Gratitude Campaign Participant Toolkit

Campaign Overview

To continue building off the success from this year and celebrate the end of another year, FSR will be hosting our first-ever Gratitude & Giving Campaign! All of us at FSR are extremely grateful for our passionate network of researchers, clinicians, partner organizations, and most importantly, YOU, the members of our community for what your support has meant for those living with sarcoidosis! We are inviting you to join our movement to spread gratitude, kindness, and positivity this holiday season.

The Gratitude Campaign will run through December 31, 2021 and will include many opportunities to participate in educational and networking events, a Gratitude Challenge, #GivingTuesday, and help us fundraise to meet our year-end giving goal! There will be two phases to the campaign, the first Gratitude and Giving – Cultivating Community and Progress, will run through November 30, 2021. The second phase of the campaign, Gratitude and Giving – Stopping Sarcoidosis One Snowflake at a Time, will take place in December and run through the end of the year. Each phase of the campaign has graphics, social media messages, and events to help celebrate and raise awareness for sarcoidosis!

We hope you will read through the Gratitude Campaign – Cultivating Community and Progress Participant Guide to learn about the ways you can join us this month!
**Practicing and Sharing Your Gratitude**

Did you know that research has shown that being grateful for things in our lives helps us feel more positive, enjoy good experiences, improve health, deal with adversity, and build stronger relationships?

Join us in the following events to learn how to focus and practice gratitude!

1. November 17th 3-4PM CST: Mindfulness & Meditation focus on Gratitude

2. Date – TBD: Wellness Series: Creating Gratitude

Visit the FSR Events page to learn more about these events and register!

Additional resources on gratitude and learning how to benefit from being grateful!

- “Giving Thanks Can Make You Happier”
- “Practicing Gratitude Can Have Profound Health Benefits”
- “If You Feel Grateful, Write It Down. It’s Good For Your Health”

Here are a few ways you can cultivate gratitude, included in the “Giving Thanks Can Make You Happier”

1. Write a thank you letter
2. Thank someone mentally
3. Keep a gratitude journal
4. Count your blessings
5. Meditate or pray
Gratitude Challenge

One of the ways we hope you will practice gratitude with FSR this month is through completing the Gratitude Challenge! The Gratitude Challenge includes identifying five things you are grateful for and including them on the Gratitude Tree. For each gratitude, we invite you to pledge $10.00 for each thing to give back for how much joy each of your “gratitudes” bring. You can make a donation on your Gratitude and Giving fundraising page for your “gratitudes” or invite a family or friend to sponsor what you are grateful for by donating $50.00 to your page!

Click here to learn more about creating your Gratitude and Giving fundraising page!

The goal of the Gratitude Challenge is to raise $250 on your Gratitude and Giving fundraising page by having you and four family/friends complete the Gratitude Tree and donate $10.00 for each gratitude listed. To help kick-start your efforts, after you have included five things on the Gratitude Tree, we invite you to take a “selfie” with your “gratitudes” and share them by email, social media, in a group text, or on social media to help spread kindness and joy with others. Our goal is to spread this positive message and reach individuals all over the world with happiness and peace this holiday season.

Click here to print the Gratitude Tree.

Click here to download the Gratitude Tree for social media sharing.
Gratitude Challenge Fundraising Tips

Goals

Through this campaign, we want to raise $25,000 to support sarcoidosis research efforts and patient support programs and initiatives. We invite individual fundraisers to join us and teams to join us to amplify our message of kindness and gratitude this holiday season.

Below is a breakdown of how individual fundraisers and teams can reach their goal!

Individual Fundraisers

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<tr>
<th>Individual Fundraiser Goal: $250</th>
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<tr>
<td>1. Invite 5 people to complete the Gratitude Tree and pledge $50 for five of their “gratitudes” and share on social media.</td>
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<td>2. For 25 days, invite/tag one new person to share what they are grateful for by posting a picture of it on social media and then pledging $10 to your campaign.</td>
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<td>3. Create a social media post with a collage of some things you are grateful for and identify them in the comments of your post. After sharing your “gratitudes”, donate $50 for the campaign!</td>
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<td>4. Share the FSR Gratitude and Giving logo with friends and family on social media</td>
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Fundraising Teams

