

BLEEDING
DISORDERS
FOUNDATION
OF NORTH CAROLINA

**FAMILY
FESTIVAL**



AND WALK

FUNDRAISING TOOLKIT





Dear Bleeding Disorders Community, Friends, Donors, and Supporters,

From the bottom of our hearts, we want to thank you for your interest in joining the Bleeding Disorders Foundation of North Carolina's (BDFNC's) **Family Festival & Walk!** Whether you are participating as an individual walker, part of a team, a volunteer, or a donor, your commitment to this community means so much.

The Family Festival & Walk for Bleeding Disorders is our largest fundraiser. The proceeds from this event allow us to provide ongoing community-based programs and services that enhance the lives of people affected by bleeding disorders. Because of the support of people like you, BDFNC can continue offering the following:

- Emergency financial assistance
- Life-saving medical ID jewelry and memberships
- Travel assistance that helps people attend medical appointments
- Advocacy for access to treatment, medication, and insurance that is important for people with bleeding disorders, as well as the general public
- Reliable resources about living with and managing a bleeding disorder
- Support programs that help bridge connections between people living with similar experiences and their families.
- Education about bleeding disorders throughout the lifespan
- So much more!

With your help, we can continue these programs which improve the quality of life of people impacted by bleeding disorders.

We can't do it without you. Thank you for your support!



WHAT IS BDFNC?

The Bleeding Disorders Foundation of North Carolina (BDFNC) is the only nonprofit organization in North Carolina dedicated to improving the quality of life of individuals and families impacted by bleeding disorders.

The Family Festival & Walk is our largest fundraiser that brings together people with bleeding disorders, parents, siblings, spouses, caregivers, grandparents, other relatives, friends, neighbors, donors, supporters, and other members of the general public to celebrate your fundraising efforts and to build a network of support and community.

One hundred percent of the proceeds raised go towards providing direct programs and services to people impacted by bleeding disorders.



BDFNC Programs and Services

- Peer support for **men** with bleeding disorders, **women** with bleeding disorders, **parents, teens**, and in **Spanish**.
- Education events & retreats
- Advocacy for important healthcare initiatives
- Education for medical providers, schools, and others
- Financial assistance & Medical IDs
- Education Scholarships
- Travel grants for national conferences
- A quarterly newsletter
- Collaboration with medical providers around the state
- Promotion of research





The Family Festival & Walk is BDFNC's largest fundraising event and gathering of the bleeding disorders community. Held in Charlotte in the spring and Raleigh in the fall, the event includes a walk in uptown Charlotte or at Lake Crabtree Park and a celebration including entertainment and awards. Through peer fundraising teams, people work with their individual networks to raise money and awareness about bleeding disorders. The Festival & Walk fundraiser allows BDFNC to pursue the mission of improving the quality of life of persons affected by bleeding disorders through advocacy, education, promotion of research, and delivery of supportive programs and services.



WHAT ARE THE WALKS?



Why Should You Participate?

1. **Thousands of families** affected by bleeding disorders benefit from your fundraising
2. **BDFNC is a leader in healthcare reform** that benefits everyone, even those without bleeding disorders
3. **More than 80,000 people in NC have a bleeding disorder and most don't know it.** BDFNC raises awareness so people don't have to suffer in silence and can get the treatment they need
4. **NC is a leader in research** about bleeding disorders
5. Last but not least, **IT'S FUN!**



FUNDRAISING BENEFITS

\$40 pays for the cost of one person to attend an **EDUCATION DINNER**

\$60 pays for one piece of **MEDICAL ID JEWELRY & LIFETIME MEMBERSHIP** to American Medical ID

\$50 pays for **TRANSPORTATION COSTS** so a person with a bleeding disorder can get to their medical appointment

\$500 helps a community member **PAY FOR RENT** when out of work due to a bleeding disorder

\$600 pays for a family of 4 to attend a **WEEKEND EDUCATION EVENT**

- Last year, BDFNC provided **education to 646 people with 35 events**
- Last year, BDFNC provided **\$91,821 in financial assistance** for emergencies, medical IDs, travel assistance, and education scholarships
- BDFNC led the efforts to **ban copay accumulator adjuster programs** in North Carolina, so payments paid on behalf of a patient **count towards their out-of-pocket costs**
- BDFNC collaborates and partners with the Hemophilia Federation of America and the National Bleeding Disorders Foundation
- BDFNC collaborates with coalitions and other organizations to raise awareness about bleeding disorders



TIPS & TRICKS

“Mad Libs” to Tell People Why You’re Fundraising

Hi! I’m reaching out to you because I’m participating in the Family Festival & Walk for Bleeding Disorders, a fundraiser for the Bleeding Disorders Foundation of North Carolina. The Bleeding Disorders Foundation of North Carolina is dedicated to improving the lives of people affected by bleeding disorders, and we need your help in making a difference!

I have [seen/experienced] the difference that the Bleeding Disorders Foundation of North Carolina makes because [reason why it’s personally significant.]

Every donation goes a long way to support the bleeding disorders community, and together, we can make a difference. With your generosity, we can improve the quality of life for people with bleeding disorders and create a brighter future that can last a lifetime!

Thank you for your support!

-
- Email your message to everyone you know
 - Post about the Family Festival & Walk on social media
 - Create a Facebook fundraiser for the Bleeding Disorders Foundation of North Carolina that will be credited to YOUR TEAM
 - Send a text asking people for their support
 - Create a fundraiser in the office
 - Sell crafts, hold a bake sale, or have a lemonade stand

Who to ask?

