



Fundraising Guide

INTRODUCTION

HISTORY OF CAF'S CARE WALK

The CAF Care Walk began in 2011 as a fun walk that could easily be held in local areas to combine fitness and fundraising for the people we support. Growing organically from the energy, organization, and spirit of our volunteers, the event has expanded to become one of CAF's signature fundraising events. With individual walks set up across the country, the Care Walk can be a low key small walk in your neighborhood or a long walk/party with carnivals, games and live entertainment!

This year, the 2025 Care Walk will welcome hundreds of people in joining CAF to ensure a bright future for thalassemia patients.



CAF's Mission

Statement of Purpose

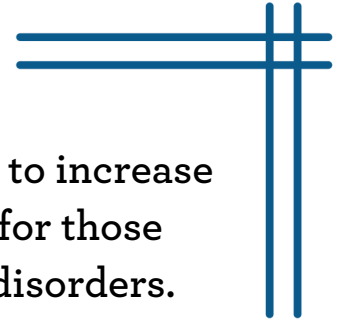
The Cooley's Anemia Foundation is dedicated to serving people afflicted with various forms of thalassemia, most notably the most medically significant form of this genetic blood disease, thalassemia major.



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Mission

The mission of the Cooley's Anemia Foundation is to increase the life expectancy and enhance the quality of life for those impacted by thalassemia, a class of genetic blood disorders. People with the most severe form of this disorder require regular blood transfusions and aggressive management of chronic iron overload, the predominant cause of early death.



Funding

...medical research to advance treatment and curative approaches.

Supporting

...and advising patients and their families

Our Approach Includes...

Educating

...medical professionals and the general public.

Advocating

...on behalf of those impacted by thalassemia.

"Every day, we strive for longer and healthier lives for all patients with thalassemia until a universal cure is found."



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SOME OF THE PROGRAMS WE OFFER

Annual Patient-Family Conference:

Patients and their families meet and learn the latest in both current and future treatments and share life experiences.

Online Support Groups:

Topics vary at these monthly zoom meetings which enable those with thalassemia to meet special challenges.



Patient Incentive Awards:

These awards encourage continued education.

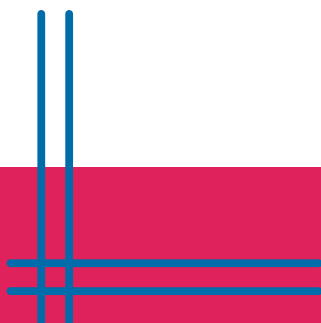
Research Fellowships:

The Foundation supports scientific research into curative and therapeutic options.

Educational Webinars:

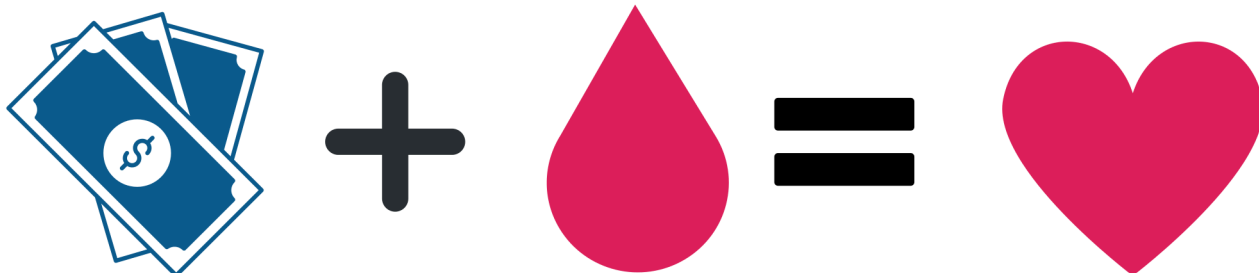
Online sessions which are open to physicians, scientists and anyone who needs to learn about thalassemia.

...and many many more.



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FUNDRAISING



Fundraising is a crucial part of the success of CAF, allowing us to provide exceptional services and resources to the people with thalassemia and their families. Many of our most important activities and supportive services have no other source of funding, including vital programs that encourage social interaction. Through your fundraising efforts, you can help CAF improve the quality of life for people with thalassemia all over the United States. We are so grateful for your enthusiasm and look forward to collaborating with you to make this year's Care Walk the best yet.



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FUNDRAISING INCENTIVES

At CAF we believe that all good deeds should be rewarded. As you raise funds for CAF's Care Walk, the following incentives will be provided at specific fundraising benchmarks. Our incentives are cumulative, meaning you can earn all available incentives.

*****Please note that fundraisers must be individually registered to receive incentives.*****



\$25

Official Care Walk T-Shirt



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HOW TO HOST A CARE WALK

1

Create a committee.

