



EXPAND OUR ROOTS

PREPARED BY

Danielle Carnival
Dana Sayer

Jennifer Tousseau
Sarah Marshall





Table of Contents

01	Welcome, UDNF Branch Leader!	P 03
02	Campaign Timeline	P 04
03	Your Mission as a Branch Leader + How It Works	P 05
04	Getting Started in 4 Steps	P 06
05	Everything You Need to Succeed	P 07
06	Recognition & Incentives	P 08
07	UDNF Amplification	P 09
08	Need Help?	P 10





WELCOME, UDNF BRANCH LEADER!



Thank you for taking the lead to help the Undiagnosed Diseases Network Foundation (UDNF) expand our roots. We are very excited to see where you will help take the UDNF.

You're now part of a growing movement that brings connection, research, and answers to families navigating the uncertainty of rare and undiagnosed conditions.

You are helping us grow the future of diagnosis.

We're so glad you're here.



Campaign Timeline

The UDNF Giving Tree Fundraiser runs from **October 15 to December 31st.**

You can choose your own fundraising timeline within those dates. Whether you're running a one-week sprint or a full-season campaign, your branch will make a difference.

Major Dates to know:

Week of October 15th: We announce the Giving Tree on social media and the newsletter.

Tree Tuesdays: Weekly tree growth updates on UDNF's social media platforms

Giving Tuesday: Global day of giving on Tuesday, **December 2**
For more Giving Tuesday information and resources, go to <https://www.givingtuesday.org/participate/?2025>





*Your mission as a
Branch Leader*

AND HOW IT WORKS



**As a Branch Leader,
you're growing your
own branch of the
UDNF Giving Tree.**

**Here's how you'll
make an impact:**

- **Share your story of why the UDNF matters to you** to raise awareness and donations
- **Grow your branch** by engaging your family, friends, and/or your network
- **Optional: Build a team** and invite your family, friends, and/or coworkers

How It Works:

Our UDNF Giving Tree starts as a sapling and grows with collective giving.

Each donation of \$50 or more adds a leaf to the tree.

Each leaf includes the donor's first name and reflects their gift level:

***Anonymous donations will not have their name on the leaf.**

- Blue Leaf: \$50 - \$99
- Purple Leaf: \$100 - \$249
- Light Blue Leaf: \$250 to \$499
- Green Leaf: \$500+



HOW TO GET STARTED IN

4 STEPS

We are using the **Givebutter platform** for this fundraiser. On Givebutter, you will create what Givebutter calls a **“Personal Team Member Page.”**

To see the full step by step Givebutter guide, **refer to the Givebutter PDFs in the toolkit.**

1

GIVEBUTTER

Click “Fundraise” on the Expand Our Roots Fundraising Page to Register Your Personal Team Member Page.

1. Create your fundraising page on [Givebutter]
2. (Link to be provided)

2

CUSTOMIZATION

Customize your Givebutter Personal Team Member Page

1. Add your story, photo, and fundraising goal

3

SHARE YOUR PAGE

Share Your Givebutter Personal Team Member Page

1. Use email, text, and/or social media to share your story and fundraiser

4

WATCH YOUR BRANCH GROW

Every Tuesday, the UDNF will post the growing tree!



EVERYTHING YOU NEED TO SUCCEED

- [UDNF Talking Points](#)
- **Ready-to-use Graphics:**
 - [I'm A Branch Leader](#)
 - [Halfway To My Goal](#)
 - [I've Met My Goal](#)
 - [Support the UDNF](#)
 - [About the UDNF](#)
- [Customizable Graphic](#)
 - [Free Canva account required.](#)
 - [Upload any photo to your Canva account to add your photo \(via drag and drop\) to the graphic circle](#)
 - [Click "Name" to edit your name.](#)
- [Scripts & Story Prompts for Branch Leaders](#)
- [Fundraising tips](#)
- [Givebutter + Set Up Instructions](#)
 - [How to manage your team member page](#)
 - [How to join a campaign as a team member](#)
- [9 Signs of a Rare Disease](#)
- [Terms of Use: UDNF's Indigo The Bunting](#)
- [Terms of Use: UDNF's Expand Our Roots Campaign Toolkit](#)



RECOGNITION & INCENTIVES

We want to celebrate our Branch Leaders! As your branch grows, so does your impact and your recognition:

TOTAL AMOUNT RAISED	PRIZE
\$500	Digital personalized certificate
\$1,000	Personalized certificate + social media shout-out
\$2,500	Certificate + shout-out + free swag
\$5,000	All of the above + spotlight story in a dedicated UDNF email



UDNF Amplification

We want to help amplify your fundraiser!

We will help increase your reach on social media by sharing your posts and commenting on your posts.

To help us find you

- Make your posts public
- Tag the UDNF

Facebook

Undiagnosed Diseases Network Foundation

<https://www.facebook.com/UDNForg>.

Instagram

@theudnf

<https://www.instagram.com/theudnf/>

LinkedIn

Undiagnosed Diseases Network Foundation (UDNF)

<https://www.linkedin.com/company/udnfor>.

Use one or all of the following hashtags

- #UDNF
- #UDNFExpandOurRoots
- #UDNFGivingTree

NEED HELP?

We're here to support you every step of the way.

Questions? Contact **Sarah Marshall** at sarah@udnf.org

