



## WDAD FUNdraising Idea: Getting Started!

Annually on September 7th, the Duchenne community celebrates World Duchenne Awareness Day (WDAD). Every year, families, patients, advocacy organizations, and corporate partners come together to show their unity and commitment to enhancing the quality of life for individuals and families impacted by Duchenne muscular dystrophy.

This day is a great opportunity to expand our celebration beyond the Boston area and engage with our community across the country. We will bring our WDAD celebration into the homes of our families, clinicians, advocates, and industry partners everywhere, showing that we are united against Duchenne. One way to do this is by hosting a fundraising event in your area!

Jett Foundation empowers people and families impacted by Duchenne muscular dystrophy through the development of transformative programming, educational opportunities, and ongoing support for every stage of a Duchenne journey. Your help allows us to fulfill our mission and deliver programs that transform the lives of those impacted by Duchenne.

This awareness and fundraising guide provides you with guidelines, tips and tricks, and ideas for how to get started as you begin planning your event centered around WDAD and awareness. Our biggest piece of advice is to have FUN with your FUNdraising! We find that a key ingredient in having a successful event is something that resonates with you and your community and that you enjoy.

Funds raised from your event and other amazing events organized by people just like you are vitally important to Jett Foundation. Each year, dozens of people host events – large and small – that result in hundreds of thousands of dollars being raised to strengthen our life-changing direct-service programs. When you support Jett Foundation, you are giving families a chance at obtaining a safe, accessible van to get to school, a camper the chance to attend one of our five camp locations across the country at no cost, a parent access to a support group for newly diagnosed mothers, and free educational materials as families begin their journey with Duchenne.

## FUNdraising Guide: Tips for How to Use Your Box

**You can do this in a school or in an office setting. Find a teacher/staff/principal/person to help you organize it with the school, and coordinate it with your boss if you want to do something in the office! Even if you choose not to do a fundraiser: take the items in your box and raise awareness throughout the day!**

### **Dan and DMD Book (School Event)**

Not only is *Dan and DMD* a great resource for families, but it is also helpful for their friends and peers. Schools, communities, churches, and doctors' offices are among the many places where *Dan and DMD* can make an impact by spreading knowledge and awareness about Duchenne.

If your event is in your school, have the teachers read the book to the class or combine the same grade classes and read them together. Another option would be to ask the school to read the book to the school at once.

### **Stronger Than Duchenne Window Cling**

Put your Stronger than Duchenne cling sticker up in the school or in your office! If you would like a template for printing posters or other materials, just reach out! Put them out front of the school or around the office! Put posters up outside of the school, through the pick up/drop off lines, and throughout the school hallways. If you're celebrating at home, put it up in the front window!

### **Balloons**

Blow up your balloons and hang them around the office, school, or at home! If you're doing a school event, check out the Red Balloon Worksheet and Strength is More than a Muscle Coloring sheet!

### **Red Piggy Bank**

Put one in each class and collect "Change for Change" the whole week of World Duchenne Awareness Day (September 5-11). Put it at the front office of the school and instruct the students to drop change off there every morning. In your office, put it at the front of the office and encourage people to put the loose change in the piggy bank!

### **Red 'Business Cards' for the Kids**

Have your child with DMD pass these out to their friends or to all the kids at the school that day. If we treat the other kids 'special,' they tend to be so much more interested and willing to be loving and kind toward those boys with DMD.

### **Red Stronger Than Duchenne Shirt**

Wear your red throughout the day, and encourage others to wear red as well! You can even have everyone donate \$5 and wear red for the day!