



NATIONAL FRAGILE X FOUNDATION



WHAT WILL YOU DO FOR FRAGILE X?



Peer-to-Peer

Fundraising Toolkit

Welcome to Team Anything for Fragile X!

By becoming a peer-to-peer fundraiser for the NFXF, you are joining a community of fundraisers who leverage their personal networks of friends, family, colleagues, and others to support our mission to serve the entire Fragile X community to live their best lives by providing the knowledge, resources, and tools until, and even after, more effective treatments and a cure are achieved.

From lemonade stands and bake sales, to bike outings and fishing trips, Anything for Fragile X fundraisers are always discovering new and creative ways to honor their loved ones by raising awareness and funds to support the Fragile X community.

You are helping us achieve our vision of a world where every family is empowered to successfully navigate the Fragile X journey. Thank you!

Your Impact

Generous contributions from donors and fundraisers like you enable the NFXF to provide the knowledge, resources, and tools needed for families living with Fragile X and the professionals who serve them.

\$50

helps guide a newly diagnosed family – to show them that it's going to be okay, and that they are not alone on this journey.

\$250

provides valuable, on-demand educational content, because knowledge is power, and knowledge improves lives.

\$100

helps support NFXF Advocates on Capitol Hill to share their story with their member of Congress, to help secure funding for research.

\$500

helps bolster future generations of Fragile X professionals through support of younger researchers and clinicians.

Questions?

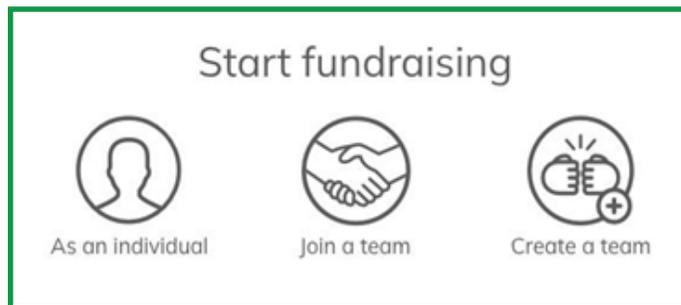
Please reach out to Kristin Bogart, Development Director at kristin@fragilex.org

5 Tips for Successful Fundraising



Create Your Fundraising Page

1. Click on **Become a Fundraiser** and choose your fundraising style from the available choices.



- a. **As an Individual** - Sign up to get started right away and fundraise on your own for the cause you love.
- b. **Join a Team** - If your school, business, or other group has already created a team, join them to make an even greater impact.
- 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 you can work together.

2. **Set your fundraising goal** - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. Here are some ideas of how the money you intend to raise will impact our mission.

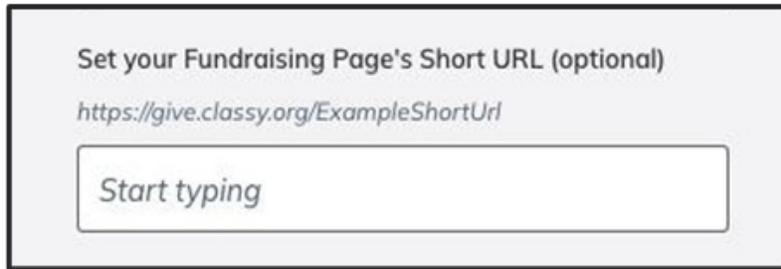
- a. **\$50** - Help provide resources to a newly diagnosed family
- b. **\$100** - Help support NFXF Advocates on Capitol Hill
- c. **\$250** - Help provide valuable, on-demand educational content to families
- d. **\$500** - Help grow the next generation of Fragile X professionals
- e. **Choose a fundraising end date**



3. **Add your headline** - Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:

- a. **Climbing for a Cure**
- b. **Fragile X Awareness Walk**
- c. **Celebrate my Birthday Milestone**
- d. **Team Smith Walks for Fragile X**

4. **Set a short URL** - This allows you to easily share your page with your friends and family.



The image shows a screenshot of a web form titled "Set your Fundraising Page's Short URL (optional)". Below the title is an example URL: "https://give.classy.org/ExampleShortUrl". Underneath the example is a text input field with the placeholder text "Start typing".

a. Example: give.classy.org/yourfundraisersname

5. **Upload a Photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

To learn more about editing and personalizing your page, explore Classy's support article [here](#).

Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Key Messages

Asking someone for a donation might feel intimidating, but asking someone to support a cause that you care about (ie Fragile X) can be inspiring! It's really all about telling your story in a simple and concise way. Here are some ideas of what you could say:

On September 27th, I'll be hiking 15 miles in the Santa Cruz mountains for a virtual run/walk event in support of the National Fragile X Foundation. The NFXF is important to me because it helps support families affected by Fragile X and FMR1-associated conditions and disorders every day, by promoting advocacy, providing education, advancing research and improving treatments.

Help me support the National Fragile X Foundation by making a donation. The process is fast, easy, and secure. I truly appreciate any support you can provide. It will benefit a great cause!

If you can't make a donation right now, help me reach my goal by sharing this page on Facebook or send an e-mail to friends you think might be interested in contributing and include a link to my page!

Thanks so much for your generosity!

