

Global Walk with Us to Cure Lupus

Participant Toolkit



**LUPUS
RESEARCH
ALLIANCE**

Thank You!

We appreciate you registering for the *Global Walk with Us to Cure Lupus* and joining the Lupus Research Alliance community.

By participating in the Walk, you're doing more than taking steps — you're helping fuel groundbreaking lupus research and bringing hope to the millions of people worldwide affected by this disease.

Every step you take, every dollar you raise, and every person you inspire helps advance our mission to transform treatment while advancing toward a cure.

This participant toolkit is designed to help you make the most of your fundraising journey. Inside, you'll find tips, resources, and ready-to-use templates to help you reach your goal, engage your community, and maximize your impact.

Together, we are walking toward a world free of lupus!

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Why Fundraising for Lupus Matters

Your Support Powers Progress

Lupus is a complex and unpredictable autoimmune disease that affects millions of people worldwide. For those living with lupus, every breakthrough in research represents hope — for more treatments, improved quality of life, and ultimately, a cure.

By fundraising for the Lupus Research Alliance, you are joining a passionate community dedicated to accelerating scientific discovery and transforming lives.

Thank you for walking with the lupus community and making hope possible!

Together, we are driving research discoveries, advancing treatments, and changing lives.

For any questions, please reach out to:

Lisa Champion, Northeast Regional Development Manager

646-884-6018

ljchampion@lupusresearch.org

Getting Ready to Walk

Joining the *Global Walk with Us to Cure Lupus* is easy! Follow the steps below to kick off your fundraising journey and help accelerate research toward better treatments — and ultimately, a cure.

Step 1: Register for the Walk

[Register as an individual or create a team to walk with family, friends, coworkers, or your community.](#)

Your \$25 registration fee serves as your first donation toward your fundraising goal and includes a Global Walk purple drawstring backpack. Children 12 and under may register at no cost and are encouraged to participate and fundraise alongside you.

Once you register, you'll receive your personalized fundraising page and can begin making an impact right away.

To note: You can choose to walk when you want and where you want! But, if you'd like to celebrate with others around the world, participants can join a special Instagram Live celebration on October 24 at 9:30 AM ET.

Step 2: Personalize Your Fundraising Page

Your fundraising page is the heart of your campaign. Customize it by sharing why you're participating in the Global Walk, your connection to lupus, your fundraising goal, and photos that tell your story.

A personalized page helps inspire others to donate, share your fundraiser, and join your mission.

Step 3: Share Your Story

Invite your family, friends, neighbors, colleagues, and social networks to support your fundraising efforts. Share your fundraising page through email, text messages, social media, and in-person conversations to help spread awareness and grow your impact.

Step 4: Fundraise and Celebrate Your Impact

Every donation — large or small — helps advance the Lupus Research Alliance's mission to transform treatment while advancing toward a cure.

As donations come in, celebrate your progress, thank your supporters, and keep sharing updates along the way.

Remember, every step you take and every dollar you raise brings us closer to a world free of lupus.

Raising Awareness – Sample Messaging

Your supporters want to hear why you're fundraising. Here are a few key messages you can use when ...

... sharing information about the Lupus Research Alliance:

- The Lupus Research Alliance is the world's largest private funder of lupus research on a mission to free the world of lupus.
- The Lupus Research Alliance is committed to driving the most innovative science to improve diagnostics, advance treatments, and ultimately find a cure for the millions affected worldwide.
- To date, the Lupus Research Alliance has invested nearly \$300 million in groundbreaking research.
- The Lupus Research Alliance supports research from the earliest stages through treatments in development – keeping the experiences of people living with lupus at the center of it all.
- 100% of all donations go to support lupus research programs because the Board of Directors funds all administrative and fundraising costs.
- You can learn more about the organization at LupusResearch.org.

... talking about lupus:

- Lupus is a chronic, complex autoimmune disease that affects millions worldwide.
- In lupus, the immune system, meant to defend against infections, produces autoantibodies that mistake the body's own cells as foreign, causing other immune cells to go on the attack. Lupus can damage organs such as the kidneys, brain, heart, lungs and skin, as well as blood and joints.
- Women are at the greatest risk for lupus, particularly women of color. But, men and children can have lupus too.

Telling Your Story

Your personal connection is one of the most powerful fundraising tools you have.

Consider sharing:

Why you chose to support lupus research
How lupus has affected you or someone you love
Why finding better treatments and a cure matters to you

People support causes, but stories inspire them to give.

