

FUNDRAISING TOOLKIT

Make a difference *your way*.
Become an MG Hero.



Learn more at
myasthenia.org/mgheroes



Welcome

Thank you for supporting the MGFA! Hosting your own event is a powerful way to raise awareness and funds for myasthenia gravis. Whether you're celebrating a birthday, organizing a sports tournament, or gathering friends for a dinner party, your efforts directly support the largest, leading patient advocacy organization solely focused on myasthenia gravis, supporting those living with MG and creating connections for the MG community.

This toolkit will help you with community event ideas, set your fundraiser up for success, and provide you with resources to help your fundraiser support the MGFA and the MG Community.

MGFA Contact:

Erin Turner

National Manager

Walks and Community Fundraising

eturner@myasthenia.org



Fundraising Ideas



Celebration & Life Events

- Birthday, wedding, or anniversary donations in lieu of gifts
- Baby shower “gifts” that support your nonprofit
- Retirement or graduation parties with a giving option

Food & Drink

- Charity bake sale or cookie swap
- Restaurant or brewery give-back night
- Wine tasting or coffeehouse benefit
- Chili cook-off or BBQ competition
- Community potluck with suggested donations

Fitness & Sports

- 5K run/walk (or virtual step challenge)
- Bike ride, hike, or climb for a cause
- Yoga, spin, or Zumba class fundraiser
- Golf, tennis, or pickleball tournament
- Charity cornhole, bowling, or dodgeball contest

Arts & Entertainment

- Benefit concert, open mic, or talent show
- Art auction or gallery night
- Trivia night at a bar or brewery
- Karaoke or lip sync battle
- Movie night with ticket proceeds

School & Youth

- Dress-down day at school or office
- Read-a-thon or math-a-thon
- Fundraiser with local businesses
- Car wash, lemonade stand, or yard sale

Sales & Auctions

- Silent auction or raffle (with proper permits)
- Garage/yard sale with proceeds donated
- Craft fair or handmade goods sale
- Book sale or clothing swap
- Online marketplace “percent of proceeds” campaign

Workplace & Corporate

- Employee giving challenge or payroll deduction drive
- Casual Friday / jeans day for donations
- Office bake-off or chili cook-off
- Lunch-and-learn with a suggested donation
- Corporate matching gift challenge

Community & Seasonal

- Holiday gift-wrapping station
- Halloween haunted house or costume party
- Ugly sweater party in December
- Spring clean-out yard sale fundraiser
- Community carnival, picnic, or block party

Best Practices for Running a Community Fundraiser

Get Started
Here >>>



★ Step 1 — Pick Your Cause

- Think about what matters to you about the MGFA (research toward a cure, emotional support, education, awareness?)
- Make it personal: Why does this matter to YOU?
- Share what myasthenia gravis is and how symptoms impact patients and their families

★ Step 2 — Set a Goal & Deadline

- Choose a fundraising target (e.g. \$500, \$1,000)
- Pick an end date (a sense of urgency inspires people to give)

★ Step 3 — Create Your Fundraiser Page

- Go to supportmgfa.myasthenia.org/MGHeroes
- Add a title, description, and your personal story
- Upload a photo or video (faces work best!)

★ Step 4 — Share It Widely

- Email family and friends
- Post on Instagram, TikTok, and Facebook
- Ask a few close supporters to donate early so others are inspired