- | | |
|-------------------|-------------------|
| • Parent | • Friend |
| • Grandparent | • Coworker |
| • Sister | • Teacher |
| • Brother | • Doctor |
| • Extended Family | • Roommate |
| • Employer | • Insurance Agent |
| • Neighbor | • Hairdresser |

The sky’s the limit!



FAQS

How can I participate in the Family Festival & Walk?

Register as an individual and start or join a team! You can also donate or sign up to volunteer.

Do children need to register?

Yes, everyone who participates needs to register, including children.

What is the cost to register?

Registration is \$10 for adults. Children are free.

Can I register on the day of the event?

Yes. We will have onsite registration beginning at 8 AM on April 27.

I'm unable to complete the walk. Should I still participate?

Yes! There will be plenty of fun activities to enjoy, even if you cannot complete the walk.

What about T-shirts?

Everyone who registers and attends the event will receive an official 2024 Family Festival & Walk T-shirt (while supplies last).

How can I volunteer?

Sign up to volunteer: bleedingdisordersnc.org/walkvolunteer

How much of the money raised directly impacts the bleeding disorders community?

100% of all proceeds are invested back into the bleeding disorders community providing supportive programs and services including financial assistance, medical IDs, education programs, support groups, and more!



FAQS

How to Register:

1. Visit secure.qgiv.com/event/2024charlotte
2. Click the **"Register"** tab at the top
3. Select if you registering an adult or a child (there is a \$10 registration fee for adults)
4. You will be asked if you would like to fundraise as an individual participant, or if you would like to join or start a team. If you select you would like to join a team, you will be provided with a list of teams to choose from or start a new team
5. You will be asked to choose a fundraising goal.
6. Enter your personal information and answer the questions
7. From here you can register additional participants or check out
8. Pay your registration fee and start fundrasing

Entering cash or check donations:

1. Sign into your fundraising dashboard
2. Select **"My Donations"**
3. On the donations page you will see a box that says **"+ Add Cash or Check"**
4. Enter the information requested
5. The amount will be added your fundraising total
6. Bring the donation when you check in to the Festival & Walk on April 27

Register for **2024 Charlotte Family Festival & Walk for Bleeding Disorders**

Registration costs \$10 for adults. Children are free. (If this fee is cost prohibitive for you being able to participate, please contact us).

Saturday, 4/27/2024 8am EDT - 11:30am EDT

Details > Finish Up

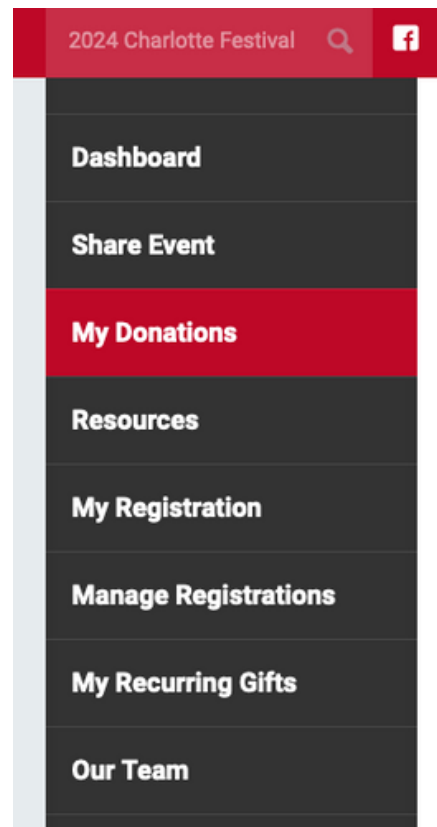
Participant # 1

How do you want to participate?

Adult

As an Individual
Work on your own to reach your personal fundraising goal.

Join or Start a Team >
Work as a group to reach your personal + collective fundraising goals.





FAQS

Text to Donate

With text messages being a primary tool to share information, this year, BDFNC has implemented Text2Donate to make your fundraising easier! Just follow the instructions below and donations can be made directly from your phone!



1

OPEN THE MESSAGES APP AND
CREATE A NEW MESSAGE

2

TEXT "2024CHARLOTTE" AND THE
AMOUNT YOU WOULD LIKE TO
DONATE TO 50155

3

OPEN THE LINK SENT BY 50155 TO
ACCESS THE DONATION FORM

4

ENTER PAYMENT AND OTHER
REQUIRED INFORMATION AND SUBMIT
TO COMPLETE THE DONATION

5

AFTER THE DONATION IS COMPLETE,
YOU WILL RECEIVE A TEXT MESSAGE
FROM 50155 WITH A LINK TO THE
RECEIPT

**IF YOU WOULD LIKE TO DONATE TO A SPECIFIC TEAM OR
INDIVIDUAL, CLICK THE "SELECT TEAM OR INDIVIDUAL"
BUTTON UNDER THE DONATION RECIPIENT HEADING
(WHICH IS THE SECTION ABOVE DONATION AMOUNTS)**





CONTACT INFO

We're here to help!

If you have questions, need assistance with registration, or need anything else, please contact us!

Contact: Charlene Cowell

Phone: (919) 319-0014

Email: festival@bleedingdisordersnc.org

secure.qgiv.com/event/2024charlotte