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<tr>
<th>Team Fundraiser Goal: $1,000</th>
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<tr>
<td>1. Invite three people to join your efforts so together, each of you raise $250! Examples: Your family can become a team, colleagues, friends, and neighbors can join you!</td>
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<td>2. Each team member in your group can use the individual fundraiser ideas (see above) to help meet their goals!</td>
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<td>3. Collaborate with your team on combined messaging and creating a Gratitude Tree for what you all are grateful for. Invite friends and family to sponsor your group Gratitude Tree and donate $50!</td>
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How to Participate in the Gratitude Challenge

1. Register as a participant for the Gratitude campaign by signing up here: [https://stopssarcoidosis.rallybound.org/2021-gratitude-campaign](https://stopssarcoidosis.rallybound.org/2021-gratitude-campaign)
   a. For step-by-step directions on how to register, click here.
2. Complete the Gratitude Tree by identifying five things you are grateful for.
3. You can donate or have a family or friend sponsor $50.00 for your five “gratitudes” by making a contribution to your Gratitude and Giving fundraising page.
4. Share your Gratitude Tree with at least five people and on social media and invite them to join the campaign, share their “gratitudes” and get 5 people to donate $10 to them for each gratitude. And encourage those friends to have 5 friends participate and so on!

Ways to Foster Gratitude with Your Family and Friends

Included below are some ways to help you generate gratitude with your family and friends for the campaign! Don’t forget to tag FSR and share with us how you are fostering gratitude in your community.

1. Complete the Gratitude Tree and invite 4 people to join you (if you donate $50 yourself – remember that is just $10 for each thing you are grateful for) and with your friends help you can raise $250 for the campaign!
2. Invite 5 people to join you by completing the Gratitude Tree and pledging $10 for each “gratitude.” Encourage them to ask 5 people to join them.
3. Host a Gratitude and Giving Rally by inviting ten people to join your team and each donating $10 to kick-start your fundraising efforts.
4. Host a 5 Days of Gratitude challenge on social media. Post photos of things or people you are grateful for this season. Remember to invite your friends, family, coworkers to participate (see #2 above)
5. Until November 30, ask your family or friends what they are grateful for and how they are giving and suggest they each sign-up and participate in the Gratitude and Giving campaign. Be specific in your ask. The number one reason people don’t donate to a cause is because no one personally asks them to donate. Personally ask friends and family and be sure to tell them why you would be grateful for their generosity.
6. Share your favorite five song lyrics or dance moves pledge to donate $10.00 for each song, lyric, or dance move that makes you smile ask your friends to join by doing the same or ask them to donate to support you.
7. Plant five trees or plants and make a pledge to donate $10.00 for each to show how much you appreciate the beauty they bring to your life ask your friends to do the same.
8. 25 days of gratitude – friends, family, coworkers to pledge to write down and share publicly what they are grateful for on each day and donate just $2 for each thing they are grateful for!

When posting on social media use the hastags “GratitudeAndGiving #Sarcoidosis

#GivingTuesday – November 30, 2021

#GivingTuesday marks the official start to the charitable giving season! On #GivingTuesday we want to you join us in creating a movement to help stop sarcoidosis.

To help celebrate this international day of giving back, we are going to take social media by storm! We hope you will participate with us in these efforts in the following ways!

1. Register as a fundraiser in the Gratitude campaign by visiting the campaign’s fundraising website: https://stopsarcoidosis.rallybound.org/2021-gratitude-campaign

2. Complete the Gratitude Tree by filling in what you are grateful for and take a selfie to share with your network on social media.

3. Donate – make a donation to your fundraising page or directly to the campaign website: https://stopsarcoidosis.rallybound.org/2021-gratitude-campaign

   *Note* - People who make even a small donation to their own fundraisers raise over 30% more than those who do not. Show you are committed to the cause and donate yourself!

4. Host a 48-hour Gratitude and Giving Jamboree (#Giving Tuesday is a great time for this) – get as many people as you can to share something they are grateful for and then make a donation (at whatever amount they wish) in honor that thing/person for which they are grateful!

5. Take over social media for the weekend. Ask or tag 10 friends and family members to donate $10 in honor of 10 friends or family members they are grateful for. Ask those friends to donate $10 in honor of 10 of their friends or family members, tagging or asking them to do the same.

6. Invite 5 people to join you by completing the Gratitude Tree and pledging $10 for each “gratitude.” Encourage them to ask 5 people to join them. Join FSR for #GivingTuesday social media take over and tune in for exciting updates and live streams!

7. Don’t forget to use the hashtags #GivingTuesday #GratitudeAndGiving #Sarcoidosis