



# Your Cure Captain Fundraising Guide

Thank you for raising funds for Eczema Research!  
Keep reading for tips, tricks and motivation.

## Our Mission

The National Eczema Association (NEA) envisions a world without eczema. NEA is the driving force for an eczema community fueled by knowledge, strengthened through collective action and propelled by the promise for a better future.

Together, NEA staff and volunteers provide patient programs such as the Eczema Expo; advocate for the needs of the eczema community through advocacy efforts such as the Virtual Hill Day; and fund and conduct research to better understand and treat eczema.

NEA is a 501(c)3 nonprofit organization that depends on financial support from donors who care about our mission.

## Itching for a Cure

Itching for a Cure is NEA's annual fundraising campaign in support of eczema research. Volunteers sign up online to host their own fundraisers and/or social media and email donation drives. All funds raised support NEA's Research Fund.

A Cure Captain is someone who conducts an Itching for a Cure campaign. Once you register online, you can use the Itching for a Cure website to raise funds by asking through email and social media posts. You will be able to accept donations securely online with a credit or debit card. You may also want to host a fundraising event — keep reading for event ideas later in this guide!

### Cure Captains can receive gratitude gifts based on their fundraising:

<b>Raise \$100+</b>	The official Itching for a Cure event t-shirt
<b>Raise \$250+</b>	One comped registration at Eczema Expo
<b>Raise \$500+</b>	Additional comped adult or Expo Camp registration or one night at the Expo host hotel and a NEA water bottle
<b>Raise \$1,000+</b>	Two more nights comped at the Expo host hotel and a NEA baseball cap
<b>Raise \$2,500+</b>	Reimbursement of up to \$500 in air or train fare for Expo and a NEA hoodie

## Your Fundraising Changes the World of Eczema

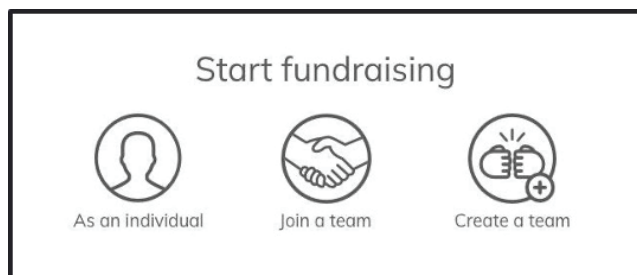
All funds raised through Itching for a Cure support the NEA Research Fund. Grants funded by NEA help improve understanding and treatment of this disease. NEA is the largest private funder of eczema research in the U.S. and our goal is to increase this investment each year. In 2023, we will invest more than \$1 million in research grants.

### How to join Itching for a Cure

**Step One.** Register online at [donate.nationaleczema.org/IFAC2023](https://donate.nationaleczema.org/IFAC2023).

**Step Two.** Create Your Fundraising Page:

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

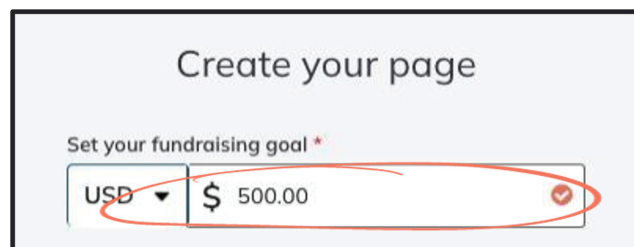


Start fundraising

As an individual    Join a team    Create a team

- a. As an Individual** — Sign up to get started right away and fundraise on your own for a world without eczema.
- 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 want to recruit your friends and family to set up fundraising pages in addition to yourself, then create a team so you can fundraise together!

**2. Set your fundraising goal** — Your family and friends will be more motivated to support you if they know your goal. We've set a default goal and you can edit it to the right goal for you. Strive for \$1,000 or more to increase your impact. Every dollar you raise helps fund research to better understand and treat eczema — and brings us closer to a world without eczema.

