

Community Awareness



A guide to help you
organize awareness and
fundraising activities in
your community



©National Alopecia Areata Foundation

www.naaf.org

415-472-3780

info@naaf.org

This booklet is for the use of National Alopecia Areata Foundation (NAAF) volunteers for NAAF awareness activities. All or no portion may be reproduced without the written consent of the National Alopecia Areata Foundation.

Table of Contents

I. Welcome	
A. Why Raise Funds and Awareness?	Page 5
B. Overview	Page 5
II. Raising Funds- A Checklist	Page 7
III. The Planning Process	
A. Asking the Right Questions	Page 9
B. Fundraising Event Ideas	Page 10
C. Set Goals	Page 12
D. Make a Budget	Page 12
E. Select Location, Date & Time	Page 12
F. Develop a Timeline	Page 13
G. Permits & Licenses	Page 13
H. Recruit Volunteers for your Committee	Page 13
I. Keep Accurate Records	Page 13
IV. Helpful Hints for a Successful Event	
A. Networking	Page 15
B. Asking for Donation	Page 15
C. Celebrity Recruitment	Page 15
D. Recruiting Corporate Sponsors	Page 16
E. Consider Unusual Donors	Page 17
F. Alopecia Areata Awareness	Page 17
G. Celebrate Your Success	Page 17
H. Evaluate	Page 18
V. Ways to Raise Money without Having an Event	
A. Letter Writing Campaign	Page 19
B. Other Quick & Easy Ways to Raise Money	Page 21
C. Asking Someone Directly	Page 21
VI. Raising Awareness	
A. Promote Alopecia Areata Awareness in your Workplace	Page 23
B. Promote Alopecia Areata Awareness in your Community	Page 23
C. Tips on How to Generate Media Coverage	Page 23
D. Additional Ideas to Raise Awareness	Page 25
VII. How NAAF Can Help You	Page 25
VIII. Appendix Contents	
Appendix A: Special Event Application	Page 28
Appendix B: Alopecia Areata Quick Fact Sheet	Page 30
Appendix C: Sample Corporate Solicitation Letter	Page 31
Appendix D: Sample Informal Letter	Page 32
Appendix E: Sample News Release	Page 33
Appendix F: Contact Brainstorming Sheet	Page 34
Appendix G: Sample Thank You Letter	Page 35
Appendix H: NAAF Office Contact Information	Page 36

I. Welcome

Thank you for your interest in helping to raise awareness about alopecia areata and in raising funds to support the valuable programs and services of the National Alopecia Areata Foundation (NAAF). This booklet is designed to give you information on how to plan a successful fundraising event and media awareness campaign. The information has been provided as a useful tool to help plan your event, but can be modified to suit your ideas or needs. There is also a wealth of information available from other resources, such as the internet, other charitable organizations to which you belong or other NAAF families who have done an event.

During the review of this booklet or anytime during the planning of your event, please contact NAAF with questions or ideas. The Foundation's staff is available and very willing to help.

Finally, once you have made a decision about which event you will be hosting in your community, ***please be sure to complete the Special Event Application on pages 23-24, and send a copy to the NAAF office as far in advance of the event as possible.***

Why Raise Funds and Awareness?

While it is not unusual for those of us in the alopecia areata community to feel overwhelmed with a new diagnosis, ongoing treatment or other challenges, the NAAF is here to tell you that there is hope. Medical and scientific research holds the promise of better treatments and, one day, the possibility of a cure. One of the most important things that family and friends in the alopecia areata community can do is raise money to support research and the programs and services of NAAF.

So many aspects of alopecia areata are beyond our control, but our ability to raise money is not one of them. There have been great advances in understanding alopecia areata, but more needs to be done if we are to find a cure. We all have vested interest in making this happen. The sooner you begin to raise funds to support the Foundation's work, the greater likelihood your loved one(s) will benefit.

Whether you raise \$5 or \$5000, the important thing is that you will do something. It's not as difficult as you may think. People will want to help. The hardest part is getting started and that's why this fundraising booklet has been assembled.

