



FOUNDATION FOR
SARCOIDOSIS RESEARCH

April 2022
Sarcoidosis Awareness Month
Steps for Sarc Toolkit



What is Sarcoidosis?

#MakeItVisible

Taking Steps to Raise Awareness

Throughout the month, we need you to join us by taking steps to help raise awareness for sarcoidosis and support our community as well as take steps to help us make progress in our work towards finding better treatments and a cure. Through our #WhatIsSarcoidosis and #MakeItVisible initiative, our goal is to educate more people about sarcoidosis and connect with more people who want to join our movement and community. We hope through sharing disease information and stories from those in our community, that we will give sarcoidosis the representation it deserves and #MakeItVisible to not only those living with sarcoidosis, but to people all 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 **61,250,000 steps** collectively as a community or complete the equivalent of **21,500 miles!** We invite you to take 175,000 steps throughout the month to represent the approximately 175,000 individuals living with sarcoidosis in the United States. This is just a little over 5,833 steps a day. If we can get 350 participants to reach our community goal will reach our 61,250,000 steps. Remember to get people to support you on this journey so we can reach the **\$61,250 goal to help us to accelerate groundbreaking sarcoidosis research and to grow our patient education and support.** Ask friends and family to join us. Together we can take steps towards progress and shine a spotlight on sarcoidosis to #MakeItVisible.

Whether you get your steps by running a marathon, walking your dog, or even stepping in place in your living room, you can help make a difference. Whether you have 2 contacts in your network or 2,000, you too can join us to make sarcoidosis visible! If you can't walk 175,000 steps in 30 day, no worries! Tag team with family and friends, nieces and nephews, neighbors and coworkers, to join and record their steps and help us raise awareness and funds on the path to progress.



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Individual Goals

Complete 175,000 steps for the month
Raise \$175

Team Goals

Build a team of ten and complete 1,750,000 steps
Raise \$1,750

FSR Campaign Goal

Entire FSR Community complete 61,250,000
Raise \$61,250

FSR will be hosting the event through our online platform where you can easily create a custom page, track your steps and distance completed, and visit community progress meter as it shows us moving closer towards our \$61,250 goal to better care for those living sarcoidosis, and a cure.

Each week, there will be a theme around the #WhatIsSarcoidosis #MakeItVisible campaign along with a challenge to connect the community!

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.



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Program Overview

The #WhatIsSarcoidosis #MakeItVisible program is broken up into four parts, taking place each week throughout the month of April. At the beginning of each week, FSR will send a reminder about the week's theme along with tips for how you can get involved and make a difference. There will be weekly challenges. Invite friends, family, coworker, and neighbors to join you in raising awareness and supporting FSR, sarcoidosis research, and patient support programs.

Below is a breakdown of each theme for each week.

- **Week 1, April 3rd- 9th – Steps to better understanding sarcoidosis.**

Take steps to help educate friends, family, and our communities about sarcoidosis and increase visibility and understanding. #MakeItVisible.

Challenge: Ask someone you know #WhatIsSarcoidosis? When they don't know have them post a black and white photo with the caption "I didn't know what sarcoidosis is? Do you?#MakeItVisible." For those who know what sarcoidosis is have them post a black and white photo with the caption "I know what sarcoidosis is? How about you? #MakeItVisible" Whether they know what sarcoidosis is or not, invite them to join the campaign, make a contribution, and take 10,000 steps to show their support!

- **Week 2, April 10th-16th – Steps toward better understanding the sarcoidosis community.**

Taking a step in someone else's shoes to better understand the experiences of those living with sarcoidosis and showing support for the sarcoidosis community.

Take steps to support those living with sarcoidosis by posting a black-and-white "selfie" and including one of these three phrases:

1. "I am living with #Sarcoidosis"
2. "I support someone living with #Sarcoidosis"
3. "I honor someone who was impacted by #Sarcoidosis"



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Challenge: Take steps to show support for those living with sarcoidosis and those we lost to sarcoidosis by reaching 50% of your step goal or 87,500 steps. Make a donation to support the sarcoidosis community and encourage others to join you and post a black and white selfie in support.

- **Week 3, April 17th – 23rd – Steps for better care.**

This week is about stepping up to reduce isolation and connecting our community to build a network of support. Take steps to help grow the sarcoidosis community and #MakeItVisible by growing your Steps for Sarc team!

Challenge: Invite your network to join Steps for Sarc and the FSR community. Grow your team and get at least 5 more people join and donate to your team! Bonus: Get 3 of the 5 to get 5 of their friends to join. Our power is in our community. Together we can #MakeItVisible!

- **Week 4, April 24th – 30th – Steps towards a cure.**

Take steps to help advance our support research, education and quest for a cure. Share information on sarcoidosis research and clinical trials, join the patient registry, and make contributions to accelerate research and our understanding of the disease.

Challenge: This week will be filled with creative challenge ideas. Get your dancing shoes ready, gather up the grandkids, and be prepared to Step it Up as we make our final drive towards our goals. Be sure to follow us on social media and through FSR emails and remember post photos of your community Stepping Up towards a cure!



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Taking the Steps to Raise Awareness

Steps for Sarc offers a unique opportunity for the community to unite for Sarcoidosis Awareness Month while taking steps throughout April to raise awareness for sarcoidosis! 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 month. 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](#)



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Taking the Steps to Raise Awareness

To further help raise awareness and we recommend sharing your story and posting on social media by sharing your progress throughout the month! Your story holds a lot of power that funds sarcoidosis research and patient support programs.

Take pictures completing your steps along with your black and white photos and share where you are at towards your goal. For each post, don't forget to include the link to the Steps for Sarc page because you never know who will see your message! The more our message is shared the more power the program holds and more awareness is raised!

How to Take Steps and Raise Awareness on social media

1. Post black and white photo with your 10 –word story.
2. Invite your friends to share their black and white photos along with their connection to sarcoidosis:
 - a. “I am living with #Sarcoidosis”
 - b. “I support someone living with #Sarcoidosis”
 - c. “I honor someone who was impacted by #Sarcoidosis”
3. Link to your Steps for Sarc page.
4. Post your pictures and stories throughout April using hashtags:
 - a. **#MakeItVisible**
 - b. **#SarcoidosisAwareness**
 - c. **#WhatIsSarcoidosis**
5. Make sure to tag FSR @StopSarcoidosis



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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 2022 Steps for Sarc Social Media Toolkit.](#)

Additional Fundraising Resources

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

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