



STEP FORWARD
to cure TSC[®]

FUNDRAISING TOOLKIT





STEP FORWARD

to cure TSC[®]

WELCOME

Thank you for your interest in fundraising for the TSC Alliance, an internationally recognized nonprofit that does everything it takes to improve the lives of people with tuberous sclerosis complex (TSC). We drive research, increase care quality and access, inspire hope and advocate with and for all affected by the disease.

ABOUT TUBEROUS SCLEROSIS COMPLEX

- Tuberous sclerosis complex (TSC) is a rare genetic disorder that causes tumors to form in vital organs, such as the brain, heart, kidneys, lungs, liver, eyes and skin.
- TSC is also the leading genetic cause of epilepsy.
- TSC affects an estimated 1 in 6,000 live births.
- About 1/3 of people with TSC inherit the disease, while the other 2/3 result from spontaneous mutations.
- Currently, there is no cure for TSC.

STEP FORWARD TO CURE TSC[®]

Step Forward to Cure TSC is the USA's largest event fighting to find a cure for TSC. Creating a fundraiser is a fun, interactive way to support TSC Alliance's mission.

FUNDRAISING

TSC Alliance is excited and honored you have chosen to help raise funds for our national office. Creating a Step Forward to Cure TSC fundraiser is a fun, interactive way to support the TSC Alliance's mission. You can use your own unique skills, interests, and creativity to raise donations for TSC Alliance while encouraging friends and family to learn more about our mission and the importance of TSC.



STEP FORWARD

to cure TSC[®]

I. DIY (Do It Yourself) Fundraising Ideas

- **Design and sell custom team shirts.** Research websites that allow you to design, order and raise money with personalized team shirts and accessories.
 - **Example: Custom Ink:** <https://www.customink.com/fundraising>
- **Host “Buy a Square” Fundraiser.** Design a blank set of squares and sell each square for the dollar amount the square is numbered. A 50 square grid will raise \$1,275. (See example on page 14.)
- **Restaurant Fundraising.** Contact your local restaurant and ask if you can do a “fundraising night.” Rules vary from restaurant, but you will receive between 10-25% of the proceeds (see page 15 for more information.)
- **Milestones.** Have an upcoming birthday, anniversary or graduation? Ask for donations in lieu of gifts!
- **Connect Your Fundraiser to Facebook**



Download the [Social Media Guide](#) or visit the Resources section to help promote your DIY online.

When sharing your page on social media, be sure to tag @tscalliance and use #StepForward4TSC.

Often there are plenty of people willing to help with your fundraising – you just need to ask!



STEP FORWARD

to cure TSC®

II. Step Forward to Cure TSC® Fundraising Page

The easiest way to fundraise for TSC Alliance is with your Step Forward to Cure TSC® personal fundraising page. Follow the steps below to register, customize and share your fundraising page on social media.

Step 1: Register online at www.stepforwardtocurets.org. Click the **REGISTER** button.

2023 Step Forward to Cure TSC®

Global Hybrid Walk-Run-Ride

April 15 – May 21, 2023

Register today to walk, run or ride — virtually or at an in-person location. You can participate on your own, with friends and family or on a team. You'll join thousands of other TSC community members, corporate partners and other supporters, all working together to champion the TSC Alliance's ongoing efforts to fund groundbreaking research, offer critically needed support programs and increase awareness.

REGISTER

DONATE NOW

Step 1a: Select the registration type that works best for you and continue to follow the registration prompts.

1) As an individual 2) Join a team 3) Create a team

How would you like to register?



As an individual



Join a team



Create a team

Need additional registration steps, download the [Registration Quick Start](#) here or visit the Resource section on the homepage.

