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**Welcome to your  
personal fundraising guide**



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## Welcome to the LuMind IDSC Family!

So you've taken the leap and decided to fundraise for LuMind IDSC.....THANK YOU! We are so appreciative of families that dedicate their time and energy to help advance our mission to accelerate research that increases availability of therapeutic, diagnostic, and medical care options while empowering families through education, connections, and support.

In choosing to participate in our fundraising program, you've become an ambassador for LuMind IDSC. We're very proud to welcome you as a champion of our mission, and we want you to feel supported on every step of your fundraising journey.

As part of our family, you will receive:

- Weekly emails with updates and fundraising ideas
- Help with individual fundraising goal setting and plans
- Donor reports for donation acknowledgment at the end of the campaign
- Social media and email templates to reach your network
- An easy-to-use fundraising platform that you can customize with photos and messages
- Automatic receipts and acknowledgment letters sent to your donors as soon as they donate
- Safe and secure donation links

Please reach out with any questions, concerns, or exciting milestones! I look forward to working with you all and once again, thank you for your incredible support to LuMind IDSC and the Down syndrome community.

With gratitude,  
Christina Reaves, Director of Community Programs  
[creaves@lumindidsc.org](mailto:creaves@lumindidsc.org)



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This guide will walk you through step by step to create your fundraising campaign on LuMind IDSC's online fundraising platform and tips and tricks on how to increase your fundraising efforts!



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## **Join us as we Educate, Illuminate, and Celebrate with the Down syndrome Community**

Connections are at the core of everything we do at LuMind IDSC. Whether we're connecting with families, community members, medical professionals, or researchers, we're making a difference by educating, illuminating, and celebrating the unique and varied needs of the Down syndrome community.

We know that your loved ones with Down syndrome face a wide range of challenges. For many families, there's always a battle on the horizon: schools, medical care, employment, and community. LuMind IDSC is tackling some of the medical challenges such as Down syndrome-associated Alzheimer's disease, sleep apnea, and dermatological issues, to help improve the lives of your loved ones with Down syndrome. Our goal is to continue empowering you, our families, through educational resources and community celebrations.



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## **Did you know LuMind IDSC is:**

### **Nourishing Scientific Research and Coordinating Resource Dissemination**

Fueling groundbreaking initiatives that impact the health and well-being of people with Down syndrome and creating accessible resources for self-advocates, caregivers, educators, and medical professionals.

### **Fostering Community Connections**

Providing both digital and in-person connections for individuals with Down syndrome and their families, reducing isolation.

### **Advancing Equity, Education, and Awareness**

Ensuring policymakers hear the voices of our community on medical equity and access issues, promoting education through petitions, OpEd pieces, and articles, and raising awareness of research opportunities to continue improving the health and independence for people with Down syndrome.



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Did you know that LuMind IDSC  
has brand new incentives for  
families who join us and help us  
raise money to Educate,  
Illuminate, and Celebrate the  
Down syndrome community?



# 2024 Fundraising Incentives

If you raise....	Fundraising Incentives
<b>\$500</b>	(1) Free Room on Friday Night or (2) day passes
<b>\$1,000</b>	(2) Free Nights or (1) Free Night and \$50 GWL Gift Card, Community Meal for 4 and Welcome Gift Bag
<b>\$1,500</b>	(2) Free Nights, Themed Room Upgrade, \$100 GWL Gift Card, Community Meal for 4 and Welcome Gift Bag
<b>\$2,000</b>	(2) Free Nights, Themed Room Upgrade, \$150 GWL Gift Card, Community Meal for 4, Welcome Gift Bag and (1) Free night for a family member or friend.
<b>\$2,500</b>	(2) Free Nights, Themed Room Upgrade, \$150 GWL Gift Card, Community Meal for up to 6, Welcome Gift Bag, (1) Free night for a family member or friend and \$100 Travel Support Visa.
<b>\$3,000</b>	(2) Free Nights, Themed Room Upgrade, \$150 GWL Gift Card, Community Meal for up to 6, Welcome Gift Bag, (1) Free night for a family member or friend, \$200 Travel Support Visa and platinum GWL dining plan
<b>\$4,000</b>	(2) Free Nights, Themed Room Upgrade, \$150 GWL Gift Card, Community Meal for up to 6, Welcome Gift Bag, (1) Free night for a family member or friend, \$200 Travel Support Visa, platinum GWL dining plan and private cabana rental.
<b>\$5,000</b>	(2) Free Nights, Themed Room Upgrade, \$250 GWL Gift Card, Community Meal for up to 6, Welcome Gift Bag, (1) Free night for a family member or friend, \$250 Travel Support Visa, platinum GWL dining plan and private deluxe cabana rental. Child/Family Featured on Nationwide Event Signage.
<b>\$7,500</b>	(2) Free Nights, Themed Room Upgrade, \$250 GWL Gift Card, Community Meal for up to 6, Welcome Gift Bag, (1) Free night for a family member or friend, \$250 Travel Support Visa, platinum GWL dining plan and private deluxe cabana rental. Child/Family Featured on Nationwide Event Signage and Family Registration to NDSC Convention in Phoenix.