Overview

Fun, fun and more fun! That is the bottom line for all fundraising events. Most people can quickly find reasons for not to do something they don't want to do. If you want to succeed, you must choose an event which you and your friends will enjoy. This will create the most energy, enthusiasm and fund raising dollars for NAAF. Plus, it will be a more rewarding experience for you!

The three primary reasons for hosting a fundraiser/media event are:

- To promote education of alopecia areata
- To raise funds for the important work of NAAF
- To bring people with and without alopecia areata together to socialize and have some fun

Whenever possible try to choose a fundraising event that has the widest possible attraction. Planning an event that will appeal to family, friends and members of your business community will generate greater awareness and make it easier to meet your fundraising goals. Your message will reach a wider audience and you are likely to have more fun in the process.

Enthusiasm is your best resource; without enthusiasm everything will become a chore. The more enthusiasm you provide, the easier and more enjoyable all tasks will become. Enthusiasm can be highly infectious.

When choosing a fundraising activity, remember that friends (volunteers) will perform better if they are enjoying what they are doing. If they feel what they are doing is successful and making a difference, it will help stimulate their motivation. Their *motivation* can be the key to your success. Most people will enjoy what they are doing if there is an element of fun and visible success.

The possibilities are endless. If you can think of it, you can do it. The ideas listed are just to get you started. Be sure that your volunteers know that each dollar they raise will benefit NAAF and be used for services and education for families affected by alopecia areata.

II. Raising Funds: A Checklist

Event Checklist

1. Getting Started

- Ask the right questions (p. 6)
- Choose an event (p. 7)
- Set goals (p.9)
- Make a budget (p. 9)
- Select a location, date and time (p. 9)
- Complete Special Event Application and send back to NAAF (p. 23-24)

2. Planning the Event

- Develop a timeline (p. 10)
- Contact NAAF to check on permits/licenses or registration (p.10)
- Recruit friends and family to volunteer on your committee (p. 10)
- Try to recruit a local spokesperson to help promote event (p. 11)
- Make a list of possible event sponsors and contact them (p. 12)
- Contact the NAAF office for brochures and other literature to distribute
- Make a list of all media outlets and send press release (p. 19)
- Write press release, using sample provided, and distribute (p. 28)
- Follow-up with all media
- Send a copy of all marketing pieces to NAAF
- Finalize details with vendors
- Inform volunteers of their duties

3. Follow-Up After Event

- Pay all expenses and send final income and expense reports, and checks to NAAF
- Send thank you's to participants, sponsors, donors, media who attended

Raising Funds

III. The Planning Process

A. Start by asking the Right Questions

The backbone of a successful fund raising activity or media event is the combination of planning and commitment. Copying an activity that was successful for some other group does not provide you with a guarantee of similar success. The planning and commitment of all those involved is critical to an event's success.

- **How much money do you want to raise from this activity?** How much front money will you need before you make money? Determining this in advance can help you decide on the type of fundraiser to have. Events that are costly to produce might not be the right choice.

- **How many people can I recruit to help with the event?** Special events can be manageable and a lot more fun when tasks are shared as a group project. Don't hesitate to recruit family, friends, co-workers, and NAAF families to help as part of the committee. They probably have wanted to help but didn't know how.

Whenever you ask someone for his or her opinion, input or suggestion, you are brainstorming. Tapping the knowledge and insights of others can be a key element in selecting your event. After you do a little research among your friends, neighbors and relatives write a list of all your ideas and suggestions. You can use this list to help you decide on a fun event that has the greatest potential for success. Involving others in your brainstorming process will result in a stronger event and all those involved will benefit too. You may discover hidden talents and untapped resources. Your volunteers will be energized and develop a sense of ownership when they are treated as valuable, integral part of the decision making process.

- **What type of event will work in my community?** Consider some of the following points: What type of event has worked before? What has worked for other groups in your area or been successful for other NAAF members? How did they do it? Where did they do it? Once you have the answers to these general questions, you may want to find out more detailed information such as: Who did what? Why did they do it when they did it? Why was it held where it was? Was the weather or other community events involved? What are some of the specific skills and resources my group can contribute to the project?