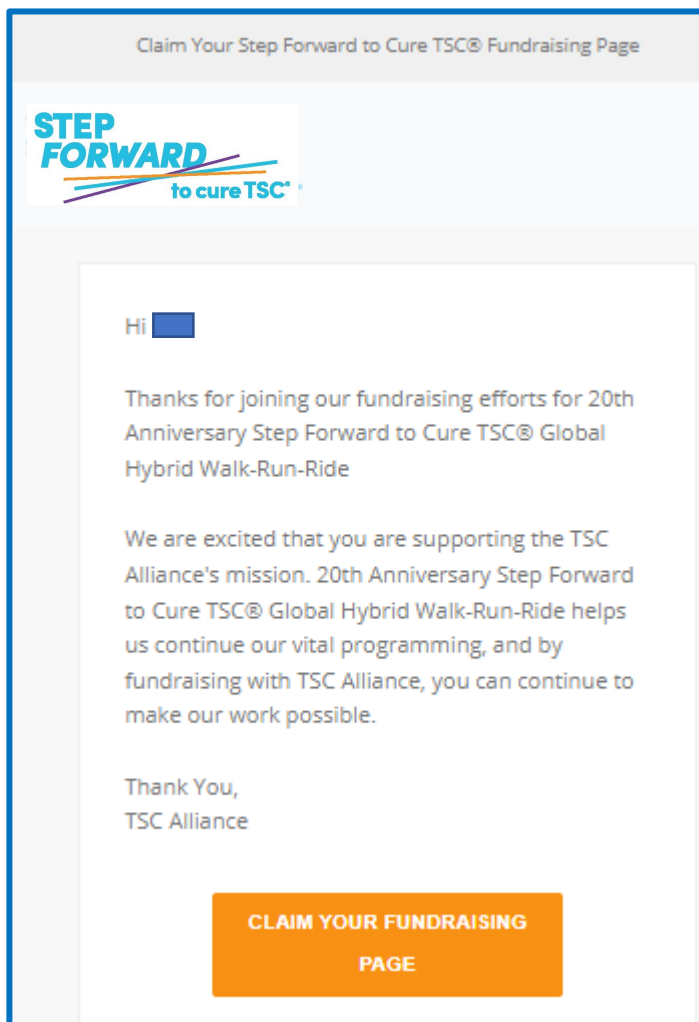


STEP FORWARD

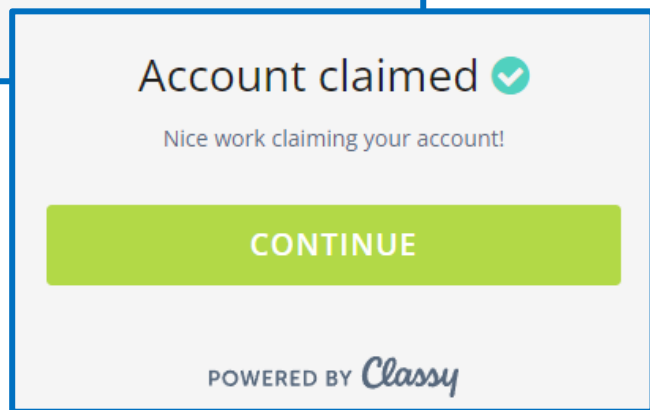
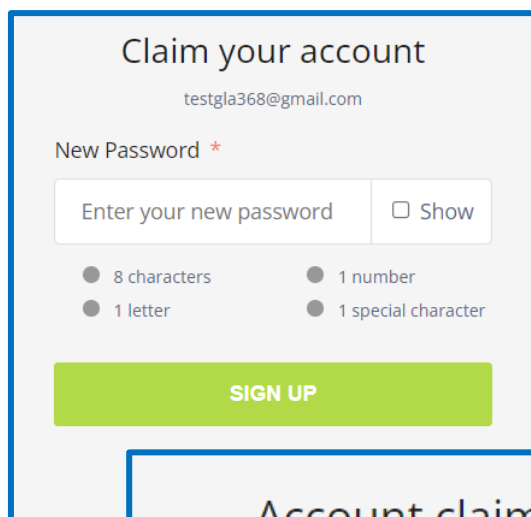
to cure TSC®

Step 2: Claim Your Step Forward to Cure TSC® Fundraising Page

To active your fundraiser, open the **Claim Your Fundraising Page** email, and click the **orange** button located at the bottom of the email.



Step 2a: Claim Your Account. Create or enter your password (associated with the email used during registration).





Step 2b: Manage Your Step Forward to Cure TSC® Fundraiser Dashboard

To manage your fundraiser, access the dashboard by clicking the login button located in the upper right corner of the website. Click “Go To” to access your personal page or “**Manage**” to access the dashboard. The dashboard will provide access to customize your fundraiser, track donations, email donors, and connect to Facebook.