Incentives can be earned between  
2/1/24 and 5/1/24



\*Donations made for this campaign are not eligible for the Triple donation program

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**To get started, go to:**

**<https://secure.givelively.org/donate/lumind-idsc-foundation/educate-illuminate-celebrate-with-lumind-idsc/fundraisers/new>**






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**Create A Fundraising Page**  
Fundraising for Educate · Illuminate · Celebrate with  
LuMind IDSC by LuMind IDSC Foundation

**Create Account**

First and last name

Email

Password

Confirm password

**Create Account**

**Step 2:**  
Create an  
account.  
Fill in all  
required fields



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## Create A Fundraising Page

Fundraising for Educate · Illuminate · Celebrate with  
LuMind IDSC by LuMind IDSC Foundation

Check your email and keep this  
page open

Your confirmation link was sent to:  
creaves@lumindidsc.org, if an account  
exists for that email.

Please click the link in your email.

I Have Confirmed My Email

Didn't receive a link? Check your email's spam  
folder and filters, or search for subject line:  
"Confirm your email to access your Give Lively  
Account". If you have tried these steps but  
can't find the email, please [contact support](#).

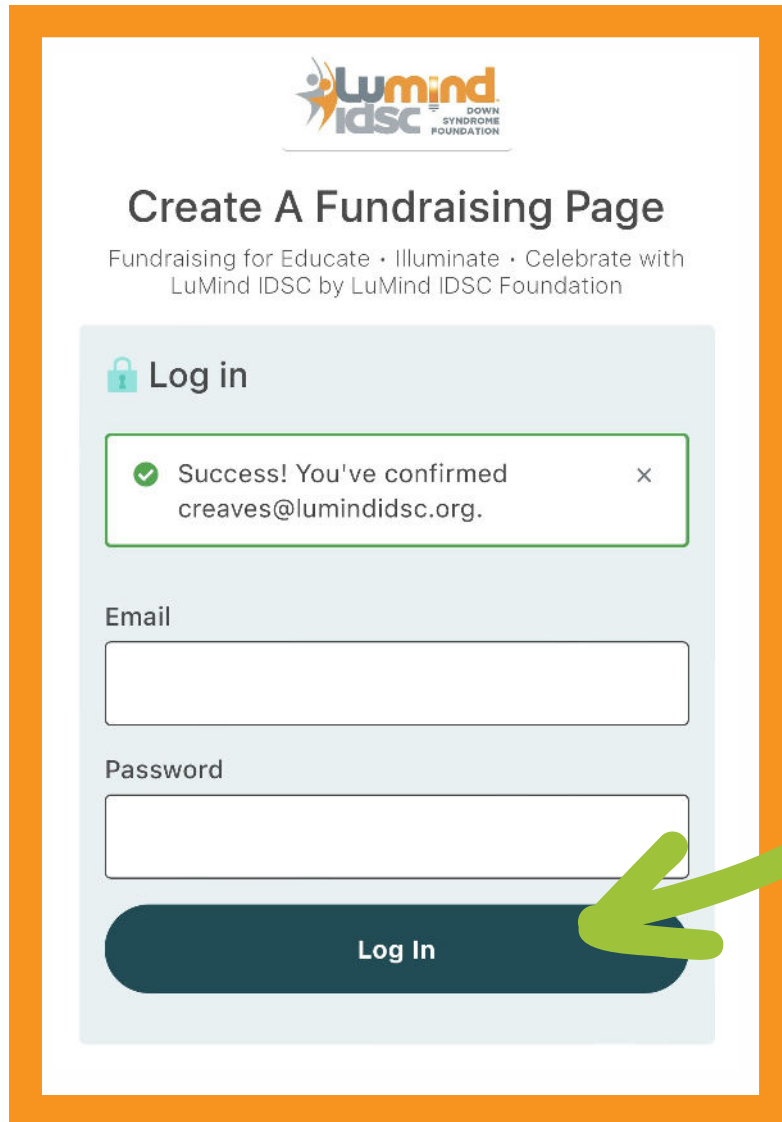
**Step 3:**  
Check your  
email and  
confirm your  
email address