By collecting this information you can then devise your own event that is different and hopefully improved. You may gain a better idea of what to mimic and what to leave out. You may discover a niche in your area or an idea that no one else thought about. You will also gain a better understanding of what you have to provide to make it work in regards to volunteers, donations, and other details that can make or break your fundraiser. Pick an event that is realistic for you and your resources. For example, don't select a golf tournament because they are popular fundraisers, if you don't golf yourself nor know anyone who does golf.

Be realistic in selecting the type of fundraiser you plan to do. Choosing a fundraiser that is very involved and demands a lot of your time may not be the right choice for the first time.

B. Fundraising Event Ideas

The following suggestions are just that-*suggestions*. NAAF encourages you to develop your own ideas or use these suggestions. The best events are the ones that you are most excited and motivated to host. And, as always, contact the national office for help, guidance or just to run your idea by us. The staff is very willing to help anyone who needs it.

Art Show	Garden Tour
Auction	Golf Tournament
Bake Sale	Halloween Party
Barbeque	Masked Ball
Benefit Concert	Mile Run
Bike-A-Thon	Princess Tea/Superheroes Party
Birthday Party	Prize Drawing
Black and White Ball	Progressive Dinner
Book Sale	Services for Sale
Bowl-A-Thon	School Fundraisers
Car Wash	Spaghetti Dinner
Carnival	Teen Dance
Children's Party	Tennis Tournament
Craft Fair	Trivia Night
Dance-A-Thon	Valentine Dance
Easter Egg Hunt	Walk-A-Thon
Fashion Show	Wine & Cheese Reception
Garage/Yard Sale	

1. Garage/Yard Sales, Everyone has junk to get rid of; however they don't have the time or inclination to figure out what to do with it. This is an easy way for them to clean out their basement, garage or attic. As you know, "your junk can be someone else's treasure." As the host, you select the date for a neighborhood garage sale. Put flyers in neighbor mailboxes and call your friends. Ask them to bring their items to your home during the week before the garage sale. Organize the items with prices and stickers. Keep a log of who donated what. Later you can provide them with a list of their items that sold, which will be their actual donation to the Foundation. You should also provide brochures and information about the Foundation to all purchasers and donors. You will not only be raising money for a good cause, but you will be educating the public about alopecia areata. Shortly after the garage sale, send a flyer out to those who donated to let them know the amount of money raised for the foundation. This will make them feel good about helping our Foundation. They will also be happy to have cleared out their garage, attic or basement.

2. Any "A-Thon", Read, skate, walk, bike, swim, bowl, etc. These are all great ways to raise funds and spread awareness. At some point, mostly everyone has been involved in or witnessed an "a-thon". These events are fun to plan and attract a larger amount of participants.

- *Read-A-Thon:* This event can be done during the summer months when students are off from school or it can be organized during the school year. Simply recruit a group of individuals to participate in a book-reading program. They can ask for a flat donation for their efforts or receive a "pledged" amount per book. For example, his or her uncle may pledge to pay \$5 for every book read from June through August. At the end of August, the reader informs his or her uncle that they read five books. The uncle would then donate \$25 to the Foundation.

- *Walk-A-Thon:* This event can be adapted to fit other types of activities such as biking, bowling, skating or running. First you must select a location to host the event. After the date is determined, solicit sponsors for the event to help defray your costs. For instance, find someone to donate and print t-shirts, which can be given to each participant as a “thank you” for their help. Ask your supermarket for bottles of water. Ask your produce market to donate bananas and apples as a healthy snack. Find a donor to pay for port-a-potty rentals or ask the company to donate them. Place signs in public places, community bulletins, newspapers, etc. Recruit walkers (skaters, bikers, runners) and have them solicit donations from their family, friends, co-workers, etc. to support them in the event. It can be a flat donation or a pledged donation for the number of miles walked or laps skated. These events can be turned into annual events if done well. Once you host the first year, the event becomes easier each year after that.

3. School Fund Raisers: The success of any school fundraiser is based on the support from the school administrators and parental support. The first hurdle is to work with the school’s staff to figure out the best way to raise awareness for alopecia areata and raise funds.

