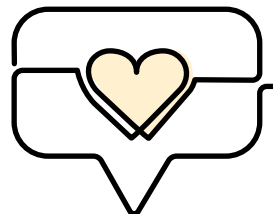


# Virtual Fundraising!

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## TOOLKIT



## International Myotonic Dystrophy Awareness Day Virtual Fundraisers!

Get ready for [International Myotonic Dystrophy Awareness Day](#) (Sept. 15) and raise awareness by hosting a fundraiser!

Fundraising is one of the most helpful and active ways to raise awareness about myotonic dystrophy (DM). In the following toolkit, we have put together all the tools and resources you'll need to host a digital fundraiser with your social network!

### What Impact Will Fundraising Have?

Funds raised by these events will directly benefit the Myotonic Dystrophy Foundation (MDF). MDF works to enhance quality of life and to accelerate research efforts towards treatments and a cure for myotonic dystrophy. We do this by providing support, raising awareness, and advocating for research and patient support funding.

### Facebook:

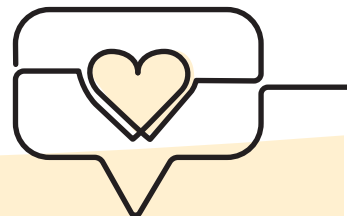
Facebook fundraisers are fun, personal ways to fundraise with your existing network of friends! These campaigns are quick and easy to set up and maintain. The best part? 100% of Facebook donations go directly to MDF as there is no processing fee. To get started setting up your Facebook fundraiser, follow the steps below or [click here to get started!](#)

- Click Fundraisers in the left menu of your Facebook News Feed
- Click Raise Money for a Nonprofit
- Search for and select MDF
- Choose a cover photo and fill in details
- Click Create

### Instagram:

Like Facebook, Instagram offers an accessible and simple way to fundraise with your friends (or followers) and also do not charge a processing fee. These fundraisers vary slightly as they can only be created in Instagram “Stories” (a 24-hour, temporary post). This unique attribute makes this method especially compelling for that 24-hour period! To start an Instagram fundraiser, follow the steps below:

- In the Instagram app, open the “Stories” camera



- Take or upload a photo that best highlights your campaign (or your connection to DM)!
- Tap the sticker icon.
- Select the donation sticker from the options.
- Search for and select MDF ([@MyotonicStrong](#))
- Customize your fundraiser using the pen, text or other options in Stories.
- Tap Send to. Then tap Share next to Your Story.
- You can add multiple images or videos to build your fundraising story.

**Looking for a little more help or support?**

We're happy to help customize your fundraiser. Get in touch with the MDF team at [development@myotonic.org](mailto:development@myotonic.org).

