

FUNDRAISE FOR



Changing the lives of people with disabilities

DO-IT-YOURSELF FUNDRAISING TOOLKIT

Support Kessler Foundation
wherever and whenever and turn
your passion into positive change
for people with disabilities.



Scan the QR code above or visit
KesslerFoundation.org/fundraise-kessler-foundation
and get started today!



MAKE AN IMPACT

With support from donors like you and your friends and family, Kessler Foundation funds groundbreaking rehabilitation research and innovative employment initiatives to provide access to job opportunities.

When you become a champion for people with disabilities, the impact is profound. People with paralysis stand and walk for the first time. Stroke survivors drive again. People with multiple sclerosis and traumatic brain injury improve their ability to learn and remember. Jobseekers with disabilities find satisfying employment and become self-sufficient.



MAKE FUNDRAISING FUN!

Follow these steps to help make your fundraiser for
Kessler Foundation a success:

STEP 1: Start a Fundraiser

What do you enjoy doing? Take that passion and turn it into a fundraiser to change lives for people with disabilities. Get started by visiting KesslerFoundation.org/fundraise-kessler-foundation.

STEP 2: Spread the Word

Share your fundraiser with your friends, family, and colleagues through email and your social media channels to extend your reach. Stand out by telling your story and sharing the impact that Kessler Foundation has had on your life.

STEP 3: Send Thank You's and Updates

Let your supporters know how much you appreciate them! Send personalized thank you's to each of your donors, give them a shout out on social media, and send updates on your fundraiser's progress along the way.



READY TO FUNDRAISE?

Here are ways to get started:



Celebrate

Invite friends and family to give to Kessler Foundation in lieu of receiving gifts for a birthday, wedding, anniversary, graduation, or any special occasion.



Challenge Yourself

Set a goal for an activity you love to raise funds for life-changing research.



Build Awareness

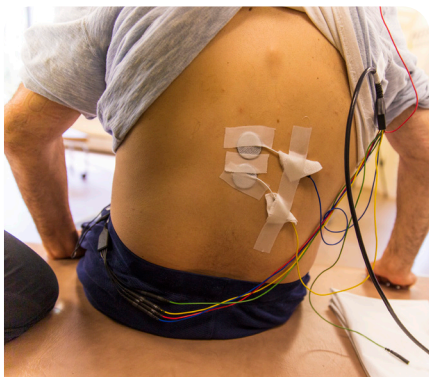
Create a fundraiser for an awareness month or day that matters to you.



Be Creative

Develop your own idea and change lives!

WHAT IS HOPE WORTH?



\$25,000

Sponsors one research participant with spinal cord injury in a transcutaneous spinal stimulation study



\$15,000

Sponsors one research participant with brain injury, stroke, or MS in a study to restore mobility using a robotic exoskeleton



\$10,000

Sponsors one research participant in a study exploring new treatments using regenerative rehabilitation



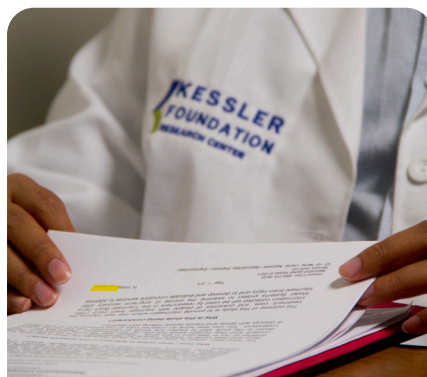
\$7,500

Sponsors one research participant with brain injury or MS in a study to improve thinking, learning, and memory



\$5,000

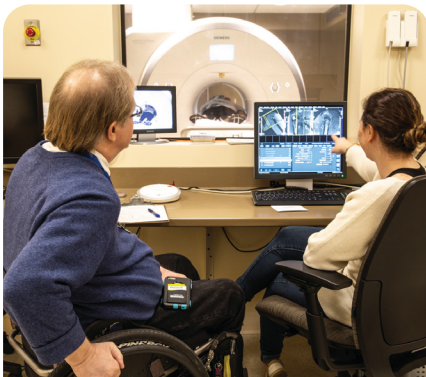
Sponsors one research participant in a study to improve quality of life after spinal cord injury



\$3,000

Covers the cost of one study's Institutional Review Board approval, required to protect research participants

WHAT IS HOPE WORTH?



\$2,500

Underwrites a functional MRI scan and its analysis to determine changes in the brain or spinal cord



\$1,000

Covers the cost of one study's Institutional Review Board renewal



\$500

Covers the cost of recruiting a research participant



\$250

Underwrites a neuropsychological evaluation to determine a participant's level of cognitive function, before or after treatment



\$100

Buys transportation for a participant to travel to and from a research session



\$50

Covers the stipend for a research participant for one session



\$25

Provides personal protective equipment for one research session, for participant and staff

GET SOCIAL

Engage with your network of friends and family on your social media accounts and encourage them to support you in driving positive change in the lives of people with disabilities.

STEP 1:

Create a schedule for your posts. This could be as simple as posting at the start of your fundraiser, at the halfway mark, 3 days before, and on the last day.