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The screenshot shows the 'Create A Fundraising Page' interface for LuMind IDSC. At the top is the LuMind IDSC logo. Below it is the title 'Create A Fundraising Page' and the subtitle 'Fundraising for Educate • Illuminate • Celebrate with LuMind IDSC by LuMind IDSC Foundation'. A 'Log in' link is visible. A success message box states: 'Success! You've confirmed creaves@lumindidsc.org.' Below this are input fields for 'Email' and 'Password', and a dark blue 'Log In' button. A green arrow points to the 'Log In' button.

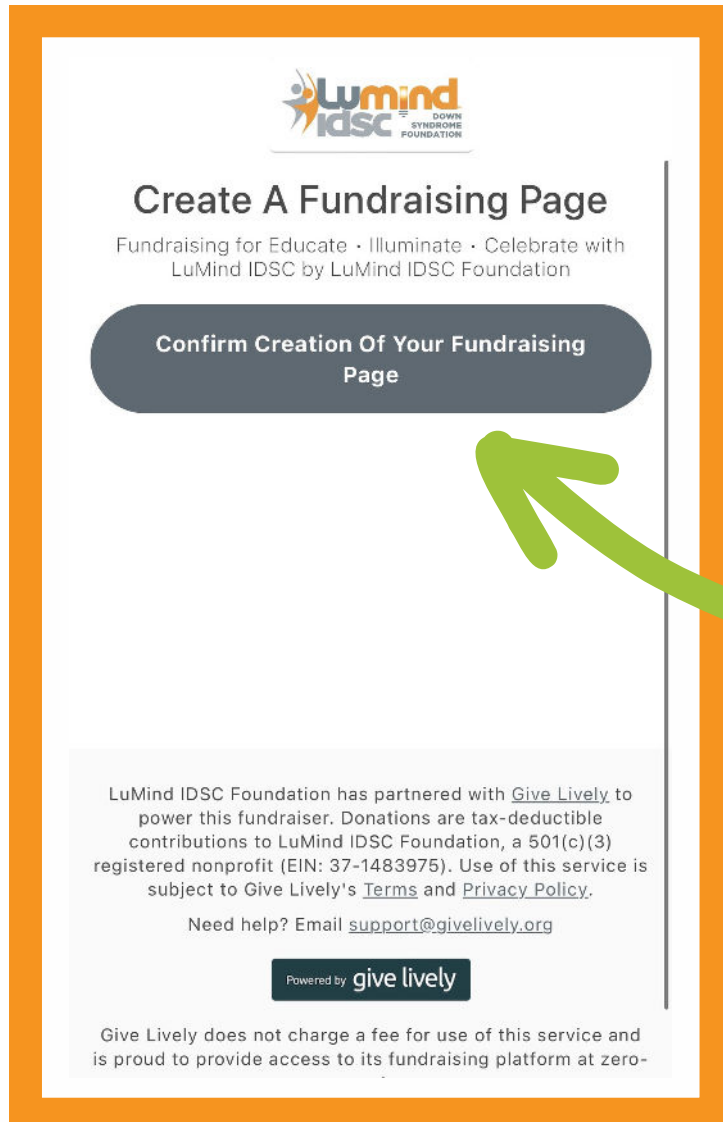
**Step 4:**  
Log into your  
account to  
create a  
Fundraising  
Page



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The screenshot shows a confirmation page for creating a fundraising page. At the top is the LuMind IDSC Foundation logo. Below it is the heading "Create A Fundraising Page" and the text "Fundraising for Educate · Illuminate · Celebrate with LuMind IDSC by LuMind IDSC Foundation". A large, dark grey button with white text reads "Confirm Creation Of Your Fundraising Page". A green arrow points from the right side of the page towards this button. At the bottom, there is a "Powered by give lively" logo and a disclaimer: "Give Lively does not charge a fee for use of this service and is proud to provide access to its fundraising platform at zero-".