- **Story Tab: Personalize** your story and share why you are fundraising for TSC Alliance. Upload a photo, insert a video, and personalize your story!
- **Donation Tab:** Track and thank donors. You can add a thank you comment on your fundraising page from the donation tab.
- **Email Tab:** *Copy a message to email to your donors. **Our website does not provide an email platform, please copy and paste the templates using your personal email account.*
- **Facebook Tab:** Once you have customized your fundraising page, you can duplicate your page on Facebook to reach a wider audience.
- **Details Tab:** To customize your Step Forward to Cure TSC® fundraising page; upload a picture, customize your story, set a fundraising goal and update your communication preferences visit the

STORY UPDATES

Personalize your story

This is the default story behind our campaign, but you can make it your own. Add photos, video, and text to tell people why you are fundraising!

Thanks for visiting my Step Forward to Cure TSC® fundraising page!

Welcome to my fundraising page. I'm raising money and awareness for tuberous sclerosis complex (TSC) and fundraising to accelerate research to find new treatments. Donate today and be a part of this historic, worldwide effort. Thousands of people from across the globe, all working together to drive research, increase care quality and access, inspire hope, and support those affected by the disease. You can register to join the campaign by clicking the button on this page. Many more...

Be sure to personalize your story

B I U T Background Color Link Unlink Bulleted List Numbered List

Reset story

SAVE




STEP FORWARD

to cure TSC®

Reminder! Edit Your Details

- **Upload a picture** 300 x300 pixel image
- **Fundraiser Nickname** – enter team/individual name
- **Page Headline** – create a fundraising title
- **Fundraising Goal** – set a fundraising goal
- **Customize a URL** – enter team name without spaces; copy entire link to share
Ex: <https://give.tscalliance.org/solesistahs>
- **Set up your fundraiser notifications**



Your Picture
For best quality, use a 300 x 300 px image

UPLOAD

Fundraiser Nickname *

Sole Sistahs 12/100

Page Headline *

Sole Sistahs are Stepping Forward to Cure TSC! 46/255

Reset campaign headline

Fundraising Goal *

USD \$ 1,000.00

Set your vanity URL <https://give.tscalliance.org/solesistahs>

solesistahs ✓

Fundraiser Notifications

Note: If you have any additional teams or fundraising pages for this campaign, these settings will also apply to those pages.

Comments on my fundraising page

Donations on my fundraising page

Encouragement emails (% of goal reached, \$ amount raised, etc.)

