



FOUNDATION FOR  
SARCOIDOSIS RESEARCH

# April 2021

## Sarcoidosis Awareness Month

### Steps for Sarc Toolkit



## 20 Years of Coming Together for Sarcoidosis Research

The Foundation for Sarcoidosis Research (FSR) is the leading nonprofit organization dedicated to advancing sarcoidosis research and supporting the patient community through education, awareness, and advocacy initiatives. Over the last twenty years, over \$5 million has been invested in sarcoidosis specific research and has provided patients worldwide with resources and tools to help manage living with a chronic disease.

A fundamental part of FSR's success throughout the years has been made through the efforts of grassroots fundraising. All the donations made to FSR and raised through fundraising events have supported FSR's research agenda, funded groundbreaking sarcoidosis research projects, as well as FSR's comprehensive Patient Education and Resource Programs. Sarcoidosis warriors worldwide have come together to raise awareness and fundraise for sarcoidosis through the Team KISS program. KISS stands for Kick In to Stop Sarcoidosis and since it began, that is what patients, caregivers, and supporters have been doing.

To continue building on FSR's fundraising legacy and celebrate April's Sarcoidosis Awareness Month, FSR hosts an annual Team KISS 5K Walk/Run to unite the community. To ensure the health and safety of all those in our community, FSR is launching the first-ever virtual Steps for Sarc campaign aimed at bringing the community together for a totally virtual endurance challenge.



## Steps for Sarc

Since we are still unable to physically come together in support of FSR's mission, FSR will be hosting a virtual endurance challenge to raise awareness and unite the community during April's Sarcoidosis Awareness Month! The Steps for Sarc event will include a physical distance and a fundraising challenge. Our goal is to amplify our message and connect sarcoidosis warriors around the world.

During Sarcoidosis Awareness Month, **April 1 – April 30**, we invite all members of the community to walk, run, step, or hike all month long so that we can reach **9 MILLION steps** collectively or complete the equivalent of **4,500 miles!** Additionally, we need you to help us **raise \$25,000 to fund FSR's research programs and patient education programs this year.**

Whether you can run a marathon or simply step in place in your living room and whether you have 2 contacts in your network or 2,000, you too can join in our awareness and fundraising efforts! FSR will be hosting the event through our online fundraising platform where you can easily create a custom fundraising page, track your steps and distance completed, and fundraise to help us reach our goal of raising \$25,000 to support sarcoidosis research and our patient community.

This guide will provide an overview of the campaign and includes all the information you need to get started!



## Going the Distance

While FSR is not new to hosting endurance events to raise awareness for sarcoidosis research, we have never hosted a virtual step challenge for our community! Steps for Sarc is unique to FSR because participants will have **the entire month to work towards their goal**. Default goals have been included but the platform has been made for you to customize your goal at any time!

Depending on your schedule, you can include your steps into your walk page at the end of every day, the end of each week, or add them at the end of the campaign. Whether you use a smartwatch, a step counter, distance tracker, or mobile app you can ensure all your steps are counted towards our campaign progress!

Don't have any fancy technology to measure your steps? No worries! You can use your best guess and estimate how many steps you have taken by using this chart to help you below! [Or you can take the U.S. average which is 3,000 to 4,000 steps a day, or roughly 1.5 to 2 miles and include that.](#)

*\*Note\* These are simply averages and measurements are not verified.*

Task	Average Number of Steps
Going up one flight of stairs	12
Walking around the block	200
Walking down the driveway	10
Steps around an average kitchen	20
10 Minute moderately paced walk	1,000

[Convert Your Steps to Miles Here](#)

[Tips on How to Get in Extra Steps](#)

## **Everybody's Steppin for the Weekend**

**Saturday, April 24<sup>th</sup> – Sunday, April 25<sup>th</sup>**

For the last weekend of April, we want everyone to get out and step as much as possible to help us reach our goal which is why we created Everybody's Steppin for the Weekend! FSR will be devoting **Saturday, April 24<sup>th</sup> and Sunday, April 25<sup>th</sup>** to encourage everyone to get out to step and fundraise as much as possible! Everybody's Steppin for the Weekend will be an opportunity to raise money and celebrate April's Sarcoidosis Awareness Month in our local communities worldwide. FSR recommends all participants follow CDC guidelines pertaining to events and gatherings of any size as well as practicing the use of masks and social distancing. For additional information on CDC guidelines, [click here](#).

On **Sunday, April 25<sup>th</sup>**, we invite everyone to get their steps in by dancing with FSR to our Everybody's Steppin for the **Weekend playlist which will be on Spotify!** Whether you can dance and step around your living room, backyard, dog park, or grocery store we want to everyone to join in the party and help us reach our goal.