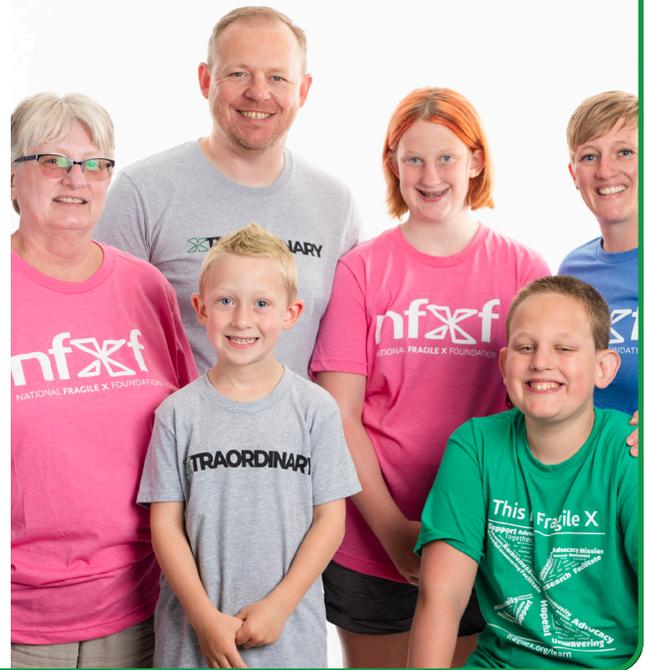


The National Fragile X Foundation is important to me

because it provides invaluable support to families living with Fragile X through community, education, advocacy, and research.

It's been my privilege to serve this community for nearly 17 years and I'm continually inspired by the many families who meet the challenges of life with Fragile X - every day! It's not an easy journey and I'm so proud of the work the NFXF does to help to make each day a little bit better for families living with Fragile X.

Now I hope you will help me turn my milestone birthday into support for this very special organization by making a donation. The process is fast, easy, and secure. I truly appreciate any support you can provide. It will benefit a great cause!



Welcome to my X Strides walk page.

Matt was diagnosed with Fragile X syndrome when he was 12 days old. We have received support and guidance from the NFXF since the day of his diagnosis.

Matt is incredibly engaging and loves his "people". He has many challenges. He can write his name, but struggles to write more. His speech can be hard to understand. He can easily become overwhelmed and that will result in undesirable behavior.



The National Fragile X Foundation is important to me because it helps support me and my family through community, education, public policy, and research.

Help me support families living with Fragile X, like mine, by making a donation. The process is fast, easy, and secure. I truly appreciate any support you can provide. It will benefit a great cause!

If you can't make a donation at this point, help me reach my goal by sharing this page on Facebook and Twitter! Or, even better, send an email to friends you think might be interested in contributing and include a link to my page!

To learn more about Fragile X go to fragilex.org/learn.

Thanks so much for your generosity! Together, We're Stronger

Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

- 1. Start with your closest inner circle** - This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
- 2. Cast a wider net** - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

EXAMPLE:

To:

From:

Subject: **[Add Powerful Subject Line]**

Dear **[Name]**,

I'm raising money for The National Fragile X Foundation and it would mean so much if you could help me reach my goal!

Please Click Here **[Add Your Fundraising Page]** to give.

Fragile X syndrome is the most common inherited intellectual and developmental disability. Up to 1.5 million Americans have the gene premutation, and up to 100,000 Americans have Fragile X syndrome. The National Fragile X Foundation aims to serve the entire Fragile X community to live their best lives by providing the knowledge, resources, and tools until, and even after, more effective treatments and a cure are achieved.

Help us achieve a world where every family is empowered to successfully navigate the Fragile X journey. Thanks so much for your support!

[Name]

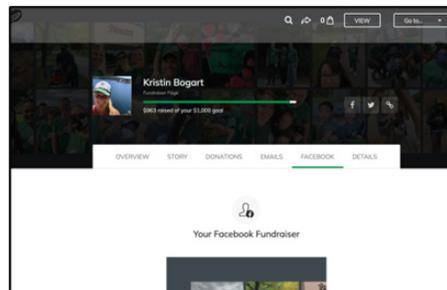
Connect to Facebook and Share on Social Media

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Link your Classy Fundraising page to your Facebook page by selecting the "Facebook" tab and following the instructions.

Reach out to Kristin Bogart at fundraising@fragilex.org



Example Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

EXAMPLE:

To:

From:

Subject: **[Add Powerful Subject Line]**

Dear **[Name]**,

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for The National Fragile X Foundation.

With your help, I have raised **[\$X]** to support families affected by Fragile X and the professionals who serve them. I encourage you to follow the National Fragile X Foundation Facebook, Instagram, and Twitter to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

Fundraising Resources

How to Edit Your Personal Fundraising Page

Get more detailed instructions on managing your fundraiser by visiting: <https://support.classy.org/article/how-to-create-and-edit-a-personal-fundraising-page>

Employer Matching Gifts

Double your impact when your company matches your gift. Use our employer matching tool to find out if your company has a matching gift program <https://fragilex.org/donate/employer-matching-donations/>

NFXF Online Resources

Follow the National Fragile X Foundation on social media and online to keep up on the latest and find inspiration

Facebook - @natlfragilex

Instagram - @nfxfoundation

LinkedIn - <https://www.linkedin.com/company/national-fragile-x-foundation>

Twitter - @nfxfoundation

NFXF Blog - <https://fragilex.org/news/>