



**Myotonic  
Dystrophy**  
FOUNDATION

[www.myotonic.org](http://www.myotonic.org)

# DIY Fundraising Toolkit

Partner with MDF to  
Fundraise for Community,  
Care, and a Cure for  
Myotonic Dystrophy





**Myotonic Dystrophy Foundation**

663 Thirteenth St., Ste. 100  
Oakland, CA 94612

+1 415-800-7777

[info@myotonic.org](mailto:info@myotonic.org)

[www.myotonic.org](http://www.myotonic.org)

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## Why Support MDF?

MDF is the world's largest myotonic dystrophy (DM)-only patient advocacy organization, serving individuals and families around the world. Every day, we focus on helping families living with DM by delivering comprehensive support resources, and driving research to accelerate the discovery of therapies. Learn more at [www.myotonic.org/impact](http://www.myotonic.org/impact)



# Welcome!

Fundraise for Community, Care, and a Cure

Partner with MDF to start your very own Do-It-Yourself (DIY) fundraiser! DIY Fundraising is one of the most helpful and active ways to support the Myotonic Dystrophy Foundation's mission of **Community, Care, and a Cure**. Here, we hope to provide you with the tools you need to start a fun, unique fundraiser in your community! Some of the most effective--and most fun--fundraising happens on a small scale, between individuals in the community. You and your personal network can make an enormous impact on the lives of those living with **myotonic dystrophy (DM)**, and have a blast doing it!

This toolkit provides a how-to for creating and promoting an online fundraiser to raise donations that will go directly to the **Myotonic Dystrophy Foundation (MDF)**. If you are soliciting donations by check on behalf of MDF, we recommend you ask your contributors to make their checks payable to **Myotonic Dystrophy Foundation**.

If you wish to host a fundraising event that involves selling tickets online, please contact us so that we can discuss your plans and discover how best we can support you.

You can reach our Development Team at [development@myotonic.org](mailto:development@myotonic.org) or 415-800-7777.



**Scarlett Chidgey**  
Director of Development  
Myotonic Dystrophy Foundation



# Myotonic Dystrophy Foundation Overview

## About MDF

The **Myotonic Dystrophy Foundation (MDF)** is the leading global advocate helping patients and families navigate the myotonic dystrophy (DM) disease process, and is often the first resource contacted by newly-diagnosed patients, their families, their social workers and their physicians around the world. For many international patients, the Myotonic Dystrophy Foundation is often the only resource they are able to locate, and MDF has provided assistance and support for people living with DM in more than 139 countries around the world.

Currently tens of thousands of people living with myotonic dystrophy, their families & friends make up the Myotonic Dystrophy Foundation community.

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## Our Vision

We envision a world with **treatments and a cure** for myotonic dystrophy.

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## Our Mission

The mission of the Myotonic Dystrophy Foundation is Community, Care, and a Cure.

- We support and connect the myotonic dystrophy **community**.
- We provide resources and advocate for **care**.
- We accelerate research toward treatments and a **cure**.



# DIY Fundraising Platforms

Whether you are planning a celebration fundraiser or participating in an endurance event, like a bike ride, hike, run, walk or roll, there are a variety of options for using an online fundraising tool to spread awareness and solicit donations. We are thrilled to provide our DIY fundraisers a customizable tool with the [Classy](#) donation platform that allows you to create your very own fundraising page. You can share your page with anyone, and they don't have to be on a social network to access the page or make a donation!

You can also create an online fundraiser using [Facebook](#) or [Instagram](#) and select MDF as your charity beneficiary. No matter what platform you use to create your fundraiser, you can broadcast your fundraiser through emails, social media, and text messages.

On the following pages, you will discover instructions for how to create these online fundraisers as well as email templates you can use to share with your networks.



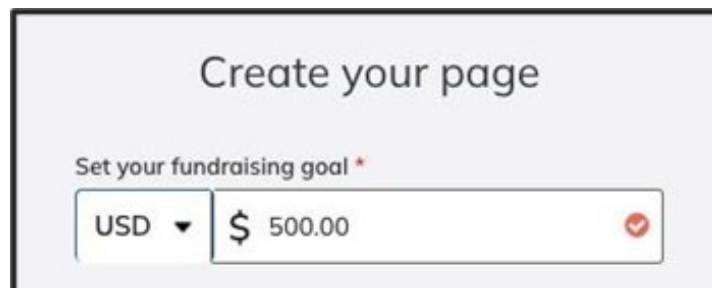
# Custom MDF Fundraiser with Classy

## Get Started: Create Your Fundraising Page

1. Navigate to the MDF DIY Fundraising Landing page at [www.myotonic.org/DIY](http://www.myotonic.org/DIY) and click the button to select which type of fundraising page you would like to create (e.g. General, Celebration, Memorial).
2. Click on [Become a Fundraiser](#) and choose how you would like to fundraise by clicking on As an individual, Join a team, or Create a team.
  - [As an Individual](#) - Sign up to get started right away and fundraise on your own for the cause you love
  - [Join a Team](#) - If your school, business, or other group has already created a team, join them to make an even greater impact
  - [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



