

Challenge Ideas

Plan one main event

- Run or walk a 5k
 - Try to walk or run in a public place sporting your t-shirt
- A climb
 - Plant a flag at the peak
- A city scavenger hunt
 - FH Advocate for Awareness, Mackenzie Ames, did one in Raleigh, NC – ask her about it!
 - Involves walking around your downtown/local area, finding facts, and taking photos at every spot to prove its found.
 - Do this with an FH Foundation poster and use a Find (*insert city*) and #FINDFH or #FINDLPA theme.
 - Post to social media during your whole hunt.
 - Ask strangers to take the photo – another chance to tell them about familial hypercholesterolemia or Lipoprotein(a)!

Plan events over a span of time

- Keep count of something
 - Miles walked
 - Feet climbed
 - Healthy meals eaten
- Talk to one person every day about familial hypercholesterolemia or Lipoprotein(a)
 - Perfect for introverts who want a challenge

Create a non-active event

- Plan a dinner with friends
 - Charge per plate
- Wine tasting with friends
 - Charge for admission and a number of local wines
- Wine and design night / Paint for a cause
 - Charge admission/canvas
- Commit to giving something up for the whole period - share your journey
 - Example: coffee, meat, television, etc.
- Send a set number of emails a day to people about familial hypercholesterolemia or elevated Lipoprotein(a)
- Host a parent's night out
 - Have a party/sleepover for kids in exchange for a donation

Consider the numbers significant to familial hypercholesterolemia or Lipoprotein(a) *(can be used in your campaigns)*

- Familial hypercholesterolemia – 1/250 people are affected (over 1.3M Americans); 80% of people are undiagnosed
 - Hike a total of 80 miles for the month of September to represent the 80% undiagnosed.
- Elevated Lipoprotein(a) – 1/5 people are affected (over 63M people globally)
 - Run a total of 63 miles for the month of September to represent the 63M people affected.

Fundraising Tips

Pick a challenge (or two or three) for the 2021 Race for FH & Lp(a).

Set an ambitious personal fundraising goal – most people can raise more than they think they can. \$1,000 is a good place to start.

Join a team on Race for FH & Lp(a) website: <https://thefhfoundation.org/race-for-fh-and-lpa>

- Are there others in your geographic area planning to do a challenge for the Race for FH & Lp(a)? If so, they probably would love a new team member!
- FH Foundation staff are also here to help you find other #FHamily members in your area. Just ask!

Embarking on a personal Race for FH & Lp(a) challenge? You can do it!

- Personal invitations are key to fundraising! Reach out to your network through phone calls, face to face meetings, texts, email and social media, including LinkedIn, to let them know about your challenge.
- Print flyers and posters and share at work, doctor's offices, coffee shops, fitness stores, gyms, etc.

Raise funds

- All Race for FH & Lp(a) participants are expected to fundraise.
- Again, personal asks are key! Reach out to your network through phone calls, face to face meetings, texts, email and social media. You may have to ask several times and most people will appreciate the reminder.
- Seek local sponsors with whom you have a personal relationship. Most businesses receive far more requests than they can approve and are unlikely to support a request from someone they don't already have a relationship with.

Take photos of your challenge(s) and **share on social media**.

- Share your photos, social media posts and tweets. Remember to tag the FH Foundation and use the hashtags #Race4FH or #Race4Lpa.
- Donate to the FH Foundation through the Race for FH & Lp(a) Shop to receive a designated race shirt that you can sport while you complete your challenge(s): <https://thefhfoundation.org/race-for-fh-and-lpa-shop>

Stay in touch to maintain momentum

- Post frequently on social media. Make your posts public so others can share with their own network.
- Use the Race for FH & Lp(a) website to easily send emails to donors to thank them for supporting your race.

Thank all your supporters and donors one more time.

Happy Racing!

Fundraising Tips for Teams

Pick a challenge (or two or three) for the 2021 Race for FH & Lp(a). Consider hosting a community challenge.

Set an ambitious team fundraising goal – most people can raise more than they think they can. \$5,000 per team is a good place to start.

Create a team on the Race for FH & Lp(a) website: <https://thefhfoundation.org/race-for-fh-and-lpa>

- Assign a team captain (or two).
- Use the link when sending emails or posting on social media so that new team members and donors can find the team easily.

Recruit others to join the team or donate by sharing your Race for FH & Lp(a) team link.

- Personal invitations are key! Reach out to your network through phone calls, face to face meetings, texts, email and social media, including LinkedIn.
- Print flyers and posters and distribute at work, doctor's offices, coffee shops, fitness stores, gyms, etc.

Raise funds

- All team members should participate in fundraising
- Again, personal asks are key! Reach out to your network through phone calls, face to face meetings, texts, email and social media. You may have to ask several times and most people will appreciate the reminder.
- Seek local sponsors with whom team members have a personal relationship. Most businesses receive far more requests than they can approve and are unlikely to support a request from someone they don't already have a relationship with.

Take photos of your challenge(s) and **share on social media**.

- Share your photos, social media posts and tweets. Remember to tag the FH Foundation and use the hashtags #Race4FH or #Race4Lpa.
- Donate to the FH Foundation through the Race for FH & Lp(a) Shop to receive a designated race shirt that you can sport while you complete your challenge(s): <https://thefhfoundation.org/race-for-fh-and-lpa-shop>

Stay in touch to maintain momentum

- Weekly conference calls can help the team members to stay on track.
- Post frequently on social media. Make your posts public so others can share with their own network.
- Team captains can use the Race for FH & Lp(a) website to easily send emails to registered team members.

Thank all the team members and donors one more time.

Happy Racing!

Team Captains and Participants

2021 Race for FH & Lp(a) Team Captains and Individual Participants play a critical role in raising awareness and funds through their Race for FH & Lp(a) Community Challenge.

Team Captains

The Race for FH & Lp(a) Team Captains are encouraged to engage in the following activities:

- Recruit Team Members
- Share ideas about how to improve the campaign and maximize awareness and fundraising efforts
- Set personal fundraising and team fundraising goals
- Provide guidance about how to best support team members
- Recognize team members for their fundraising milestones, etc.
- Celebrate success at the end of the campaign by hosting

Individual Participants

- Find a Race for FH & Lp(a) Community Challenge in your area (or create your own)
- Set a personal fundraising goal (we suggest starting at \$1,000)
- Ask friends, family, colleagues and others you encounter in everyday life to support your campaign (family doctor, hair stylist, bank teller, etc.)

Additional optional activities for Team Captains and Individual Participants include:

- Identify potential corporate sponsors and challenge gift donors (credit goes to team and individual who solicits the gift); working with FH Foundation team to develop strategy
- Provide inspiration to participants and donors by sharing their personal stories
- Mentor and coach team members
- Other activities of your choosing