Inspire Action & Giving - Sample Email and Social Media Templates

Sharing your Walk fundraising page with family, friends, colleagues, and your broader network is one of the most effective ways to build support. Whether you're sending an email, posting on social media, or sharing updates in person, your voice and story can inspire others to take action.

Use the sample messages below as a starting point and personalize them with your own story, event details, and goals.

Reminder to update and personalize the yellow-highlighted components & tag us on social media!



Email Templates

Announcing Your Participation

Subject: Join [Me/My Team] for the [Year] Global Walk with Us to Cure Lupus!

Hi [Name],

I'm excited to share that I've registered for the [year] *Global Walk with Us to Cure Lupus* to support the Lupus Research Alliance.

[In 1–2 sentences, share your personal connection to lupus and why supporting research is important to you.] The Lupus Research Alliance is dedicated to transforming treatment while advancing toward a cure by funding the most innovative lupus research in the world. As a participant in this year's Global Walk, I'm raising [\$Goal] to help accelerate research and bring hope to the millions of people affected by lupus.

I will be walking in [CITY] on [DATE]. I'd love for you to join [me/my team] or support my fundraising efforts with a donation.

You can learn more and donate here: [Walk Page Link]

Thank you for helping make a difference!

Sincerely,
[Your Name]

Asking for Donations

Subject: Will You Help Me Reach My Walk Goal?

Hi [Name],

I'm participating in the [year] *Global Walk with Us to Cure Lupus* because [share your personal connection to lupus in 1–2 sentences].

I'm raising funds for the Lupus Research Alliance, whose mission is to transform treatment while advancing toward a cure by funding the most innovative lupus research in the world.

Would you consider making a donation to support my fundraising goal? Every gift — no matter the size — helps move lupus research forward. Even better, **100% of donations received by the Lupus Research Alliance through the Global Walk support lupus research programs because the Board of Directors funds all administrative and fundraising costs.**

Donate here: [Walk Page Link]

Thank you so much for your support!

Best,
[Your Name]

Final Appeal Email

Subject: Help Me Cross the Finish Line!

Hi [Name],

My walk for lupus research is almost here, and I'm just [\$Amount] away from reaching my fundraising goal!

Thanks to the generosity of friends and family, I've already raised [\$Amount Raised]. If you've been thinking about making a donation, now is the perfect time.

Every contribution supports innovative lupus research and helps the Lupus Research Alliance advance toward better treatments — and ultimately, a cure. And because the LRA Board of Directors funds all administrative and fundraising costs, **100% of your donation supports lupus research programs.**

Donate here: [Walk Page Link]

Thank you for helping me make every step count!

Sincerely,
[Your Name]

Social Media Templates

I'm Walking!

I'm excited to share that I've registered for the [year] Global Walk with Us to Cure Lupus! ❤️

I'm walking because [share your personal connection to lupus and why this cause matters to you].

I'm raising [\$Goal] to support the <tag> Lupus Research Alliance, whose mission is to transform treatment while advancing toward a cure by funding the most innovative lupus research in the world.

If you'd like to support my journey, please donate here: [Walk Page Link]

Help Me Reach My Goal

Thank you to everyone who has supported [my/my team's] [year] Global Walk with Us to Cure Lupus fundraiser so far to benefit the <tag> Lupus Research Alliance!

Together, we've raised [\$Amount Raised] toward my goal of [\$Goal]. Every donation helps fund innovative lupus research, and because the Lupus Research Alliance Board of Directors covers all administrative and fundraising costs, 100% of donations support lupus research programs.

There's still time to help me reach my goal: [Walk Page Link]

Walk Day Is Here!

Today's the day! I'm participating in the [year] Global Walk with Us to Cure Lupus with the <tag> Lupus Research Alliance to help advance research and create hope for everyone affected by lupus.

Thank you to everyone who has supported me along the way. If you'd like to make a gift, there's still time to donate: [Walk Page Link]

Every step — and every donation — brings us closer to better treatments and, one day, a cure.

Thank You!

Thank you to everyone who supported [my/my team's] [year] Global Walk with Us to Cure Lupus fundraiser!

Because of your generosity, we're helping the <tag> Lupus Research Alliance fund groundbreaking research that is transforming treatment while advancing toward a cure. I'm so grateful for your encouragement, your donations, and your belief in a future free of lupus. Thank you for making every step count! ❤️

For Team Captains

If you're serving as a Team Captain, you're more than an organizer — you're a motivator, fundraiser, and champion for everyone on your team.