The committee could be just you, or you and a few people equally dedicated to CAF and Care Walk 2025.

2

Select a date that works for you.

We are all busy so make the walk YOURS and do it when you think the bulk of your supporters are available. This year's Care Walk is on May 4th.

3

Scout locations for your walk.

When choosing a location, think about the following...

- How easy is it to get to? Is a permit needed?
- Are there any fees involved? (CAF can assist)
- Can you bring in outside food and drink?
- How far in advance do you need to reserve the location?
- Where are the bathrooms!?! Most importantly, make sure you go to the location and are comfortable there before reserving!

4

Create your Care Walk 2025 fundraising page...

by following the link on the CAF website - www.thalassemia.org.



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5

Advertise!

Tell everyone you know in person, by mail, email and social media.

6

Ask CAF for help.

We are here to assist you to make your walk successful.

7

HAVE FUN!!

8

Start planning for next year.

Consider adding a theme or a blood drive to encourage more people to join your efforts.

GET STARTED

This guide provides step-by-step instructions to help you to start your fundraising efforts for CAF. Whether you join a fundraising team or fundraise on your own, every person who registers for CAF's Care Walk 2025 has access to their own fundraising page. Your fundraising page can be used to reach out to your network of supporters - family, friends, coworkers, neighbors and teachers - to help raise funds crucial for maintaining CAF's most vital programs and services.



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Step 1: Register for CAF's Care Walk 2025 at thalassemia.org

Click on the Care Walk banner on the home page, then click on the registration tab for more information on how to register.

Step 2: Edit and personalize your Care Walk 2025 fundraising page.

Personalize your page with your photos, your own fundraising goal, and share a story about why you are supporting CAF. Adding personal details, like a picture, helps to engage your donors.

Step 3: Make the first donation to your page.

If you are financially able, making the first donation to your own page shows donors your dedication to raising funds for the CAF Care Walk 2025 AND it sets a bar for your donors' future contributions.



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Step 4: Reach out to your network!

Facebook
Instagram
TikTok



If you need assistance setting up your fundraising page, please contact the CAF Care Walk Team by email: communications@thalassemia.org

EDIT YOUR FUNDRAISING PAGE

1

To edit your individual and team fundraising pages, click on your photo icon in the upper right hand corner to open the dropdown screen.

2

Click on the “Settings” button to bring you to editing options.

3

Add photos, videos, stories and anything you think will encourage people to join your Care Walk 2025.

4

Remember to use the “Help” button if you need to!

VIEWING YOUR FUNDRAISING PAGE

- To view your individual and team fundraising pages, click on our photo icon in the upper right hand corner to open the drop down screen.
- Select the fundraising page you want to see. Open the page by selecting “View”.
- Remember to use the “Help” button if you need to!



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REACHING OUT TO YOUR NETWORK

Step 1: Email Your Network

Send a personalized email to your friends, family, coworkers and anyone else you think would support CAF in our mission to increase life expectancy and quality of life for those impacted by thalassemia by funding medical research, supporting patients and educating medical professionals and the general public.



Step 2: Post to Social Media (Twitter, Instagram, Facebook)

Post pictures of past Care Walks. Post about why you are fundraising. Post your customized link to your fundraising page. Retweet or share CAF's Care Walk 2025 posts! Be sure to tag any posts or photos #CAFCareWalk25 or #CAFWalkforWarrior

Step 3: Ask Your Employer

Check with your employer to see if they will match the money you raise for the Care Walk 2025 or if they will make a contribution on your behalf to this event. All donations are tax deductible!



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Step 4: Reach Out to Local Businesses

Reach out to local businesses that you frequent often or have developed a personal relationship with. All donations are tax deductible!



Step 5: Follow Up

Make sure to follow up with your supporters on any donation requests you have made. If you follow up and your supporters decline to make a financial contribution, encourage them to contribute in other ways, like helping us spread the word about Care Walk 2025.



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THE ART OF THE ASK

We often hear how a person is uncomfortable or nervous about asking for a donation. That donation might be monetary support or a gift certificate from the local pizzeria. So much of that pressure and anxiety is relieved when we remember that the asking isn't about us. We're not soliciting money for ourselves, we're asking someone to support a cause that we love and are passionate about. We don't benefit from their donation - we offer someone the opportunity to join us in supporting people with thalassemia to live creative and quality lives while living with this disease.

TIPS FOR THE ASK

TIP 1: BE CONFIDENT

If a donor has agreed to speak with you about a donation, there is an 85% chance you will succeed in getting a donation.

TIP 2: DON'T SKIMP ON THE SMALL TALK

In our desire to get the ask over as quickly as possible, we often rush through the small talk. This is bad for two reasons.