SAVE CHANGES



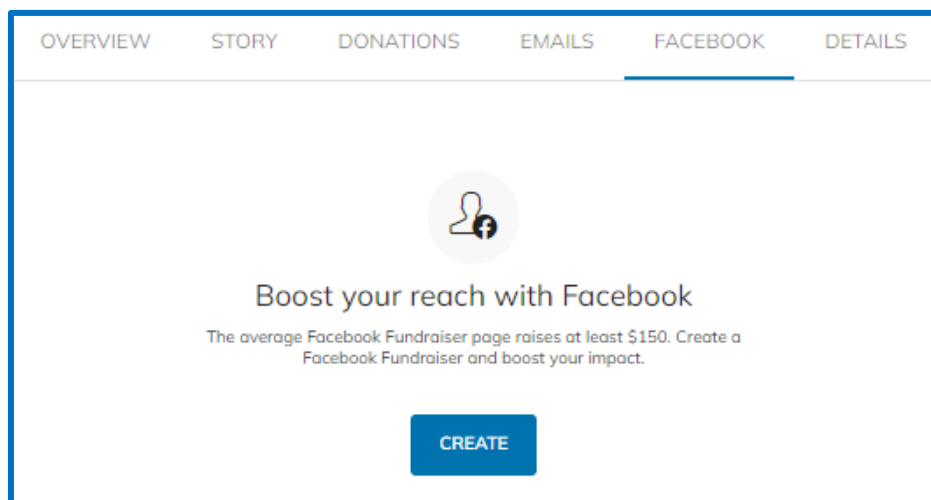
STEP FORWARD

to cure TSC®

Step 3: Connect Your Step Forward to Cure TSC® Fundraising Page to Facebook

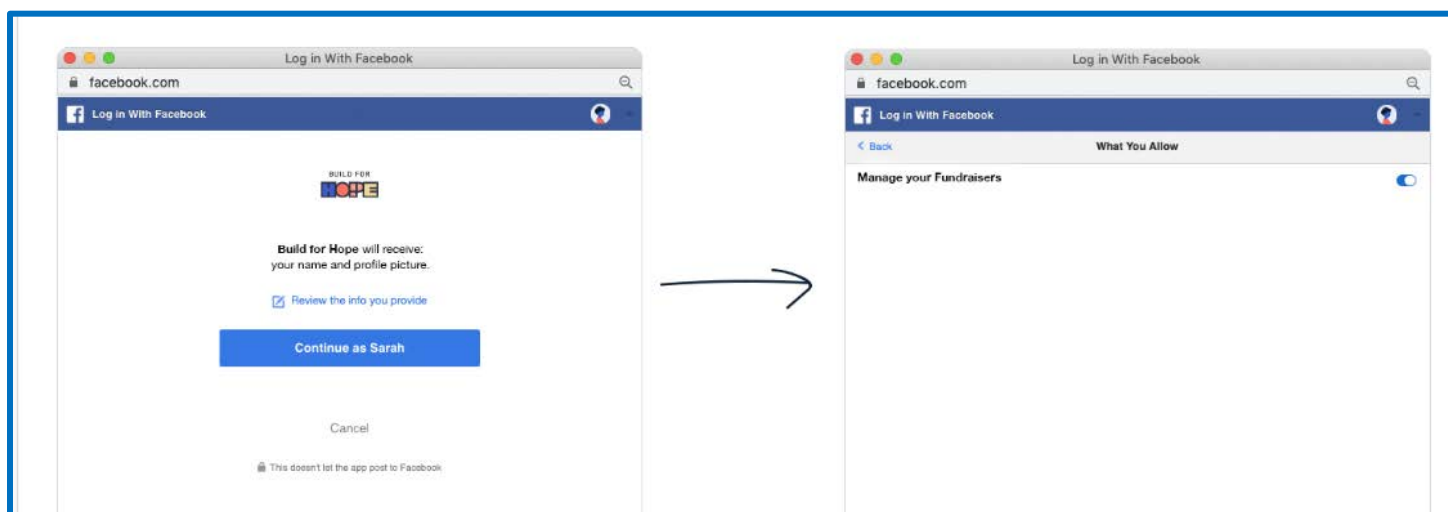
From your **Step Forward to Cure TSC®** fundraiser dashboard, click the **“Facebook”** tab to create a Facebook fundraiser to easily boost your reach and help provide an even bigger impact. Your supporters will be able to give without leaving Facebook. The donations made on Facebook will be added to your fundraising page in real time.

Step 3a: Click **“Create”** and follow the prompts to connect to Facebook. **Additional instructions can be found here:** [Classy for Facebook](#).



Step 3b: When the Facebook login prompt appears, sign in if you haven't already.

To create a Facebook fundraising page, you'll need to have the **Manage your Fundraisers toggle** enabled. If you **do not enable** the toggle and try to create a page, you may see an error message. To fix the issue, view [troubleshooting steps](#).

