

CLAIM YOUR STRENGTH

THIS SEPTEMBER FOR ALOPECIA AREATA AWARENESS MONTH

WHAT

A month-long fundraising sprint to support the National Alopecia Areata Foundation, and all those affected by alopecia areata. For the entire month of September, NAAF will be leveraging powerhouses like you to help spread empowerment and increase awareness!

WHEN

All September every September, until there is a cure or acceptable treatment for alopecia areata.

WHO

You! **#CLAIMYOURSTRENGTH** and channel what makes you feel strong through stories, pictures, videos, music, and more. Share your story and join us in the fundraising efforts!

WHY

Alopecia areata is an autoimmune skin disease that affects 6.8 million people in the United States—of all ages, sexes, and ethnic groups. Each of those 6.8 million people is unique and strong in their own way. That's why we're loud and proud, claiming our strengths and embracing what makes us different in celebration of alopecia awareness month!



HOW

- Make a fundraising page and spread the word on social media! Enlisting the help of your larger network makes fundraising fly by.
- Host a family-friendly fundraising event in your area:
 - Walk-a-thon
 - Birthday party
 - Car wash
 - Bake sale
 - Garage sale
 - The options are endless!
- Work with your local community! Get in contact with your local newspaper, public library, community center, tv or radio station for support.

NEED HELP GETTING STARTED?

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