3. Set your [fundraising goal](#) - There is a pre-populated goal set, but you can customize that goal to whatever is right for you. Don't worry if you change your mind, you can come back to edit your goal at any time.



4. Choose a fundraising [end date](#), the date your page will stop collecting donations.



# Custom MDF Fundraiser with Classy

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

- Change the Future of Myotonic Dystrophy
- Give to Care, Community, and a Cure for Myotonic Dystrophy
- Miles for Myotonic Dystrophy (for a cycling journey, run, walk or roll)

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

- Example: [give.myotonic.org/yourfundraisersname](https://give.myotonic.org/yourfundraisersname)

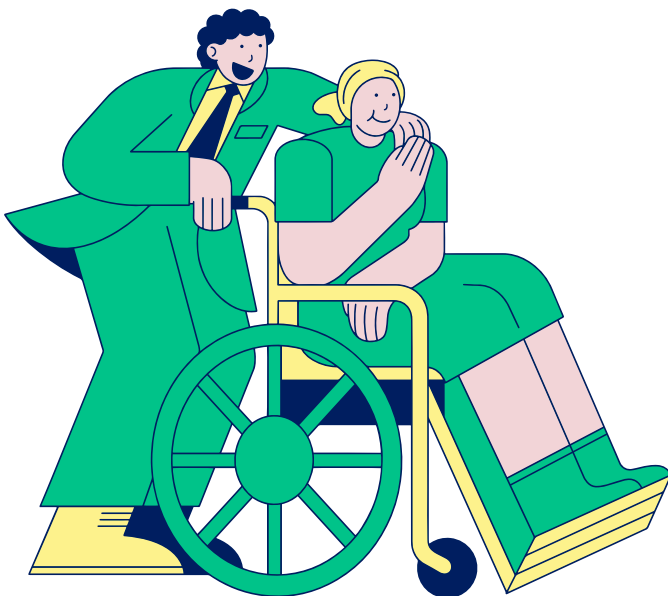
7. Upload a **photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

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## Tell Your Fundraising Story

*People love giving to those 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!



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### Pro Tip!

Be the first to donate to your fundraising page to show how dedicated you are to the mission. **Even a small donation** helps bubbling up your own progress bar and removing any fear of donors being the first to “join the party”!

# Social Media MDF Fundraisers

## Facebook Fundraisers

1. Go to Fundraisers on your Facebook News Feed.
2. Select "Raise Money for a Nonprofit."
3. Find and choose "Myotonic Dystrophy Foundation."
4. Pick a cover photo, fill in the details, and click "Create."
5. Share your Fundraiser with your friends!



## Instagram Fundraisers

1. Open the "Stories" camera in Instagram and upload a photo that showcases your campaign.
2. Tap the sticker icon and choose the donation sticker.
3. Select "Myotonic Dystrophy Foundation" (@MyotonicStrong) and choose your goal amount.
4. Customize your Story with text and stickers.
5. Tap "Your Story" to share with your friends!



### Pro Tip!

Add multiple images or videos to build an engaging fundraising narrative!



# Spread the Word

## Promote Your MDF Fundraiser

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!

Promote your fundraiser through email, social media, and text messages. **Outreach templates** are on the following pages.

### Pro Tip!

Visit [www.mytonic.org/DIY](http://www.mytonic.org/DIY) to find ready-to-share donation images you can use to help spread the word on your favorite social media platforms!



# Outreach Templates

The following email templates offer a great way to reach out to your networks to raise awareness and inspire donations to your fundraiser.

You may [adjust these templates](#) in the way that fits your voice best. You can also adapt language from these email templates for your social media posts.

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## General Fundraiser Email Template

Subject: Support Me and My Campaign for the Myotonic Dystrophy Foundation

Hello \_\_\_\_\_,

I'm fundraising for the Myotonic Dystrophy Foundation (MDF), an organization dedicated to improving the lives of those impacted by myotonic dystrophy (DM), a rare, inherited genetic disease. The money raised will go towards supporting MDF's mission of Care, Community, and a Cure for DM.