# Step 5: Confirm Creation of your Fundraising Page



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Name on Page

Christina Reaves

Add A Note: Why are you passionate about this campaign?



Save

Upload new image

**Step 6:**  
Upload a Picture  
and hit Save



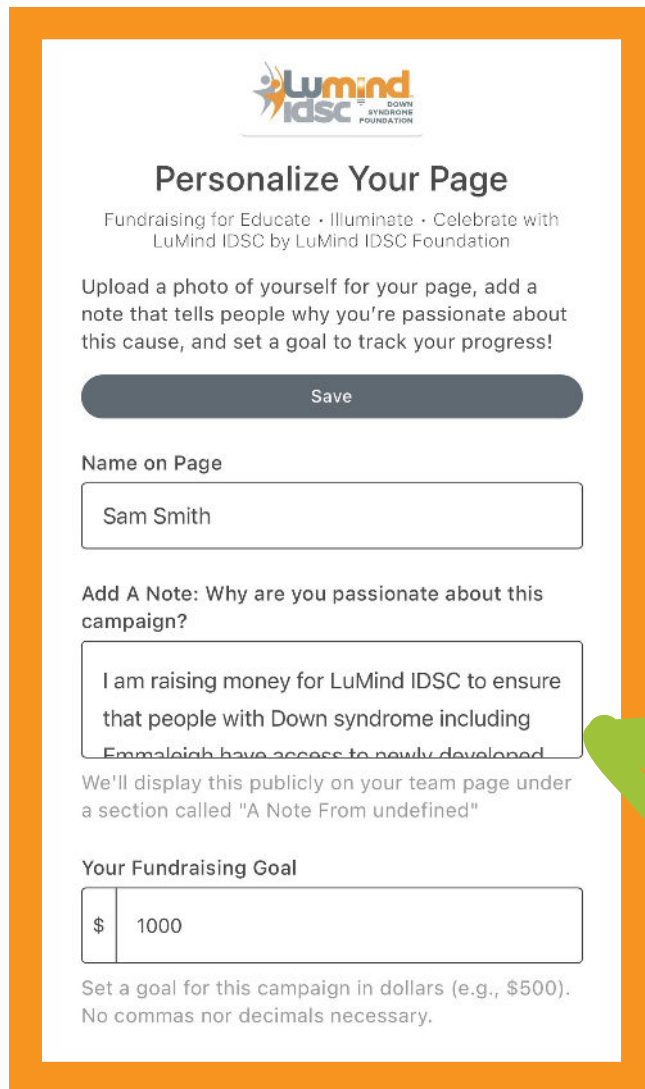
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## Step 7:

Personalize your page. Tell your story. Why are you fundraising for LuMind IDSC. Add your fundraising goal.



  
**Personalize Your Page**  
Fundraising for Educate · Illuminate · Celebrate with  
LuMind IDSC by LuMind IDSC Foundation

Upload a photo of yourself for your page, add a note that tells people why you're passionate about this cause, and set a goal to track your progress!

**Save**

Name on Page  
Sam Smith

Add A Note: Why are you passionate about this campaign?  
I am raising money for LuMind IDSC to ensure that people with Down syndrome including Emmaleigh have access to newly developed

We'll display this publicly on your team page under a section called "A Note From undefined"

Your Fundraising Goal  
\$ 1000

Set a goal for this campaign in dollars (e.g., \$500). No commas nor decimals necessary.



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**Hero Image:**  
Pick a large, high-quality image for the right side of your page.

Default Image

Image

Video

No Media

The default image is inherited from the Educate · Illuminate · Celebrate with LuMind IDSC page.

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Save

LuMind IDSC Foundation has partnered with [Give Lively](#) to power this fundraiser. Donations are tax-deductible contributions to LuMind IDSC Foundation, a 501(c)(3) registered nonprofit (EIN: 37-1483975). Use of this service is subject to Give Lively's [Terms](#) and [Privacy Policy](#).

Need help? Email [support@givelively.org](mailto:support@givelively.org)

Powered by **give lively**

Give Lively does not charge a fee for use of this service and is proud to provide access to its fundraising platform at zero-cost.