First, donors give when they feel valued and invested, so asking questions about their business, their families or their plans show that you care about them for more than their wallet.

Second, in small talk we learn so much valuable information about the donor, and you can use that information to tailor your ask to something the donor truly cares about.



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TIP 3: EDUCATE YOUR DONOR

An organization that teaches a donor about an issue has a much higher chance of success than one that just pitches a cause. The general public can have a lot of misconceptions about thalassemia or no information at all. Demonstrate to your donors why there is a need for funding.



- Educate your donors about the challenges faced by people with thalassemia - blood transfusions, chelating, daily obstacles in work and school, insurance issues.
- Discuss how CAF supports people with thalassemia to live quality lives through patient support, research & development, legislative and insurance advocacy.
- Talk about how your work your fundraising efforts have positively changed the lives of the people CAF supports and their families. It's ok to brag a little 😊
It's important work!!



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TIP 4: BE PREPARED

- What do you want from this donor? A monetary donation, an in-kind item, or something else?
- Be realistic about the ask. What do you think this donor can give at this time?
- Have several options of ways the donor can support you besides your original ask.
 - A monetary donation
 - An in-kind donation of an item like a gift card for a raffle
 - Help you promote your Care Walk 2025
 - Volunteer at your Care Walk 2025
- Bring written materials, called “leave behinds”, to remind the donor of your visit.



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GREET THE DONOR

Make sure to greet the donor with the formality fitting your relationship.



A LITTLE SMALL TALK

Start with a short casual conversation. Ask questions about their business, their families, etc. to show that you care about them for more than their wallet. Use the information you discuss to tailor your ask to something the donor truly cares about.

MAKE YOUR ASK

- Make good eye contact and be direct in our ask. “I’d like to ask you to consider a gift of _____ to support _____.”
- “CAF is facing serious governmental budget cuts this year. Would you consider a gift of _____ to help support the research and development that improves the lives of the people we support?”

WAIT FOR AN ANSWER

Don’t try to fill the silence. Let your donor think about your conversation and the ask you have just made.



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THANK YOU

No matter the answer, the first words should always be the same: THANK YOU.

- Thank you for your consideration Thank you for allowing
- me to share how passionate I am about CAF's mission. Thank you so much. We appreciate your gift for the people we support.



IF THE ANSWER IS YES

Smile. Thank the donor. Express your gratitude for their generosity. Send a thank you note when their donation is received and follow up with how the gift was used.



IF THEY NEED MORE TIME

Smile. Thank the donor for their time. Ask if you can follow up in a week and let them know you're happy to provide more information if they need. Follow up within the agreed upon time frame. No emails, no texts - this is face-to-face or a phone call only.



IF THE ANSWER IS NO

Smile. Thank them for their consideration. Ask them if they are able to support CAF in any other way, such as publicizing the event. Ask them if it would be possible to follow up at another time. Remove them from your list if requested.



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EMAIL TEMPLATES & LOGOS

EMAIL – VOLUNTEERS

Hi Everyone!

I'm writing because CAF needs your help. As most of you know, I've volunteered for The Cooley's Anemia Foundation for _____ of years, raising funds and providing support to people impacted by this disease. It is a demanding job, a difficult job, and a job I really love. CAF does a lot with limited resources and our annual Care Walk is a perfect opportunity for you, my family and friends, to help.

If you can, I'd appreciate a donation of any amount in support of CAF. Fundraising cuts can and will affect everything from medical research to patient support, the very mission of our foundation. Any amount is welcome.

Show your support and donate or register at

And of course, if you can join me for our in person walk on _____, I would be proud to show you firsthand why I care so much about this work.

With love and thanks,

NAME

www.thalassemia.org

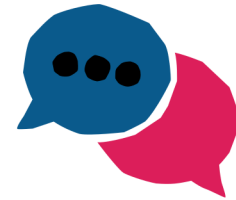


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HASHTAGS
#CareWalk2025
#CAFWalkForWarrior
#CooleysAnemia #Thalassemia

TEXT MESSAGE

Join thousands of people supporting thalassemia patients, research and education on _____ for CAF's Care Walk 2025. Show your support and donate at bit.ly/CAFCareWalk25



30 SECOND PITCH

For more than 70 years, CAF has provided a wide range of services to thousands of individuals impacted by thalassemia, a genetic blood disease. Across all our programs, CAF seeks the cure for Cooley's Anemia (thalassemia major) the most severe form of this disease. Our mission to increase life expectancy and quality of life for those living with thalassemia by funding medical research, supporting patients and educating medical professionals and the general public. The funds raised from the Care Walk help ensure that CAF can continue to provide these crucial services. I hope you can join me in supporting CAF by donating to Care Walk 2025. Show your support and donate at thalassemia.org



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