



## HOW (AND WHY) TO FUNDRAISE FOR NEA *ITCHING FOR A CURE and BEYOND*

National Eczema Association (NEA) is a 501c3 nonprofit organization that depends on donation support. This is especially true for our work in eczema research. We established the NEA Research Fund to secure the resources needed to invest in patient-centered research that we know can improve eczema care for all of us. NEA is the largest private funder of eczema research in the country, and we aim to increase our investment in funding research every year. This is where you come in.

We've created this course to help you run a successful online fundraiser. Start with our easy-to-follow steps to set up a personalized online campaign and raise money for eczema research.

### GETTING STARTED

**Step 1. Set a specific fundraising goal.** Your family and friends will be more motivated to add their support if they know exactly how much you're trying to raise. That way, whether they donate \$10 or \$100, they'll feel like they're joining other friends and families to reach a common goal.

**Step 2. Make your own donation.** This shows your friends and family that you're all in for cutting edge eczema research. Letting people know you've already donated to the NEA Research Fund yourself will inspire them to donate too.

**Step 3. Craft your story.** Telling your story as a person living with eczema or as a caregiver of someone with eczema is the single most powerful way to inspire them to donate.

Be candid about your experience and the impact eczema has had on your life. Let your community know if NEA has helped you along the way. Say a few words about what the work that NEA does means to you, and why you care about raising money for eczema research. Remember, it's not about finding the perfect words — it's about speaking from the heart.



## ACCEPTING DONATIONS

**Option 1. Run your fundraiser on NEA's online system.** You can use NEA's secure online system to set up your own customized fundraising page. Follow the steps below to personalize your page and then share the link on social media and in emails.

**Option 2. Run your fundraiser outside of the online system.** Your supporters can make donations by checks payable to "National Eczema Association" and mailed to NEA. Have people write the name of your fundraiser in the memo section of the check so we know their donation is thanks to you.

If you receive cash donations please go to your local bank and get a bank check issued to "National Eczema Association" for the total cash amount and mail to NEA.

Mail all checks and donation envelopes to: -  
National Eczema Association  
Attn: Itching for a Cure  
505 San Marin Dr. #B300  
Novato, CA 94945

Please note. We can only provide donation tax receipts to supporters who make donations (check, credit card or cash) **directly to NEA**.

## HOW TO SET UP YOUR FUNDRAISER PAGE

The NEA online fundraising and donation system will make it easy for you to set up a personalized fundraising page and easy for your friends and family to donate. If they donate through your page they'll read your story, see your photo and know how close you are to meeting your goal. They'll also receive an automatically generated email that acknowledges their tax-deductible donation. Follow the instructions below to set up your page!

### Step 1. Visit the Itching For A Cure (IFAC) 2021 main page.

- Click "Become a Fundraiser" to get started.

### Step 2. Choose how to start fundraising:

- As an individual
- Join a team
- Create a team



### **Step 3. Start fundraising by clicking “Create an Account.”**

- Enter your email address and create a password.

### **Step 4. Create your personalized page.**

1. Set a dollar amount for your fundraising goal. We’re encouraging everyone to try and raise a minimum of \$250.
2. Write your page’s headline. Something that inspires you!
3. Upload a photo. The best kind of photo is one where we can see your face, and you’re making eye contact with the camera. Hey you!

### **Step 5. Your page is ready to be shared.**

1. Be the first one to donate towards your goal.
2. Copy the link to your page and share it via email with friends, family and community.
3. Anyone who donates online via your page will receive an immediate email receipt with tax-deductible information for their records.

**\*\*You’ll get notified by email whenever someone makes a donation to your page.\*\***

## **SPREADING THE WORD**

1. Start with NEA! Email us at [info@nationaleczema.org](mailto:info@nationaleczema.org) and let us know you’re fundraising.
2. Tell your family, friends, neighbors and co-workers.
3. Share your story. Use email, handwritten letters (Yes, really!) and social media. Help your community understand what it’s like to live with this disease and how NEA has helped you and your family get through it. Include links to donate or get more info.
4. Post on social media every few days. Post about your experience living with eczema and links to donate. Keep people posted on progress towards your goal.
5. Use photos and videos to help you tell the story of your eczema journey and your commitment to NEA’s research work. Be real and be yourself!

## **WRAPPING UP**

**Step 1. Report out and celebrate, — you did it!** Share your success online, by email and/or by text. Post photos — even a simple photo of yourself with a big smile on your face! Let everyone who donated with you know how much you all raised together. Give them the chance to celebrate what you’ve accomplished together.



**Step 2. Send NEA all check donations.** Mail any remaining check donations you received to NEA. Include a note or post-it with the check(s) that tells us your name and/or the name of your fundraiser. The sooner you mail us donation checks, the faster we can send out donation “thank you” letters with tax-deductible information to your supporters.

**Step 3. Thank everybody who contributed!** Even if you already thanked a supporter who donated, thank them again. Even though they received a receipt from NEA, thank them again. We all like to feel appreciated. “Thank you” emails, letters, text messages, cards, phone calls and even personalized videos all do the trick.