★ Step 5 — Thank & Update

- Thank every donor
- Share progress updates as you get closer to your goal

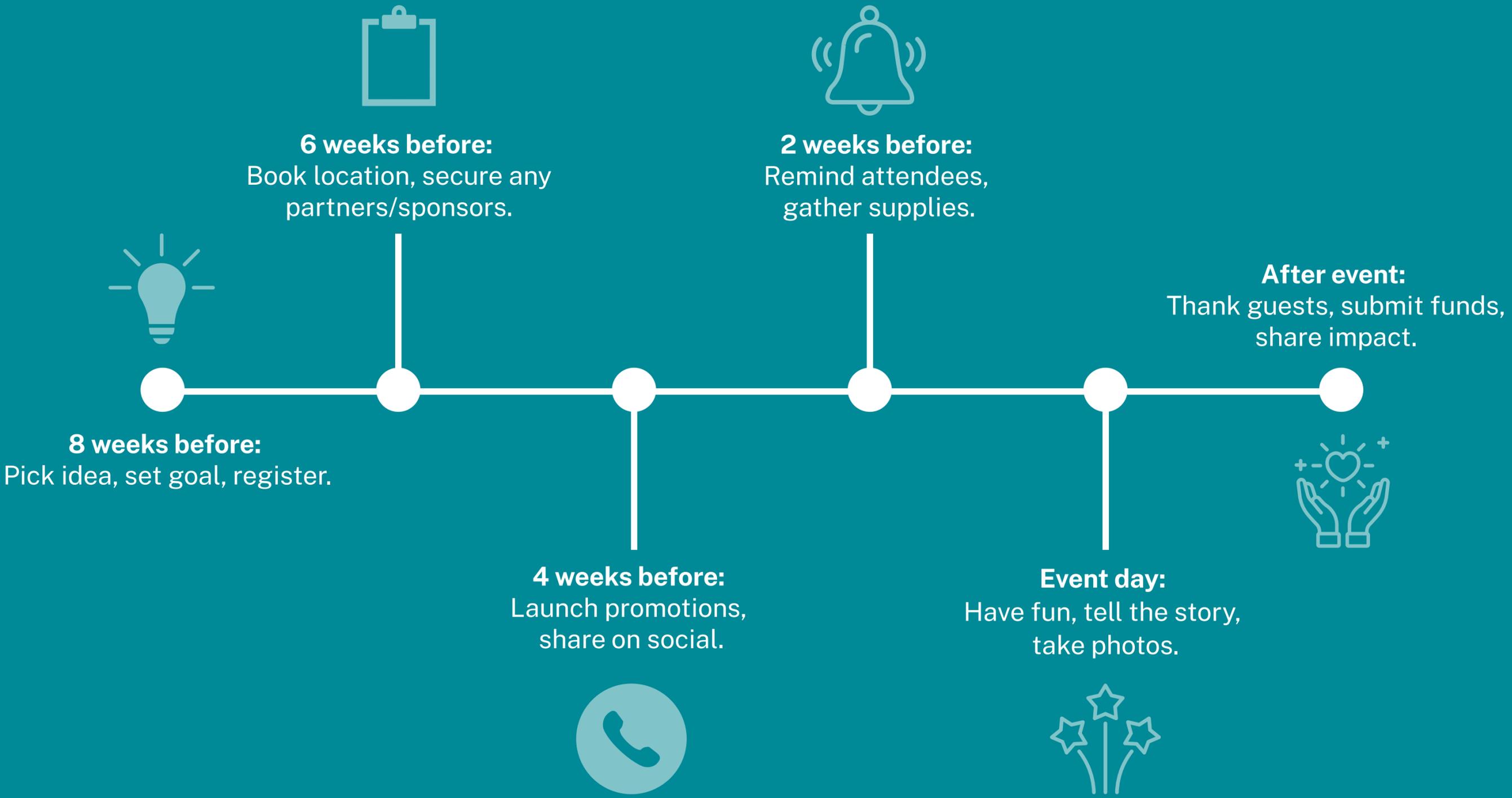
Fundraising Tips

- Set up a personal fundraising page at supportmgfa.myasthenia.org/MGHeroes
- Ask your employer about matching gifts
- Ask a local business to sponsor food, drinks, or prizes, if you are hosting an event
- Be sure to explain what MG is - raise awareness while you fundraise
- Share progress updates (“We’re halfway to our goal!”)
- Add small donation opportunities (\$5 raffle tickets, \$10 entry fee)

Did you know that donating just \$7.50 can help sponsor a patient packet for a newly diagnosed individual?



Sample Event Timeline



Sponsorship Letter Template

Dear [Name],

I'm hosting [event name] to support the Myasthenia Gravis Foundation of America. This organization enhances life for those affected by the rare neuromuscular, autoimmune disease myasthenia gravis, or MG.

