

Story Prompts and Templates for Branch Leaders

These prompts are here to help you share your story in a way that's personal, heartfelt, and impactful. Use them as inspiration or copy them word-for-word, whatever feels right to you.

For more ideas and language you can use in your fundraiser, check out the **UDNF PR Talking Points** and **Fundraising Tips** included in your toolkit.

Story Prompts

“Why I’m Fundraising”

- Who in your life has faced an undiagnosed or ultra-rare condition?
- What was one of the hardest parts of that journey?
- What would a faster diagnosis have changed?
- What would having a diagnosis change?
- Why does UDNF’s mission matter to *you personally*?
- What surprised you about trying to get a diagnosis?

Examples:

- “My sister spent 8 years going from doctor to doctor without answers. That’s why I’m helping the UDNF grow their Giving Tree.”
- “Our family knows what it’s like to hear 'We don’t know what this is.' I want to make sure fewer families have to wait years for a diagnosis.”

“What Your Support Can Do”

- What difference does a diagnosis make?
- How does support help in this kind of medical journey?
- Why is it important to support patient navigation, community, and connection to research for those facing undiagnosed or ultra-rare conditions?

Examples:

- “Even a \$50 donation can help connect a family to a patient navigator who actually understands the struggles people face with undiagnosed ultra-rare conditions.”
- “Your gift helps connect patients to research that’s uncovering answers, exploring treatments, and improving lives for those with rare and undiagnosed conditions.”

“The UDNF Gives Me Hope”

- Why does having an organization like UDNF matter?
- What gives you hope?
- What does progress look like to you?

Examples:

- “The UDNF provides access to professional navigators, resources, and information, giving patients guidance and hope through the complex healthcare system.”
- “The UDNF connects patients to research in rare and ultra-rare disease diagnosis and treatment, giving families hope of answers and potentially treatments.”


Fill in the Blank Social Media Posts

Post 1

I'm fundraising for the Undiagnosed Diseases Network Foundation because

_____.

Every donation helps bring answers to families still searching.

 Help me grow my branch: [insert link]

#UDNF #UDNFGivingTree #UDNFExpandOurRoots

Post 2

We spent ___ years looking for a diagnosis. I'm fundraising for the UDNF because no one should go through that alone.

♥ Support my branch → [insert link]

Did you know 25 million Americans have a rare disease, and many don't even have a name for it yet?

I'm helping the UDNF change that. Donate here: [insert link]

#UDNF #UDNFGivingTree #UDNFExpandOurRoots

Post 3

🌿 Will you add leaves to my UDNF Giving Tree branch?

What your donation could do for those with undiagnosed and ultra-rare conditions:

\$50 = Support community events

\$100 = Dedicated time with a patient navigator

\$500 = Connects patients to research and answers

\$1,000 = Powers cutting-edge science to improve diagnosis and treatment

Every donation makes an impact → [insert link]

#UDNF #UDNFGivingTree #UDNFExpandOurRoots

Post 4

I'm helping the UDNF grow their Giving Tree 🌳 Every branch tells a story.

My story starts with _____.

Join me in growing hope → [insert link]

#UDNF #UDNFGivingTree #UDNFExpandOurRoots

Longer Story-Based Templates (for Facebook, LinkedIn, video, or email)

Template A


I'm proud to be a Branch Leader for the Undiagnosed Diseases Network Foundation (UDNF).

I'm fundraising because _____.

For us, the journey has meant [share 1–2 lines about the personal impact, such as time without diagnosis, lack of answers, the emotional or financial toll].

The UDNF is working to change that by connecting patients with expert navigators, supporting research, and bringing hope to people still searching for answers.

I set a goal of \$_____ and every gift brings us closer.

 Donations add leaves to my branch on the Giving Tree

 Each donation supports families like mine

Please consider giving and help us grow the future of diagnosis.

[insert link]


Template B


I joined the UDNF's Giving Tree campaign as a Branch Leader to help expand access to diagnosis, support, and research for people living with ultra-rare and undiagnosed diseases.

This cause matters to me because _____.

Here's what your donation can do:

- Connect patients to expert navigators
- Advance progress towards answers and potentially cures
- Support families facing isolation, uncertainty, and dead ends

 Each donation adds a leaf to my branch on the Giving Tree.

 Each donation brings someone closer to answers.

Donate here: [insert link]

#UDNF #UDNFGivingTree #UDNFExpandOurRoots

Template C



Hi friends — I'm fundraising for the Undiagnosed Diseases Network Foundation, because [insert your personal reason].

I'm a Branch Leader in their Giving Tree fundraising campaign, and I'm hoping to raise \$_____ by the end of the year.

Donations add leaves to my branch and help real families like mine get closer to a diagnosis.

You can donate using the link in my bio/story/post.

Thanks for helping me grow something that matters. 🌱

#UDNF #UDNFGivingTree #UDNFExpandOurRoots