- Host a bake or candy sale
- Volunteer and organize a teen dance where a percentage of the admission ticket will be donated to the Foundation
- If the students are required to wear a uniform, have all students donate \$1 to ‘dress-down’ on a Friday
- Hat Day

4. Profit Sharing: Many companies offer profit-sharing opportunities. Commonly known organizations such as Tupperware, Longaberger Baskets, Southern Living, Party Lite and The Pampered Chef have programs to give back to charity. There are many others, too. As the host of a party at your home, a percentage of the sales will be donated back to the charity of your choice. It does not require a lot of work on your part because the company consultant runs the show at your home. All you need to do is provide snacks and invite your friends. They will be receiving a quality product while supporting the Foundation.

5. Car Wash: This is a really fun way to raise money for the Foundation. Find a location where you can host your own car wash. Make sure there is access to a water spigot for your hose. Recruit a group of people to wash cars. Have someone donate the soap, buckets and rags. Make colorful posters and hand them up around your town. When the driver arrives, provide them with a brochure about alopecia areata and NAAF. Ask them for a donation to have their car washed; making sure the minimum amount is \$5. You may find some people will donate more than \$5. Remember to do a good job so the donor feels they received their money’s worth. Once again, you will be raising money for the Foundation and educating your community about alopecia areata.

7. The Holidays: The holiday season is a time of good cheer and sharing, and a good time for fundraising. People are in the mood to spread their good fortune and what better way to spread their good fortune than to help the foundation? People spend a lot of money at this time of year on presents, decorations, travel and many other reasons.

Try to think of a way to turn the holiday season into a fundraiser that helps people to get what they want, while raising money for the Foundation. Selling merchandise such as first aid kits are a thoughtful and unusual gift idea. Gift wrapping paper is an essential item that could also be sold. You could consider bulbs, t-shirts or candles. So the secret to successful fundraising during the holiday time is to provide a product that people are going to buy, anyway, instead of the profits going to a company-they go to NAAF.

8. Combine with Others: Try to coordinate some fundraising activity in conjunction with other local fundraisers or civic organizations, such as the Rotary, Lions and Kiwanis Clubs. Other groups who support community projects include the Boy Scouts, Girl Scouts, and 4-H Club. While you may have to share the money raiser, you may also reach a wider section of the community, which may lead to a better financial outcome than if you chose to ‘go it alone.’

9. College Sororities/Fraternities: These groups sometimes do fundraising and charity work for whatever organization they have “adopted.” They may sponsor or host an event, or may provide the “man power” you need for an event you have organized.

Now that you’ve selected an event that suits your personality, comfort level and community interest, it will be helpful to follow the steps below to make your event a success.

You’ll begin by setting your goals, and then expanding them into a plan. This will help organize the details you will need to keep track when you are setting up your event. Review this list often. You may find that you forgot something or want to change an element (example: cancel the DJ and recruit a local backyard band). We have provided a sample checklist on page 5, which can be used as a guide.

C. Set Goals

- Be realistic. Be careful to remember the difference between wishful thinking and realistic ambitions. Be honest when assessing how much money you can expect to raise for NAAF and how long you think it will take to raise this amount of money. Unrealistic goals can lead to frustration and disillusionment, leaving both you and your friends disappointed.
- If possible, do a little homework—contact the office to research previous efforts of other NAAF grassroots fundraisers, both in money raised and time taken. If you have the time and resources, choosing a larger, more detailed event can be a fun and rewarding way to raise awareness about alopecia areata and raise funds for NAAF. Overall, the bottom line is to choose a fundraiser that most people in your community can get excited about.

D. Make a Budget

Keeping up-front costs low reduces the risk and will help the profitability of the activity. Follow these few steps and it will be easy:

- Start with your fundraising goal which would be your expected total income. For example, multiply the cost for each participant times the estimated number of participants.
- Make a list of exactly what you need and what it will cost. Try to have as much as possible donated. If you can’t have it donated, then borrow or rent. Buy only when you have to. When renting or buying, make sure you check for the best prices. Be patient, and don’t be afraid to ask for special discounts, deals, or treatment. Estimate costs for the event including the venue, food, decorations, entertainment, awards, product premiums (for example t-shirts), printing, postage, publicity, permits.
- Net proceeds= Total income minus expenses. Keeping expenses low is essential!