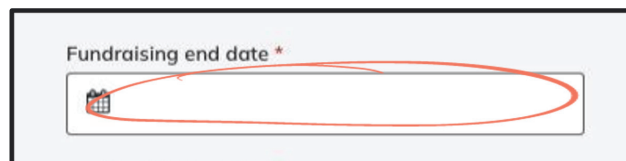


Create your page

Set your fundraising goal \*

USD \$ 500.00


**3. Choose a fundraising end date.** Itching for a Cure campaigns can take place anytime of year and are most popular during May, which is Itching for a Cure Month, or October, which is Eczema Awareness Month. You can keep your campaign open after a fundraising event and your friends and family can continue to donate. Keep sending email and social media messages!



Fundraising end date \*

**4. Add your headline** — Why are you fundraising for eczema research? Here's your chance to shout it loud and proud! Here are some ideas:

- a. I'm Itching for a Cure!
- b. Join me for a world without eczema
- c. Help me in my fight against eczema!
- d. With your help, we can beat eczema

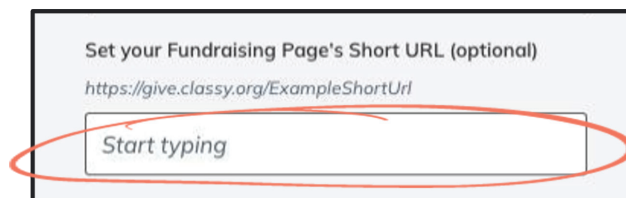


Your Page's Headline \*

0/255

**5. Choose your fundraising program** — This is the NEA Research Fund!

**6. Set a short URL** — This allows you to easily share your page with your friends and family members. Example: [donate.nationaleczema.org/beyonce](https://donate.nationaleczema.org/beyonce)



Set your Fundraising Page's Short URL (optional)

<https://give.classy.org/ExampleShortUrl>

Start typing

**7. Upload a photo** — Personalizing your page with your own photo and story will make your page more fun and effective!

This helpful post shares more tips about personalizing your page: [click here](#).

## Tell Your Story

Telling your story as a person living with eczema, a caregiver of someone living with eczema or someone who cares about NEA's mission is a powerful way to inspire others to give to eczema research.

Be candid about how eczema has affected you or your loved ones. Say a few words about what NEA 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.

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. Be sure to personalize your page and share updates as your progress grows!

### Tip for Success

Make a self-donation! Start your campaign out strong by showing your dedication to the mission and inspiring others to follow your example.

## Mission Messages for Outreach

Looking for some helpful messages to share with your friends? Here you go!

- The National Eczema Association (NEA) is the largest private funder of eczema research. NEA funds research to better understand, treat and, eventually, cure eczema. With your help, NEA can fund more than \$1 million in research grants in 2023!
- The National Eczema Association's research program has awarded more than \$2.3 million to date for novel research studies. That's 46 different scientists/researchers who received grants from 36 institutions. This research is resulting in a better understanding of eczema and more than 3,400 research citations in scientific journals.
- Every dollar you give to the National Eczema Association's (NEA's) Research Fund helps grow our understanding of symptoms, provide insights into new treatment strategies and improve care and prevention. For every \$1 NEA has invested in eczema research, grantees have gone on to obtain an additional \$13.14 in subsequent National Institutes of Health (NIH) research funding.

- The National Eczema Association (NEA) created the EczemaWise app to help people track their flares and triggers. NEA also hosts the Eczema Expo — a fun-filled patient conference that builds community while improving care. Here's a testimonial: "During the summer of 2022, I attended my first Eczema Expo, and I left feeling empowered and uplifted. It was so great to find a home, a place where I belonged and could learn along with others."

## Spread the Word

Start by coming up with a list of people who will want to support you! Maybe people from your school, workplace, friends, family, hobby, exercise group, neighbors and more.

