



Celiac Disease FOUNDATION.

2024 TURKEY TROT

TIPS FOR SUCCESSFUL FUNDRAISING

Thank you for lacing up with the Celiac Disease Foundation! We rely on the dedication of our community to help us reach our finish line – to advance treatments and a cure for celiac disease. As a participant, you are making a difference! Below are tips to help you reach your personal and team fundraising goals.

SET & SHARE YOUR FUNDRAISING GOAL

Share your goal with family and friends so they can help you reach it!

KICK IT OFF WITH A FIRST CONTRIBUTION

Show your supporters that you are personally committed to raising money for celiac disease research by making the first contribution to your fundraising page.

CONNECT OTHERS TO THE CAUSE

Tell your supporters why celiac disease research is important to you and how critical their donation is to funding treatments and a cure. Add your personal story to this sample fundraising letter [here](#) to inspire them.

BUILD A SUPPORT NETWORK

Reach out to friends, family, professional colleagues, teammates, or classmates --- you never know who has a personal connection to celiac disease.



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FIND NEW WAYS TO SHARE YOUR STORY

In addition to email, social media, and phone calls, consider local newspapers or TV stations to share your impactful story. The more people who know about your fundraising efforts, the better.

HIGHLIGHT DONOR IMPACT

Talk to your supporters about CDF's mission - to provide better quality of life to people with celiac disease, increase the number of people diagnosed and treated, and fund a cure. Let them know their gift directly funds and accelerates this critical progress.

ENCOURAGE MATCHING GIFT OPPORTUNITIES

Urge your supporters to explore their employer's matching gift opportunities and direct them to our [online resources](#) for more information.

PERSONAL THANK-YOUS

Send personal thank-you notes. Expressing your gratitude in a thoughtful way will make your supporters feel a personal connection to your mission and efforts.

We're happy to support you.

Contact us at turkeytrot@celiac.org or 844-593-8169