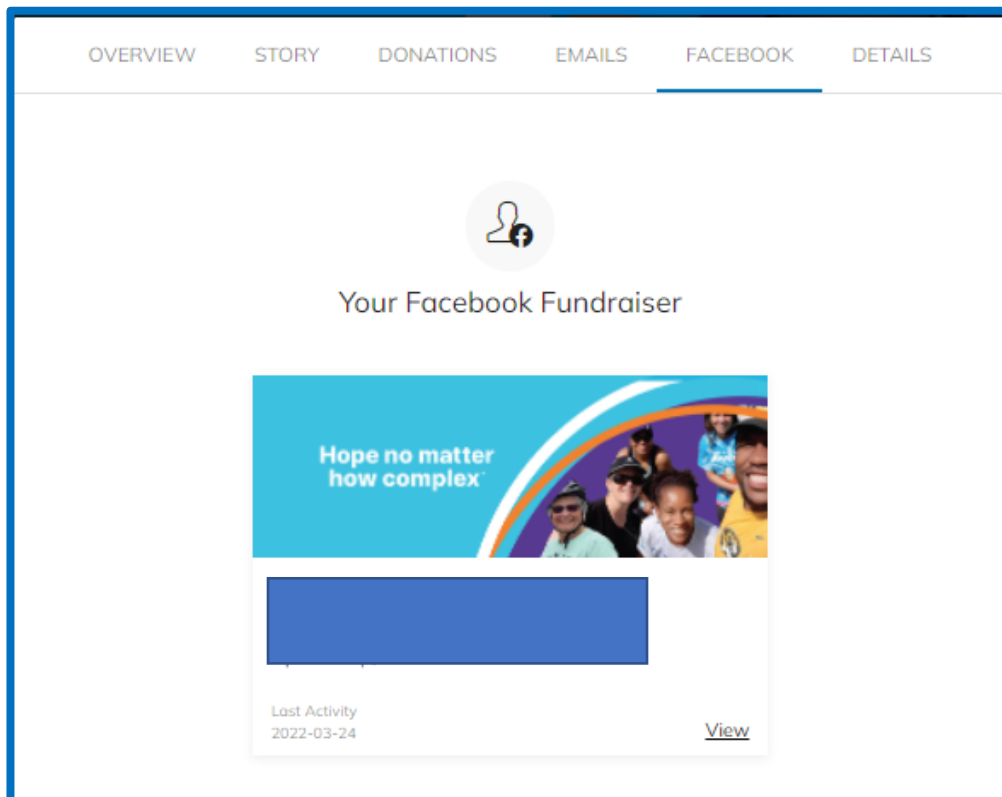




STEP FORWARD

to cure TSC®

Step 3c: Once you complete the above steps, your Facebook fundraising page will be created automatically and appear on your Facebook activity feed. Select **View** on the tile that appears to visit your Facebook fundraising page.



When you create a Facebook fundraising page, the following information will transfer over from your **Step Forward to Cure TSC®** fundraiser page:

- The campaign's background image
- Your Fundraiser Name
- Your Page Headline
- Your Fundraising goal
- Your Fundraising end date

While the background image can only be changed in Facebook, you can edit the other details at any time from your **Step Forward to Cure TSC®** fundraising page. To do so, select the **Details** tab in the editor for your fundraising page. The changes you make will automatically apply to your Facebook fundraising page.

Note that you can also edit your Facebook fundraising page directly on Facebook. But the changes you make won't transfer to your fundraising page.



Facebook Fundraising Questions

Can I just create a fundraising page on Facebook?

Yes, but the donations you gather won't display on your Step Forward to Cure TSC fundraising page. We recommend creating your Facebook fundraising page through Step Forward to Cure TSC website to combine the benefits of both tools.

Will I receive notifications when someone donates to my Facebook fundraising page?

You will not receive a Step Forward to Cure TSC notification when someone donates to your page, however, you will receive a **Facebook notification**.

When someone donates to your Facebook fundraising page it will update your total fundraising progress. The donation will also appear on your Step Forward to Cure TSC® fundraising page's activity feed.

Please note: If you want to comment on a donation made on Facebook we recommend doing it within Facebook since that was the preferred method of engagement.



III. Thank Your Donors

Thank You - Step Forward to Cure TSC® Fundraiser Dashboard

When someone donates to your fundraising page, you can send a thank you message to show appreciation. There are **three ways** to thank your donors from your Step Forward to Cure TSC fundraising page.

- **Activity Feed:** Visit your page and scroll down to the activity fee. Hit **Reply** under a donation and write thank you messages in the text block. Tap **Post Comment** to post your message and to send a notification email to the donor.
- **Donation Tab:** You can also thank donors from within your fundraising dashboard. To do so, select the **Donations** tab to view your list of donations. Any donors who haven't been thanked will have a **Thank** button next to their donation.



STEP FORWARD

to cure TSC[®]

The message will appear on your fundraising page's activity feed and be sent as an email to the donor. Thanking a donor also automatically marks them as "thanked" (they'll have a check mark instead of the Thank button).

- **Emails Tab:** When donors submit donations to your fundraising page, they'll be asked to enter their email addresses. Thank you messages and comments are sent to the email they entered. We have a thank you template message you can copy and send to your donors. To access it, open your fundraising page dashboard and select **Emails > Thank your donors.**

You can copy and paste the default message or you can customize it by typing in the text block.

Tip: To view donors' email addresses, select the **View Donors** button. From there, you can copy the email addresses you need.

Social Media Post Examples: Also, download our [Social Media Guide](#) for additional information.

