together people living with hyperoxaluria, families, care partners, scientists, doctors, advocates, donors and volunteers to join forces to improve lives and advance towards a cure.
- Founded in 1989, the Oxalosis & Hyperoxaluria Foundation is the world's leader in the search for a cure for Hyperoxaluria. The Foundation was started by parents desperate to save their children's lives.
- Some people with Hyperoxaluria are now reaching milestones once thought not possible because of the OHF. Currently, there is one approved therapy for patients with PH1. Having one treatment for those with PH1 is encouraging, but there is still much more work to do. OHF is forging ahead with great energy and fervor to find effective treatments and a cure for all patients living with all types of primary and enteric hyperoxaluria.

Research Advances

- OHF helped discover and fund a state-of-the-art model for Primary Hyperoxaluria care and have funded groundbreaking research. The first life-saving FDA approved drug to treat Primary Hyperoxaluria Type 1 that is available today, was made possible because of the Foundation & support.

A Cure For All

- We are not done. Not everyone can benefit from the one current available treatment, so we must find a cure. We know that no pace is fast enough when you or your loved one are living with the challenges of Hyperoxaluria.
- The path to end hyperoxaluria is a challenging one that requires a progressive research agenda to accelerate treatments and drug development. As the world's largest private funder of hyperoxaluria research, OHF is dedicated to providing hope, energizing science, and helping save lives around the world. Investing the assets we have today in research, while raising more donations for tomorrow, will ensure we have the resources to reach the finish line. You are an important part of our progress.



More can be found at <https://ohf.org/>.

Build your plan for success

Goals lead to results - when your supporters see you're serious, they'll be motivated to help you achieve your goal!

Creating a strong plan and sharing your goals early on will let your supporters know what you're looking to achieve.

Did you know?

In fundraising psychology people are more likely to donate the closer someone is to achieving their goal.

Communication is key

Building a plan for communicating your goals, progress and triumphs to your network of supporters fuels your fundraising success. Create a list of people you plan to reach out to.

- **Start with the low hanging fruit.** Tap those closest to you to secure those first few donations. It's always nice to get some quick wins when you begin fundraising!
- **Cast a wide net.** Although it might feel comfortable to limit your outreach to your inner circle, don't be afraid to push yourself to expand your list - you never know who may have a personal connection to your cause. Did you know? In fundraising psychology people are more likely to donate the closer someone is to achieving their goal.

Spread the word.

You're well on your way to fundraising success - now it's time to spread the word and reach your goal! Using tools like email and social media are the best ways to tell your network about your campaign and ask them to donate.

Email

Email is one of the easiest and most effective ways to fundraise! This should be at the core of your outreach strategy.

Announce your fundraising kick-off by sending a personal email (or ideally making an in-person ask) to your inner circle to capture some early momentum and get some donations on the board before you blast your larger network.

Key Elements of Fundraising Emails

- **Clarity.** Clearly communicate your goal - and the story behind it. Include a direct call to donate to activate your supporters.
- **Urgency.** Create a sense of urgency by setting a fundraising end date.
- **Visuals.** Images can tell a story that words can't. The more you can use visuals, the more you engage your supporters.

Email examples

Additional inspiration can be found in the Email Templates document.

Subject: Transform your dollars into lasting change

Dear {Name},

I'm raising money for The OHF and it would mean so much to me if you could transform your dollars into lasting change to those most in need by supporting my campaign with a donation.

Please Click Here {LINK TO YOUR FUNDRAISING PAGE} to give.

It'll only take a few seconds and any donation will help provide hope. Here are some quick facts about my cause ... {SOME INFO ABOUT YOUR CAUSE. SEE KEY MESSAGES FOR SOME EXAMPLES.}

Again, to support my campaign please visit {LINK TO YOUR FUNDRAISING PAGE} and click on the DONATE button.

Thanks so much for your support!

Subject: Join the #Hyperoxaluria Campaign

Dear {Name},

I need your help, and fast! Spreading the word about The OHF helps gain awareness and much needed money for the most vulnerable in my community.

I'm contacting everyone I know to ask them to share my fundraising page {INSERT LINK TO YOUR FUNDRAISING PAGE} with their friends and family.

Sharing on social media or a simple email to your closest friends would be so wonderful and make such a big difference.

If you're willing, can you please share this link: {LINK TO YOUR FUNDRAISING PAGE} with everyone you know and ask them to check it out?

Thank you for your support!

Social Media

In addition to sending emails, you can use social media to complement and enhance your communication plan. Social media will help you reach people that may fall outside your core network of supporters.

There are built-in tools on your fundraising page for social and email sharing, so definitely take advantage of those to share your page via Facebook, Twitter and LinkedIn.

Tips for Social Success

- **Post far and wide to reach a broad audience.** Facebook, Twitter, Pinterest, LinkedIn, Instagram, the list goes on. Make sure anyone you're connected to online knows about the important work you're supporting.
- **Update often.** No matter what platform you're using, regularly update your network. When possible, include photos or video to draw your audience in. And most importantly - always include the link to your fundraiser
- **Ask for a share.** Not everyone is able to contribute financially to your campaign, but sharing it with their networks increases your reach.

Meet your goal

Now that you've got a campaign, a communication plan and a network of amazing supporters behind you, it's time to reach your goal!

How to Reach the Finish Line

- **Donate to yourself.** The first donation should always be from you! No matter the size of the donation, it'll show your network that you're committed - and can also help you feel more comfortable asking others since you have already contributed.
- **Don't be afraid to ask.** The success of your campaign hinges on how many people you can reach, so don't be afraid to ask! Remember why you're fundraising. You are not asking for you, you're asking on behalf of the most vulnerable members of your community. People will salute and admire your efforts.
- **Follow up.** On average it takes between 3-5 touch points to get someone to donate - people are busy and one email is typically not enough. Have a solid plan in place, and don't be afraid that by following up you are bothering people. People who have intentions of donating appreciate the reminder.

Say thank you

Be sure to thank each and every one of your donors - after all, it wouldn't have been possible to reach your goal without them.

Make it count.

Put your heart into it and make your donors feel like the true champions they are. People may see your grace and be inspired to add their part to your cause.

Acknowledgment Inspiration

- **Send an email or handwritten note.** Don't underestimate the value of a personalized email or a good, old-fashioned handwritten card.
- **Use your fundraising page.** You can acknowledge your supporters right on your fundraising page by replying or posting a comment on your activity wall.
- **Give them a social media shoutout.** Take it to the next level and thank donors via social media - most people love being recognized in public for their good deeds!

Need help? Contact us!

In general, The OHF will be your go-to for questions or concerns during fundraising. Please contact info@ohf.org for help with the following:

1. Deleting a fundraising or team page
2. Manually adding a team or fundraiser
3. Reassigning a donation from one page to another page
4. Editing a fundraiser's page
5. Adding offline donations
6. Seeing reports
7. Any other questions!