It's really important for me to help MDF's mission because [\[Insert your connection to DM and MDF\]](#).

I hope you'll support me and the Myotonic Dystrophy Foundation by making a gift to my fundraising page: [\[Insert the link to your specific fundraising page\]](#).

Thanks so much for your support!

Warmly,  
YOUR NAME

# Outreach Templates: Celebrations

## Celebration Fundraiser Email Template

Subject: Celebrate and Support My Campaign for the Myotonic Dystrophy Foundation

Hello \_\_\_\_\_,

In celebration of my [\[Insert your special occasion here\]](#), I'm fundraising for the Myotonic Dystrophy Foundation (MDF), an organization dedicated to improving the lives of those impacted by myotonic dystrophy (DM), a rare, inherited genetic disease. The money raised will go towards supporting MDF's mission of Care, Community, and a Cure for DM.

It's really important for me to help MDF's mission because [\[Insert your connection to DM and MDF\]](#).

In honor of my [\[Insert your celebration\]](#), I hope you'll support me and the Myotonic Dystrophy Foundation by making a gift to my fundraising page: [\[Insert the link to your specific fundraising page\]](#).

Thanks so much for your support!

Warmly,  
YOUR NAME



# Outreach Templates: Awareness

## Rare Disease Day Fundraiser Email Template

Rare Disease Day (<https://www.rarediseaseday.org/>) is a global community-led movement on rare diseases February 28 (February 29 on Leap Years!). This day provides an opportunity to raise awareness and funds for myotonic dystrophy and MDF. Here is an email template you can use and adapt for fundraising around this specific occasion.

Subject: Support My Campaign for Myotonic Dystrophy on Rare Disease Day

Hello \_\_\_\_\_,

Did you know that Rare Disease Day is February 28th? It's a day dedicated to raising awareness for people around the world who are affected by rare diseases. This year in honor of Rare Disease Day, I'm fundraising for the Myotonic Dystrophy Foundation (MDF), an organization dedicated to improving the lives of those impacted by myotonic dystrophy (DM), a rare, inherited genetic disease. The money raised will go towards supporting MDF's mission of Care, Community, and a Cure for DM.

It's really important for me to help MDF's mission because [\[Insert your connection to DM and MDF\]](#).

I hope you'll support me and the Myotonic Dystrophy Foundation this Rare Disease Day by making a gift to my fundraising page: [\[Insert the link to your specific fundraising page\]](#).

Thanks so much for your support!

Warmly,  
YOUR NAME

# Outreach Templates: Awareness

## International Myotonic Dystrophy Awareness Day Fundraiser Email Template

Celebrated on September 15th, International Myotonic Dystrophy Awareness Day (<https://www.myotonic.org/international-dm-day>) aims to garner the attention of the wider general public, policy makers, regulators, biopharmaceutical representatives, researchers, health care professionals, and anyone with an interest in changing the future of myotonic dystrophy. In addition to raising awareness, this special day also provides an occasion to raise funds. Here is a template you can use and adapt for fundraising in honor of International Myotonic Dystrophy Awareness Day.

Subject: Support My Campaign on International Myotonic Dystrophy Awareness Day

Hello \_\_\_\_\_,

This year in honor of International Myotonic Dystrophy Awareness Day on September 15th, I'm fundraising for the Myotonic Dystrophy Foundation (MDF), an organization dedicated to improving the lives of those impacted by myotonic dystrophy (DM), a rare, inherited genetic disease. The money raised will go towards supporting MDF's mission of Care, Community, and a Cure for DM.

It's really important for me to help MDF's mission because [\[Insert your connection to DM and MDF\]](#).

I hope you'll support me and MDF on International Myotonic Dystrophy Awareness Day by making a gift to my fundraising page: [\[Insert the link to your specific fundraising page\]](#).

Thanks so much for your support!

Warmly,  
YOUR NAME

# Thank You!

MDF is so grateful to you for your fundraising endeavors! We appreciate your partnership in fueling our mission of **Community**, **Care**, and a **Cure**. Together, we are changing the future of **myotonic dystrophy!**

If you have any questions or need additional support at any step in your DIY fundraising journey, please reach out to MDF. We are here to help you!

**Email** [development@myotonic.org](mailto:development@myotonic.org)

**Phone** [1-415-800-7777](tel:1-415-800-7777)

**Website** [www.myotonic.org/DIY](http://www.myotonic.org/DIY)





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