Huge shout out to Bob Ross, Vincent van Gogh and Claude Monet for their support of Team Painting All Stars!

Or:

Thank you, Oscar the Grouch, for your support of TEAM SESAME STREET! We are beyond grateful for your generosity.

Email Examples

Hi Sharon,

Thank you so much for joining Team Cure TSC. We are so excited to have you!

As you know, we joined the Step Forward to Cure TSC[®] Global Hybrid Walk-Run-Ride to raise funds and awareness of TSC.

Would you be willing to commit to raising \$(insert amount here)? I know fundraising can seem intimidating, but it can be as simple as a couple Facebook posts over the next couple weeks sharing why you are participating along with your donation link. If this feels too uncomfortable to you, would you be willing to share our auction link with a blurb about why you are participating in our Virtual Auction. That would bring both awareness and potentially raise funds for the TSC Alliance. We are so glad to have you on Team Cure TSC!



STEP FORWARD

to cure TSC[®]

Thank You to Our 2023 Step Forward to Cure TSC Sponsors





STEP FORWARD

to cure TSC[®]

IV. Offline Donations

Offline donations are donations that are not processed directly through the Step Forward to Cure TSC Walk website using credit cards.

To receive credit and record offline donations to your walk page, they must be mailed to the national office. To allow time to process and record your offline donations, please follow the general guidelines listed below.

CHECKS: Please mail donations within ten days of receipt. Endorse any checks that are not made payable to TSC Alliance to ensure prompt processing.

CASH: Cash is **prohibited** so please obtain a money order or write a check. If check is a combination from multiple donors, please include a separate sheet to list any donors that wish to be acknowledged online.

Mail Payment:

TSC Alliance
8737 Colesville Road, Suite 400
Silver Spring, MD 20910

Tax Receipt Policy

The TSC Alliance will properly receipt donors for gifts over \$250 as defined by IRS regulations. The solicitor should provide each donor with a thank you receipt for gifts \$249 and under.

Please email Gail Saunders, Director, Community Programs at gsaunders@tscalliance.org if you have any questions or comments.

	THANK YOU - RECEIPT	
Date: _____		
Thank you for your generous donation in the amount of \$ _____		
<p>The TSC Alliance is a 501(c)3 tax-exempt organization. Your donation is tax deductible to the fullest extent allowed by law. Please retain this receipt for tax purposes.</p>		
<p>8737 Colesville Road, Suite 400 Silver Spring, MD 20910 800.225.6872 www.tscalliance.org</p>		
Federal Tax ID: 95-3018799		



STEP FORWARD

to cure TSC[®]

Host "Buy A Square" Fundraiser

Instructions: 1) Choose one or more squares 2) Donate the dollar amount of the square(s). Example: If you pick square #20, you donate \$20.00. If you pick squares #16 and #36, you donate \$52

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50



STEP FORWARD

to cure TSC[®]

Restaurant Fundraising

Typically, the restaurant will provide you with a flyer with the date, location(s) and details and will give you a percentage of every bill/purchase accompanied by a flyer on the scheduled day.

A Couple of Tips:

1. The success of your restaurant fundraiser is based on the volume of sales, so be sure to implement a targeted plan to advertise your event to as many people as possible. A great advertising tip – create a pdf version of the flier and email it to everyone you know and encourage them to email it to everyone they know as well.
2. Schedule multiple days/events so you may reach as many people as possible – everyone is so busy these days!

A partial list of participating restaurants:

- BJ's Restaurant and Brewhouse Fundraisers
BJ's Restaurant and Brewhouse will host a fundraising event for Step Forward to Cure TSC. The standard fundraiser donates 15% of the total food and soft beverage purchase from guests who bring in flyers for your event.
- Boston Market
Boston Market provides a 15% donation on sales. They provide you with a flyer and event tickets. Restaurants are located throughout the United States.
- Buffalo Wild Wings
BWW has their Eat Wings, Raise Funds initiative that helps out local organizations near BWW restaurants.
- California Pizza Kitchen
CPK advertises 20% back through their fundraisers.
- Panda Express. Tell friends and family to dine in or take-out at Panda Express and 20% of the event sales will be donated to your organization.
- Potbelly Sandwich Shop
This fundraiser has a flyer associated with it. The 25% return to the group makes it a meaty deal.