



TRIFEST FOR MS **FUNDRAISING TOOLKIT**

Multiple sclerosis research,
powered by community

RESEARCHMS.ORG





YOU POWER MS RESEARCH

Welcome! You're part of a decades-long legacy rooted in the **power of one**. From one to many, we directly support multiple sclerosis (MS) research at the **University of Arkansas-Medical Sciences**, **Northwestern University** and the **University of California-San Francisco**.

Level up your race weekend by joining the Fund-Racer for MS community. Together, we fundraise for MS research as we race towards a cure. To get started, set-up your fundraising page and unlock rewards once you reach your fundraising goal. **Any team, any race - everyone is invited.**

What is multiple sclerosis (MS)?

MS stops people from moving. We race to keep people moving.

- Nearly 1 million people in the U.S. live with MS.
- MS is the leading cause of disability among young adults, usually appearing between ages 20 and 40.

YOUR HOW-TO GUIDE

RAISE \$500 IN 7 DAYS

Find a week that works best for you. Consider MS Awareness Week (March 13-19), World MS Day (May 30), your race week (Aug 28-Sept 3 for Trifest) or your birthday.

1

DAY 1

Make your own donation of \$25 and ask a friend to match your donation.

2

DAY 2

Ask 5 friends to donate \$10.

3

DAY 3

Ask 10 co-workers or LinkedIn connections to donate \$10.

4

DAY 4

Ask 10 family members to donate \$10.

5

DAY 5

Ask 2 of your doctors, optometrists or therapists to donate \$50. Many care for people with MS.

6

DAY 6

Ask 5 neighbors to donate \$10.

7

DAY 7

Ask 5 people from your place of worship to donate \$10... and celebrate, you did it!

CREATIVE INSPIRATION

YOU	CAN	FUNDRAISE
<p>KEEP THE CHANGE Set up change jars at home, the office or a local business. Ask people to donate their pocket change. Every penny counts!</p>	<p>Letter Campaign Identify 20-30 contacts from your address book. Send them a handwritten letter that shares your story, a donation amount and a QR code, linked to your fundraising page.</p>	<p>KEEP THE CHANGE Set up change jars at home, the office or a local business. Ask people to donate their pocket change. Every penny counts!</p>
<p>HOST A GARAGE SALE Ask friends, neighbors to contribute items. Kids can also sell lemonade. Explain how proceeds support MS research through the RMSRF.</p>	<p>MILE MATCH If you're completing a race, post to your social media asking people to donate \$1 for every mile you're racing.</p>	<p>PROVIDE A SERVICE Offer to provide pet care, lawn service, baby sit, make cookies, run errands, or clean houses and ask for a donation as payment.</p>
<p>HOUSE PARTY Invite friends over for dinner for a pre-determined donation amount. Screen the Trifest for MS documentary and share why you're doing what you do.</p>	<p>UNIQUE CHALLENGES Flex your creative muscles (but stay safe too)! Maybe your first donor gets to pie you in the face or if you meet your goal, you'll dress up like a chicken for work.</p>	<p>SCAN FOR SOCIAL MEDIA ASSETS</p> 