

## **UDNF Fundraising Tips**

These tips will help you run a successful fundraiser for Undiagnosed Diseases Network Foundation (UDNF). People respond to personal stories and real connections, and so do social media algorithms. People want to know how their donation will help you or directly support others. The more real and engaging your posts are, the more likely it is to be seen, shared, and supported.

### **Tell a Personal Story**

Why are you fundraising? Make it personal.

- Why does this matter to you?
- If you or someone you know has faced undiagnosed or ultra-rare health challenges, share a short story of that experience.
- Keep it brief and heartfelt. People scroll fast on social media.

### **Show Why It Matters**

People want to know how their donation helps you or others.

- Share where the money goes and how it helps.  
*For example, "\$100 helps connect a patient to a UDF patient navigator."*
- Share facts or *"25 million Americans live with a rare disease. Many are still searching for answers and don't have a name for their condition."*

### **Include a call to action in every post.**

Every post should ask your audience to take action.

Examples:

- *"Donate now to help families find answers through UDNF."*
- *"Click the link to ...."*

## Use Eye-Catching Visuals

Photos and videos get attention.

- Choose bright, high-quality photos or short videos.
- Images with people (or pets!) perform best.
- Use UDNF-branded graphics provided in this toolkit.

## Set a Clear, Achievable Goal

Give people something to rally around.

- Choose a goal that feels doable (e.g., \$200, \$500).
- People are more likely to give when they see progress toward a milestone.

## Make It Social

Encourage participation and boost visibility.

- Personally ask friends or family to donate right away. This encourages others to donate.
- Thank every donor when appropriate.
- Commenting on donations to show appreciation boosts visibility in social media feeds.

## Share Regular Updates

- Share updates and milestones.
  - *"We're halfway there!"*
  - *"Only \$75 to go!"*
- Post a mid-campaign reminder and a final-day push.

## Tag and Invite

Help your posts reach more people.

- Tag friends in thank-you posts and ask them to share.
- Tag the UDNF so we can help share your fundraiser.
  - Facebook: Undiagnosed Diseases Network Foundation  
<https://www.facebook.com/UDNForg>

- Instagram: @theudnf <https://www.instagram.com/theudnf/>
- Use hashtags so UDNF can find and amplify your story:
  - #UDNF
  - #UDNFExpandOurRoots
  - #UDNFGivingTree
  - #FlyWithIndigo
  - #MyIndigoStory
  - #MySilverLining
  - #IndigoGives
  - #UnravelTheMystery
  - #AdvanceTheScience
  - #Hope4Diagnosis

### **Go Live (If You Can)**

Live video can increase reach and connection.

- You can share your story, give campaign updates, or thank donors in real time.

### **Time It Right**

- Best times to post:
  - Evenings (7 pm – 9 pm) or lunchtime (12 pm – 2 pm)
  - Weekdays

### **Privacy Matters**

You control who sees your posts. Choose what feels right for you.

- If your story is personal, so you may want to limit it to friends.
- Public posts can be shared and seen by more people, including friends of friends.

### **After the Fundraiser**

- Post a heartfelt thank-you with the total raised.



- Share what it will support (e.g., patient navigation, diagnostic access).
- Let people know they made a difference.