1. **Start with your closest inner circle** — This is a great group to reach out to for your first few donations as they will want to help you. It's always nice to get some quick wins in the beginning!
2. **Then 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!

## Example Social Posts

Posting on social media is a surefire strategy to increase your reach and raise more awareness and funds for research! Take advantage of the built-in social sharing options on your fundraising page!

### Tip for Success

All social channels are good social channels. Your network on Facebook is different from your network on LinkedIn. Promote your campaign across all your channels for maximum outreach!

## 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. You'll find template emails available on your Itching for a Cure website. It's a best practice to customize these to your story and send away!

### Tip for Success

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.

#### Here's an example email:

Subject: **I'm Itching for a Cure for Eczema!**

Hi **[Name]**,

I'm fundraising for the National Eczema Association's (NEA's) Research Fund. NEA matters to me because **[add your story]**. I'm raising money to help NEA award more than \$1 million in research grants in 2023. This research will improve care and treatment for eczema.

I'm trying to raise **[\$ Fundraising Goal]** by **[DEADLINE]**. If I can inspire just five people to contribute **[\$ Fundraising Goal/5]** or more, I'm there.

It's really important for me to help achieve NEA's vision of a world without eczema because **[Your unique connection to the cause]**. I hope you'll support me and the NEA by giving a donation to my fundraising page below.

Thanks so much for your support!

**[Name]**

## Fundraising Event Ideas

Want to host your own fundraising event? This is a fun way to bring people together, raise awareness about eczema and ask for donations. You can create a fundraiser around anything you like — here are some ideas:

- Cooking Demonstration
- Happy Hour for a Cause
- Arts and Crafts Night
- Bowling Party
- Host a Pet Playtime
- Game Night
- Brunch for a Mission
- Ask for donations in honor of your birthday or other milestone
- Don't forget, online fundraising through emails and social media may not be an event, but it sure does work!

#### Tips for a successful fundraiser?

- Invite a lot of people!
- Include your donation link in your invitation.
- Amplify the message on social media.
- Ask NEA to send branded materials and samples you can give out at your event (email [melody@nationaleczema.org](mailto:melody@nationaleczema.org)).
- Put out a basket with a 'donate here' sign for checks and cash and your fundraising URL for online donations.

## How to Accept Donations

**Option 1. Online.** Once you've registered your Itching for a Cure campaign, you can send emails and social media posts with your online donation site's URL. Your supporters can give securely online with a credit or debit card.

**Option 2. Offline.** Your supporters can donate by writing a check to the "National Eczema Association" and mailing it to NEA. Ask your donors to write your name in the memo section so we know their donation should be credited to your fundraiser.

Please convert your cash donations to a money order. Your local bank, Walmart or grocery store will sell you a money order for a small fee. Write "National Eczema Association" on the money order's payment line. Write your name on the memo line of the money order.

Mail checks and money orders to:

*National Eczema Association  
Attn: Itching for a Cure  
505 San Marin Dr. #B300  
Novato, CA 94945*

*Please note: We can only provide tax receipts to donors who give (check, credit card or cash) directly to NEA.*

## Example Thank You

Share your gratitude generously with your donors! 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.

### Here's an example email:

Subject: **Thank you!**

Dear **[Name]**,

My Itching for a Cure 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 Eczema Association (NEA).

With your help, I raised **[\$X]** towards eczema research. I encourage you to follow NEA on Facebook, Instagram, and Twitter to stay up to date on their work and learn how your donation is helping bring us closer to a world without eczema.

Thank you again for your generosity.

**[Name]**

### Tip for Success

It's still true that there's no better thank you than an old-fashioned handwritten card! It only takes a few minutes to make your supporters feel special.



National  
**Eczema**  
Association

## NEA is Here to Help!

We're here to help you!

Reach out to NEA to brainstorm your fundraiser, ask for more tips and tricks and to request resources such as promotional materials and samples you can share at your fundraising event.



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