E. Select a Location, Date & Time

- Give careful consideration to the location of the event. The type of event you are having will help dictate the venue. You want to be sure it’s easily accessible for people who will be participating or attending. For example, if you are doing a bake sale, you may want to consider a place with high traffic such as a grocery store or a university.
- Think about the timing. Pick a date that doesn’t conflict with community events such as graduation or major holidays—unless it works for you by capitalizing on it with something like a “Bake Sale” for Valentine’s Day or selling treats at Halloween at your workplace.
- Check your local community calendar to see what other events are scheduled one/two months before and after your date. If a similar group is planning the same event near the same date, you may want to reconsider the date of your event. It is much easier to change a date before you are knee-deep in planning, and then have to change everything else further down the line.
- Keep in mind the time of your event. If you are doing a garage/yard sale, research when sales in your community typically start. If you are doing a family event that includes children such as an Italian Dinner, you may want the dinner to begin and end earlier than a cocktail party just for adults.

F. Develop a Timeline-see appendix for an example

Once the goal, budget and event date and time have been determined, develop a combination action plan/timeline. This plan will become your working guide for all the essential steps involved in your event. To set your timeline, it usually helps to work backwards from the date of your event. Larger events usually take more than 6 months of planning. Smaller, simpler events can be successful with only a few weeks of planning.

- Develop a checklist for every task that needs to be done in each stage of the project. (For example, location confirmed, deposits due for food, tee shirts ordered.) Carefully think when you are going to need things to get done and place them on the list.
- Establish specific deadlines for each stage and spell out who is responsible for getting it done. This allows you to keep track of the progress being made in each area of responsibility and helps avoid last minute confusion.
- Be sure to allow yourself enough time to complete tasks. Also, be sure to check with vendors to see when they will need deposits, orders, etc.

G. Permits & Licenses

- Check with your local authorities. Depending on where you live and what fundraiser you have chosen to host, a permit may be required for food handling and alcohol sales.
- Make sure you are in compliance with all safety regulations.
- Most public events require NAAF to be registered in the state. NAAF is registered in every state except DC and North Dakota.

H. Recruit A Volunteer Committee

Find family members, neighbors and friends to help you. Don't be afraid to ask. You will probably find that they have wanted to help in some way but didn't know how. When working with them, remember these important points:

- People who are involved in the brainstorming and planning stages are much more motivated to complete the actual work required to produce a successful event.
- Make this a fun experience. Be sensitive to people's capabilities and respectful of their time constraints.
- Be specific about what the job involves when assigning tasks, including setting clear deadlines for when each task needs to be completed.
- Train your workers. Let "veteran" workers explain procedures and help new recruits acquire the skills they need.
- Check "outside" sources such as youth and senior groups, or church, school and service organizations for volunteers who may be interested in lending their talent, time and expertise to your project.
- Provide volunteers with the materials they need to solicit support of your event such as flyers, NAAF brochures or other event information.

I. Keep Accurate Records

Complete and detailed financial records are important. Be sure to track all expenses and income and keep all receipts. A final income/expense report needs to be submitted to NAAF within 30 days following the event. In addition, keeping accurate and documented files on the timetable of events, names and addresses of sponsors, donors and volunteers and a recap of what worked and what didn't can be an invaluable tool for planning a successful event for the future. A write up of the event, including pictures and signed photo releases should be sent to NAAF for publications (SEE SPECIAL EVENT APPLICATION).

IV. Helpful Tips for a Successful Fundraising Event

Always remember, fundraising events can offer more than just a way to raise money. They offer ways of building the recognition of NAAF within your community. Events bring people together socially who have a shared belief or concern. These events can offer people a chance to develop new skills or a sense of achievement. Friendships are born and businesses can network while giving back to your community.

A. Tips on Networking-Who do you know, who do they know?

Your goal is to connect NAAF and our mission to individuals and businesses that can help you achieve your goals. You will be raising alopecia areata awareness in your community. Networking can be practiced at work, at social functions or anywhere you believe there is an opportunity to help spread the word.