## Step 8:

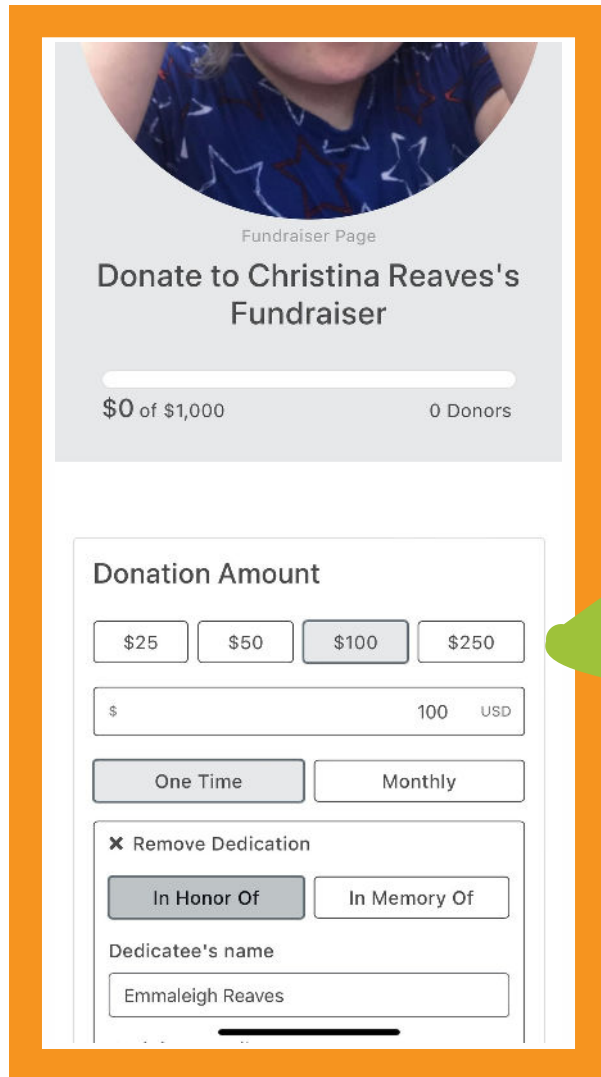
Add additional photos and videos of your loved one with Down syndrome.



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Fundraiser Page

Donate to Christina Reaves's Fundraiser

\$0 of \$1,000 0 Donors

Donation Amount

\$25 \$50 \$100 \$250

\$ 100 USD

One Time Monthly

Remove Dedication

In Honor Of In Memory Of

Dedicatee's name

Emmaleigh Reaves

**Step 9:**

Show your supporters you are invested in your campaign. Make a meaningful donation to your page.





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See if your employer will match your donation!

Let's Check

All information provided by  
**Double the Donation**

Copy Link Share This Page

I'm Fundraising For  
**Educate • Illuminate • Celebrate**  
with **LuMind IDSC** by LuMind IDSC Foundation

Fundraisers (1)

## Step 10:

Don't forget to check and see if your employer will match your donation.



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### Help spread the word!

Please take a moment to share as widely as you can on your social networks and messaging apps. This fundraiser can only succeed with your help.

#### Post A Link To Your Social Networks:

 Share

 Tweet

 Copy Link

 Share

## Step 11:

The most important step share with your family, friends, and community.



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## TIPS TO GET STARTED

### **Make it personal:**

Make sure your fundraising page shows why you are participating in the Educate, Illuminate and Celebrate campaign this World Down Syndrome Day.

### **Set a goal:**

Fundraisers with a specified target are more likely to reach their campaign goal and make a greater impact, so share your goal with your community.

### **Donate First:**

Being the first to donate to your campaign will show your community how dedicated and passionate you are towards reaching your goal.



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## 12 Easy ways to kick-start your FUNdraising!

1

### Share Fundraising Link

Share your story on socials with one of the graphics provided. Include the link to donate! Encourage family and friends to help you meet your goal!

2

### Send Emails

Send a mass email to all your family and friends using one of our email templates about LuMind IDSC's mission and why you are raising money for us.

3

### Dimes for Down Syndrome

Place donation jars around your community. Ask local stores, medical offices, restaurants, and salons. Decorate your jar and include a QR Code to your fundraising campaign.

4

### Get Your Family Involved

Get your friends and family to share your fundraising link. They can share how your loved one with Down syndrome has changed their lives and ask for support from their network!

5

### Share Often

Did you know research shows that it takes three "asks" for a person to donate. Share frequently to increase your chances of reaching your goal!