Here are a few ways you can help further your team's impact:

Step 1: Build Your Team

Invite family, friends, coworkers, neighbors, classmates, or community members to join your team. The more people you involve, the greater your collective impact.

Questions to consider:

- Who in my network would enjoy participating?
- Are there coworkers, clubs, schools, or community groups I can invite?
- Who can help recruit additional team members?

Step 2: Set Milestones

A shared goal gives everyone something to work toward and keeps your team motivated. Consider setting goals for:

- Number of team members
- Total dollars raised
- Number of donors
- Friendly fundraising challenges between team members

Celebrate milestones together and recognize everyone's contributions along the way.

Step 3: Encourage Every Team Member to Personalize Their Fundraising Page

A personalized fundraising page helps inspire donations and shares your team's story.

Step 4: Spread the Word

Help your team reach more supporters by sharing your fundraising efforts often.

Encourage everyone to:

- Share their fundraising page through email, text, and social media
- Post fundraising updates and celebrate milestones
- Invite others to register for the Walk or support the team with a donation

Remember: People often need to see a fundraiser more than once before deciding to give.

Step 5: Think Beyond Your Network

Expand your impact by engaging your broader community. Consider:

- Asking your employer if they'll form a team or match employee donations
- Reaching out to local businesses for sponsorships or in-kind donations

- Hosting a small team fundraiser, such as a bake sale, trivia night, happy hour, fitness class, or raffle, to boost your team's fundraising total
- Inviting local organizations, schools, or faith communities to support your efforts

As a Team Captain, your enthusiasm can inspire others to get involved and make a lasting impact. Lead by example by making an early donation, sharing your fundraising page often, and encouraging your team to personalize their pages and ask others to support the cause. Celebrate milestones, recognize every contribution, and thank your donors and teammates for helping move the mission forward.

Most importantly, have fun and remember that every conversation, every donation, and every step taken helps the Lupus Research Alliance transform treatment while advancing toward a cure.

Frequently Asked Questions

How do I participate in the *Global Walk with Us to Cure Lupus*?

Simply register as an individual or create a team with family, friends, coworkers, and your community. Once you're registered, you'll receive your personalized fundraising page so you can begin raising funds and sharing your story.

Is there a registration fee?

Yes. Registration is \$25 per participant.

- Your \$25 registration fee counts as your first donation toward your fundraising goal.
- Registered participants will receive the official Global Walk purple drawstring backpack.
- Children 12 and under may register free of charge and are encouraged to participate and fundraise using their own personalized fundraising page.

Are there fundraising incentives?

Yes! If you raise \$125 or more, you will receive an official Global Walk t-shirt in addition to your drawstring backpack.

Is there a fundraising minimum?

No. There is no minimum fundraising requirement to participate beyond the registration fee. Every dollar raised helps accelerate innovative lupus research, and every contribution makes a meaningful impact.

When and where do I walk?

The Global Walk is designed to be flexible so you can participate wherever you are. Walk when you want, where you want, and invite family, friends, and your community to join you.

To celebrate together, participants are invited to join a special Instagram Live celebration on October 24, when we'll recognize our incredible community and the collective impact we've made.

Where do the donations go?

100% of all donations received by the Lupus Research Alliance through the Global Walk support lupus research programs because the Lupus Research Alliance Board of Directors funds all administrative and fundraising costs.

How do I collect donations?

Supporters can donate directly through your personalized fundraising page. If someone prefers to donate by check, checks may also be mailed directly to the Lupus Research Alliance. Be sure to include your name or fundraising page information, so your campaign receives credit. Checks can be mailed to:

Lupus Research Alliance

Attn: Global Walk
52 Vanderbilt Ave, Suite 401
New York, NY 10017



Are matching gifts available for the Global Walk with Us to Cure Lupus campaign?

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. To find out if your company has a matching gift policy, [visit our webpage](#) to search for your employer.

Can I update my fundraising page after I register?

Absolutely! We encourage you to personalize your fundraising page by adding your story, photos, fundraising goal, and updates throughout your campaign. Sharing your progress regularly is one of the best ways to engage supporters and inspire additional donations.

What if I need help?

We're here for you! If you have questions about registration, fundraising, or the Global Walk, please contact Lisa Champion (lichampion@lupusresearch.org) or [visit our website](#) for additional resources and support.



**Thank you for helping
free the world of lupus!**

For any questions, please reach out to:

Lisa Champion, Northeast Regional Development Manager
646-884-6018

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