B Tips on Asking for Donations

- Remember, people give to people
- You are not asking for yourself. You are asking for people with alopecia areata through NAAF
- When personally asking for donations, look the part! Appearance counts so look professional. Your job is to help the potential donor feel good about helping our Foundation.
- Don't be afraid of hearing "no." It is not a personal rejection. Simply move on to the next person. Remember selling or canvassing can be seen as a numbers game-you will get so many "no's" to every "yes." Remind yourself every time you get a "no" you are closer to a "yes."
- Remember to emphasize the benefits to a potential donor.
- Only have those who really have a genuine interest in helping should be involved in your fundraiser. It is very noticeable when people are not enjoying what they are doing and this will hurt your returns.
- Before you approach a possible donor, practice your sales pitch with friends, family and other committee members.
- Incentives are a great way to improve your bottom line, either by enticing people to pull out their wallets or by motivating even slightly better performances from your volunteers. Examples include free tickets to your event, a complimentary luncheon after the event at an exclusive restaurant, etc.
- Always remember to say "please" and "thank you." These words can work wonders for both volunteers and donors. Nothing will turn away a volunteer more than feeling under-recognized or unappreciated. If you have a large group of volunteers helping you, single out and congratulate different people in front of their peers.
- Let people clearly see why you are raising your funds and that they are going to NAAF. Use Appendix B on page 26 to prompt discussion about alopecia areata and how alopecia areata families are affected by the work of NAAF.

C. Tips on Recruiting Celebrities

Getting a celebrity to help out your cause can be a difficult task, but it could be worth your efforts if the rewards are high. Remember, celebrity involvement may not work for all kinds of fundraisers.

- First, do a little research to select a suitable celebrity who would be most receptive to your request. You don't need to aim for a major television celebrity, local celebrities can work just as well (ie, your regional newscaster, weatherperson, radio personality or sports player). Since alopecia areata is rare, you may not be able to find a celebrity who has been directly affected by the disease. However, other factors such as an interest in health issues or body images may help your search.
- If possible, connect with someone who knows a celebrity or knows someone who knows a celebrity. You can simplify your request by a face-to-face meeting and you have stronger chances of receiving a favorable response. If you know someone who is affected by alopecia areata, particularly a child, bring him or her with you to your appointment. Most people have difficulty saying "no" to a child.

- If you don't know anyone who knows the celebrity you choose, or is connected with his/her employer, you could write a letter directly to the celebrity. Start with a statement or summary clearly stating your request. Be specific and detailed. Tell them why you chose this particular person. It will let the celebrity know that he/she was specifically targeted and well thought out, not just a mass direct mail campaign. Be sure to send your request far in advance of your event date. Celebrities have busy schedules that are often planned months in advance.
- Make sure that the celebrity will do everything as a volunteer and all agreements with the celebrity are clear.

Be sure to introduce NAAF, state our mission, and tell them why you are planning this fundraiser. Be sure to mention that NAAF is a federally recognized 501(c) 3 non-profit organization. When you send your letter, you want it to stand out so write it on special paper, use an eye-catching color, or use an odd-shaped envelope.

Consider including a list of our Board members and their professional affiliations, too. There could be a chance that the celebrity or one of their associates know or works with one of these affiliations. Any connection will help.

Within a few days of sending the letter, follow-up with a personal phone call to the celebrity. This will demonstrate credibility and commitment to the project. Don't get discouraged if they don't return your call. It may take a few tries before you successfully connect with them. Also, send a thank you note after speaking to them.

D. Tips on Recruiting Corporate Sponsors

Recruiting sponsors for your event can be crucial to its success and to the amount of funds you raise. The first contact with a possible sponsor is critical; your instincts will tell you if the relationship is worth pursuing. Remember, there is no point in spinning your wheels trying to secure sponsorship from someone who is uninterested. Your time is valuable and your need to spend it productively. Knowing someone at the company will increase your chances of success. Find out what contacts your committee members have and what companies they work for. Think about what kind of recognition your sponsor will get for their sponsorship (event tickets, name on flyer, logo on shirt, etc.)

There are three kinds of sponsorship. You can secure sponsorship for mostly everything relating to your event.