**Everybody's Steppin' for the Weekend will take over FSR's social media** and we will spotlight your walk by tagging FSR on social media. Post a photo or selfie using the Everybody's Steppin for the Weekend frame and tag FSR on Facebook to be featured on FSR's social media channels!

***Submit your favorite song that gets you motivated to complete your steps so we can share a full list of songs for Everybody's Steppin for the Weekend on Spotify to encourage sarcoidosis warriors from around the world to listen and complete their steps!***

**Email [info@stopcoidosis.org](mailto:info@stopcoidosis.org) with the name of the artist and song title so we can add it to the list!**

**Tag FSR in your posts during the weekend of April 24<sup>th</sup> – 25<sup>th</sup> so we can reshare and get more people to join us in Everybody's Steppin for the Weekend!**

**Facebook: @StopSarcoidosis**

**Twitter: @StopSarcoidosis**

**Instagram: @StopSarcoidosis**

**LinkedIn: @Foundation for Sarcoidosis Research**

## **Steps for Sarc Campaign Goals**

**During the month of April, we want to reach 9 million steps or 4,500 miles and raise \$25,000 to support sarcoidosis research and patient programming efforts.** We know these are lofty goals but we know the power of the sarcoidosis community has no limits or bounds! Below we have broken down the team and individual goals to help you plan for the campaign.

### **Individual Goals**

Distance – Complete 30,000 steps for the month or 15 miles

Fundraising – Raise \$300

### **Team Goals**

Distance – Complete 150,000 steps for the month or 75 miles

Fundraising – Raise \$1,500

### **FSR Campaign Goal**

Distance – Entire FSR Community complete 9 million steps or 4,500 miles

Fundraising – Raise \$25,000

## **Incentives**

This year, FSR has developed exclusive Steps for Sarc incentives that you will not want to miss! Participants have the opportunity to be recognized for their steps completed and their fundraising success. See below for the award levels!

### **Steps for Sarc Spotlight Award**

***Top Overall Individual Distance Completed***

***Top Overall Individual Fundraiser***

***Top Overall Team (Distance and Fundraiser) \*Award made available to Team Captain only\****

- Steps for Sarc Spotlight profile included in FSR E-Newsletter sent to over 50,000 recipients
- FSR Sarc Swag Bag
  - FSR Fight reusable face mask
  - StopSarc baseball cap
  - StopSarc rubber bracelet
- Personal thank you call from FSR Board President, Dr. Louise Perkins
- Personal thank you letter from FSR CEO, Mary McGowan
- Certificate of Achievement

- Free FSR Patient Summit Registration

### Steps for Sarc Excellence Award

**Top 5 Overall Individual Distance Completed**

**Top 5 Overall Individual Fundraisers**

**Top 3 Overall Teams (Distance and Fundraiser) \*Award made available to Team Captain only\***

- FSR Sarc Swag Bag
  - FSR Fight reusable face mask
  - StopSarc baseball cap
  - StopSarc rubber bracelet
- Personal thank you letter from FSR CEO, Mary McGowan
- Certificate of Achievement
- Free FSR Patient Summit Registration

### Steps for Sarc Leaderboard Award

**Top 10 Overall Individual Distance Completed**

**Top 10 Overall Individual Fundraisers**

**Top 10 Overall Teams (Distance and Fundraiser) \*Award made available to Team Captain only\***

- Personal thank you letter from FSR CEO, Mary McGowan
- Certificate of Achievement
- Free FSR Patient Summit Registration



### Incentive Award Details

1. Steps for Sarc prizes will be sent directly to the address provided by the participant at the time of registration.
2. To qualify for prizes, all donations including matching gifts must be received before the fundraising deadline of May 1, 2021.

## **Step-by-Step Instructions to Get Started**

This step-by-step instructional guide will help you get started and you will be well on your way to achieving your step goal and fundraising goal!

[\*\*Click here to download the manual.\*\*](#)

## **Social Media Toolkit**

Social Media is a great way to reach many members of your community all at once. By sharing your messages on as many platforms as possible, you'll ensure that any family members, friends and distant acquaintances will have the option to join the step challenge, become a member of your team and support your fundraising efforts!

[\*\*Click here to download the 2021 Steps for Sarc Social Media Toolkit.\*\*](#)

## **Additional Fundraising Resources**

[\*\*Click here to view FSR's 501c3 Letter.\*\*](#)

[\*\*Click here to view FSR's W9.\*\*](#)

[\*\*Click here to view sponsorship opportunities.\*\*](#)