STEP 2:

Mix up your posts. Don't limit yourself to just sharing "ask" posts – use photos, create fun graphics, or share news about Kessler Foundation that matters most to you.

STEP 3:

Tag supporters who have already given to your fundraiser and thank them for their generosity.

STEP 4:

Follow us on all our social media channels and include the hashtags **#KesslerFoundation** and **#KesslerChangingLives** to be a part of the Kessler Foundation community of champions.



@KesslerFoundation



@KesslerFdn



@KesslerFdn



Kessler Foundation



Kessler Foundation



Kessler Foundation

SAMPLE EMAIL TEMPLATE

Celebrating a Milestone

Hi [Name],

This year is my [birthday, anniversary, milestone, etc.] and I've decided to celebrate by raising money for a cause that is special to me. Instead of gifts, I ask that you donate to Kessler Foundation.

Kessler Foundation's mission is to change lives for people with disabilities. By making a gift, you champion vital rehabilitation research and employment initiatives that prove **abilities are what matter**.

Every dollar makes a profound difference. My goal is to raise [amount]. Please give today: [link to fundraising page].

Many thanks for leading the way and changing lives!

[Your name]

SAMPLE EMAIL TEMPLATE

In Honor or In Memory of a Loved One

Hi **[Name]**,

In honor/In memory of **[person's name]**, I've decided to fundraise for Kessler Foundation, a cause that is special to me and **[person's name]**.

Kessler Foundation's mission is to change lives for people with disabilities. By making a gift, you champion vital rehabilitation research and employment initiatives that prove abilities are what matter.

Every dollar makes a profound difference. My goal is to raise **[amount]**. Please give today in honor/in memory of **[person's name]**: **[link to fundraising page]**.

Many thanks for leading the way and changing lives!

[Your name]

SOCIAL MEDIA TEMPLATES

Celebrating a Milestone

Facebook/LinkedIn: This year is my **[birthday, milestone, etc.]** and I'm celebrating by fundraising for **@KesslerFoundation!** Please give today and help me reach my goal of **[amount]**. Together, we will change lives for people with disabilities. Many thanks for your support! **[Link to fundraising page]**
#KesslerFoundation #KesslerChangingLives

Instagram: This year is my **[birthday, milestone, etc.]** and I'm celebrating by fundraising for **@KesslerFdn!** Please give today by visiting the link in my bio and help me reach my goal of **[amount]**. Together, we will change lives for people with disabilities. Many thanks for your support!
#KesslerFoundation #KesslerChangingLives

Twitter: I'm celebrating my **[birthday, milestone, etc.]** this year by fundraising for **@KesslerFdn!** Please give today and help me reach my goal of **[amount]**. Together, we will change lives for people with disabilities. Many thanks for your support! **[Link to fundraising page]**

In Honor or In Memory of a Loved One

Facebook/LinkedIn: In honor/In memory of **[person's name]**, I'm fundraising for Kessler Foundation, a cause that is special to me and **[person's name]**. Please give today and help me reach my goal of **[amount]**. Together, we will change lives for people with disabilities. Many thanks for your support! **[Link to fundraising page]** **#KesslerFoundation #KesslerChangingLives**

Instagram: In honor/In memory of **[person's name]**, I'm fundraising for **@KesslerFdn**, a cause very special to me and **[person's name]**. Please give today by visiting the link in my bio and help me reach my goal of **[amount]**. Together, we will change lives for people with disabilities. Many thanks for your support!
#KesslerFoundation #KesslerChangingLives

Twitter: In honor/in memory of **[person's name]**, I'm fundraising for **@KesslerFdn**. Please give today and help me reach my goal of **[amount]**. Together, we will change lives for people with disabilities. Many thanks for your support! **[Link to fundraising page]**.

FREQUENTLY ASKED QUESTIONS

Have fundraising questions? Are you fundraising for the first time? We're happy to help! Here are answers to the most frequently asked questions about fundraising for Kessler Foundation.

Is there a minimum amount that I am required to fundraise?

There is no minimum amount required to fundraise for Kessler Foundation. Set a fundraising goal that you are comfortable with, whether it be \$100 or \$5,000. Every dollar drives positive change in the lives of people with disabilities.

Are donations tax-deductible?

Kessler Foundation is a 501(c)3 tax-exempt organization and your donations are tax-deductible within the guidelines of U.S. law.

How will my donations be used?

One hundred percent of your gifts return people with disabilities to their homes, their communities, and the workplace. When you support Kessler Foundation, you directly provide our scientists and grantmakers with critical resources to propel new research discoveries and fund innovative employment initiatives. As a result, adults and children with disabilities receive more effective rehabilitation and access to employment opportunities never before possible.

I want to make a gift by mailing a check. Who should I make my check out to?

Please make all checks payable to Kessler Foundation and mail your gift to:

Kessler Foundation
Attention: Development
120 Eagle Rock Avenue, Suite 100
East Hanover, NJ 07936-3147

If I have questions about my personal fundraiser, is there someone that I could contact?

Yes, you may contact Vicky Queyquep, donor engagement specialist, at 973.324.8456 or vqueyquep@kesslerfoundation.org. You may also send an email to development@kesslerfoundation.org and a member of our Development team will respond right away.