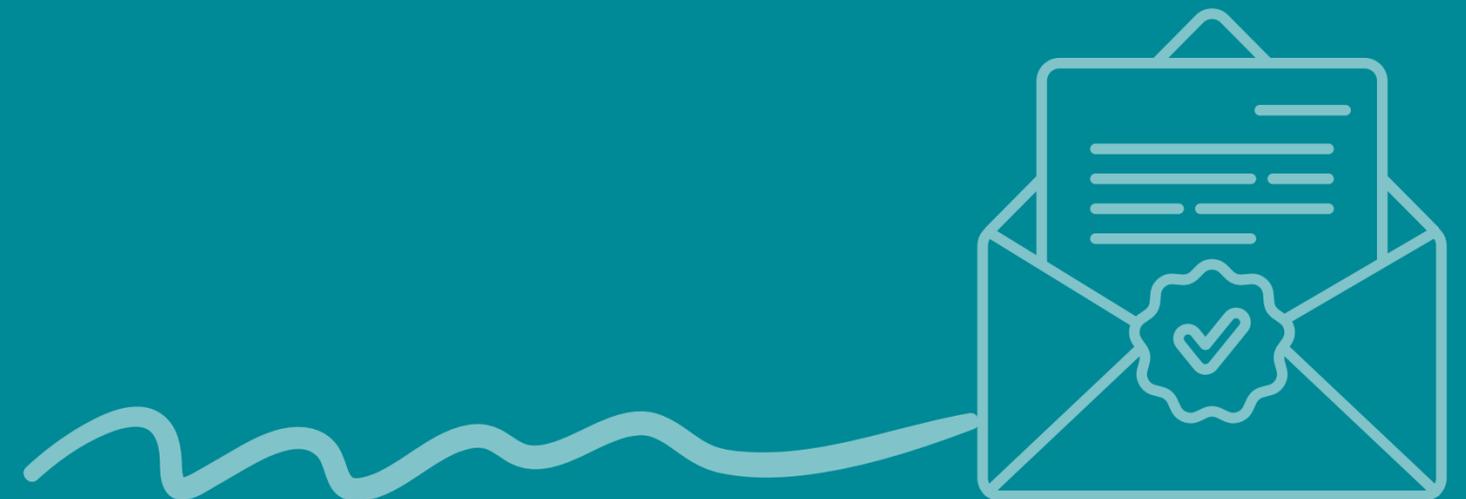
More than 70,000 people in the US are diagnosed with MG. Many have trouble seeing, speaking, chewing, and even breathing.

There is no cure, but the Myasthenia Gravis Foundation of America has catalyzed research efforts to find one. Today we are closer than ever, with new treatments making life better for thousands of patients and groundbreaking possibilities on the horizon.

I'd love for your business to be part of my fundraising event through a donation of [cash/in-kind support]. In return, your business will be recognized [how you'll thank them].

Thank you for helping us make a difference!

Sincerely,
[Your Name]



Policies & Guidelines

- Any use of the Myasthenia Gravis Foundation of America logo must be approved — reach out to Erin at eturner@myasthenia.org.
- Alcohol sales, raffles, and games of chance may require permits — please check local laws.
- MGFA is not responsible for event costs, liability, or insurance.
- Funds must be submitted within 30 days of your event. Do not send cash. Funds can be sent via credit card (on your fundraising page), check, wire transfer, Venmo, or PayPal.

Submit checks to:
MGFA Mailing Address:
290 Turnpike Road
Suite 5-315
Westborough, MA 01581

Venmo:
@mgfadonate

PayPal:
paypal.com/US/fundraiser/charity/1351573

After Your Event



Share your story:

Send us photos and highlights — we'd love to feature you!



Recognition:

Event hosts may be spotlighted on our website and social channels.



Thank your supporters:

Dear [Name],

Thank you for supporting [your event name]. Together, we raised [amount] for the Myasthenia Gravis Foundation of America. Because of you, the MGFA can continue to strive toward a world without MG.

With gratitude,
[Your Name]



Why Fundraise?

Fundraising is an important way you can take action to support critical myasthenia gravis research, education, and awareness. Your efforts amplify our mission and create meaningful change.

Setting Your Goal: Decide how much you want to raise.

Tips for reaching your goal:

- Break your goal into smaller milestones.
- Ask friends, family, and colleagues for support.
- Track your progress regularly.

FAQ



How do I set up a fundraiser?

Setting up a fundraiser is easy. First, submit our Plan a Fundraiser form (<https://myasthenia.org/support-the-mg-community/fundraising/plan-a-fundraiser/>).

Let us know more about your plan. Erin Turner (eturner@myasthenia.org) will reach out to ensure you have everything you need to make your fundraiser a success.

If you are ready, you can create your own custom fundraising page here: MG HEROES (<https://supportmgfa.myasthenia.org/MGHeroes>). Customize and share with your friends and family!

Why manage your fundraiser through the MGFA?

We have great tools, including your own fundraising page, to help streamline gifts or event ticket sales. And you can be sure your supporters are properly thanked by the MGFA.

What do donations support?

MGFA touches the lives of hundreds of thousands of patients, families, friends, and medical professionals from around the world. We are the leading patient advocacy organization solely focused on making a difference for people with MG and their families. Your gift supports education, programming, and cutting-edge research leading us closer to a cure.

How do I submit a gift by mail?

Send all gifts to
Myasthenia Gravis Foundation of America
290 Turnpike Road, Suite 5-315
Westborough, MA 01581

Print our donation form to accompany your gift:
(<https://myasthenia.org/wp-content/uploads/Portals/0/Printable-Donation-Form.pdf>)

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Thank you for your generous support and hosting an event to benefit MGFA's mission.

Collectively, your fundraising and donations helps the MGFA fund life-changing research, host regional educational events for patients and their families, offer support groups, mail packets of helpful information to newly diagnosed people, and give hope for a better future to those living with myasthenia gravis.