6

### Dress Down for WDS

Ask local businesses, schools, and healthcare offices to donate for the privilege to dress down or up for the day or wear wacky socks.

7

### Have a Consultant Party

Host a party with Pampered Chef, Thirty-One, Avon, etc and have a portion of the sales donated to your fundraiser.

8

### Get Creative

Host a Bingo night, spaghetti dinner, have a Krispy Kreme Doughnut sale, car wash, bake sales and yard sales.

9

### Create a Match

Challenge your family and friends to donate up-to a specific amount and personally match it.

10

### TEXT Your Contacts

Send individual messages or make personal phone calls to people asking for their support. Ask them to help your family reach your goal.

11

### Shoutout Donors

Acknowledge donors on social media will ensure that they feel appreciated and will increase the likelihood of getting additional donations.

12

### Be Enthusiastic and Informative

Show your passion and support for the organization. Tell people why it's so important to CELEBRATE people with Down syndrome.

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## *frequently Asked Questions*

### **What is a peer -to-peer fundraiser?**

A peer-to-peer fundraiser is a campaign where volunteers, or peers, raise funds on behalf of our organization. It empowers supporters like you to become advocates for our cause and leverage their networks to make a collective impact.

### **How do I sign-up to participate?**

Signing up is easy! Just follow the simple steps in this document to create your fundraising page and join the campaign.

### **Is there a registration fee?**

No, there is no registration fee to participate. It's completely free to join the campaign and start fundraising for LuMind IDSC and start earning incentives.

### **Where does the money go?**

All funds raised go directly to LuMind IDSC and will be used to accelerate much-needed scientific research, disseminate crucial resources, connect families and communities, advocate for medical equity, and raise awareness of the Down syndrome community. Your contributions make an immediate and meaningful impact on our mission.



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## *frequently Asked Questions*

### **Are donations tax-deductible?**

Yes, your donation is tax-deductible. After making a donation, you'll receive a confirmation email that can be used for tax purposes.

### **Can I fundraise offline as well?**

Absolutely! You can collect cash or check donations offline and the Development team will add them to your online fundraising page. All money collected can be sent to:

#### **LuMind IDSC**

ATTN: Development  
110 Winn St. STE 105  
Woburn, MA 01801

### **Can I host my own fundraising event as part of this campaign?**

Absolutely! We encourage participants to host their events. Whether it's a virtual gathering, a themed party, or a community event, your creativity can make a significant impact. All we ask is that you use our prepared materials (logos, etc.) to advertise your event.



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## *frequently Asked Questions*

### **Can I participate if I am not tech-savvy?**

Absolutely! The platform is designed to be user-friendly. If you encounter any challenges, our support team is here to assist you every step of the way.

### **I know from my own experience why LuMind IDSC is important, but how do I explain it to other people in a way that will convince them to donate?**

You aren't expected to be an instant expert fundraiser! We want you to feel comfortable talking about the organization and feel confident in asking people to donate to a cause you champion. That's why we offer easy-to-navigate information about LuMind IDSC's impact, and easy-to-use templates for fundraising asks.

### **What resources are available to help me succeed?**

When it comes to fundraising, we offer a resource kit with promotional materials, tips, and guides. Our team is also available to provide support and answer any questions you may have.

### **For an overview of LuMind IDSC's programs and initiatives, feel free to use:**

- [Our most recent impact report](#)
- [Information about our free resources library, myDSC](#)
- [Recent press about access inequities in Down syndrome](#)



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## *frequently Asked Questions*

### **How long does the campaign last?**

To be eligible for incentives funds must be raised by 5/1/24 Make sure to check our website for any specific event dates or deadlines.

### **Will I earn incentives if I reach my goal?**

Absolutely! You will find the incentives for creating a campaign and fundraising for our mission in this document. The more you raise by 5/1/24 the more you earn!

### **How do I thank my donors?**

Expressing gratitude is essential! You can thank your donors directly through social media platforms, emails, and handwritten personalized thank-you notes.

### **How can I track my progress?**

Your fundraising dashboard on the platform will show your progress, including the total amount raised and the number of donors. We will also be sending weekly updates on your progress through email.

### **If I choose to take part in the incentive and awards program will the donations I collect still be eligible for the World Down Syndrome Day triple the donation program?**

No, if you choose to participate in the Peer-to-Peer Educate, Illuminate, and celebrate campaign with incentive options, the donations will not be matched.





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*Join me*



*in support of*



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