1. **In-Kind Sponsorship:** This type of sponsorship is when a company or individual provides a service for good(s) for your event. For example, if you are planning a walk-a-thon, you need bottles of water for the walkers. Contact a local supermarket or convenience store and request enough bottles of water for your projected audience. Most companies are happy to provide a project or service for a worthy event. Always remember to recognize them appropriately at the event and in the media.
2. **Event Sponsorship:** This type of sponsorship is when a company or individual provides money to cover a particular expense of the event. For example, if you want to provide t-shirts to every walker at your walk-a-thon. Since you have asked every t-shirt company to donate the shirts but have been unsuccessful, you approach another company to provide the money to buy the t-shirts. In exchange you will have their logo screened on the t-shirt for recognition.
3. **Unrestricted Sponsorship:** This type of sponsorship is when a company or individual provides money with no restriction on its purpose.

Make sure the contact information you leave behind with a possible donor is accurate. You may want to provide several contact options for these donors, if you are not always readily accessible.

One of the most important rules in securing sponsorship is to **follow-up** on all requests. If the potential donor requires more information, be sure to provide it for them in a timely fashion. If the request is related to a donation, consider including a pre-stamped, self-addressed return envelope for convenience. Contact NAAF for brochures or literature about alopecia areata or governing documents of the Foundation to include in your solicitation. Always follow-up with a thank you letter with your signature.

E. Tips on Considering Unusual Donors

Local businesses are the ones who are approached most often by people raising money. Local businesses can only give so much, so the results may be negative or very small. Consider other unusual sources for support. Think about mid-sized companies of all kinds, not just the large corporations.

Once you've decided what event you are hosting, brainstorm ideas of possible donors that are not in your local area, but could supply you with the items you desire. Ask your local businesses to provide the names and contact information of their suppliers. They will appreciate not being asked for the donation and will probably be very helpful. Armed with that information, contact these suppliers and ask for your donation.

Just because a possible donor is not located in your area does not automatically discount them from helping your event. There are many large, national, and international companies that will consider helping you. Many of these companies have policies to help non-profits wherever possible.

Some additional places to access the names of unusual donors:

- Your business telephone directory (yellow pages). This may involve a bit of time but finding the appropriate page and calling a list of companies will reap rich rewards.
- As previously mentioned, approach local companies for names of their suppliers of products that you are interested in, then approach the suppliers directly. A referral by a local company can be a wonderful advantage and help you look good to the potential donor.
- Keep your eyes open when walking through a shopping center or while driving around. Take a drive through an industrial park and see what companies are located there. You may find a company you did not know about and find a way to use their product in your fundraiser.

With a little imagination, detective work, and a desire to succeed you can find and acquire new donations for your event.

F. Alopecia Areata Awareness

Besides raising funds, another major purpose of the event is to raise awareness. Whichever type of event you choose, be sure to have information on alopecia areata and NAAF available. Include information on your flyer and/or distribute brochures along with the flyer. Contact NAAF for materials.

G. Celebrate Your Success

Don't wait until after the project is over to let committee members know they are appreciated. Be generous with well-deserved praise and recognition along the way. Always follow-up with thank you notes to donors, sponsors and volunteers.

Please let us know about the event you're planning so we can share it with other volunteers from the alopecia areata community. Send us photos and a recap of the day's activities so we can feature your event in our quarterly newsletter.

H. Evaluate

Evaluation can help you improve the return on your next effort. Remember no fundraiser has ever been run perfectly. There is always something that can be done better.

- When you evaluate, look at both what went wrong and what went right. By looking at what went wrong, you can either prevent any mistakes from happening again or reducing the chance of it repeating. And, of course, you review what went right so you include it again.
- You can evaluate the event individually or with your key volunteers. Involving more opinions will help your chances of improving the event in the future. Try to keep in mind that you don't have to make changes for changes sake. There must be a clear reason for the change.
- What, if anything, went wrong? What can we do about it?
- Did we meet our goals? If no, then why not?
- How close did we stick to our budget?
- Was there any negative feedback, and if so, about what?
- Did the committee feel good about their effort?
- Did the volunteers work well together?
- Did everyone enjoy themselves?
- How much money did we make?
- Could we have made more? How?
- Did anything unexpected happen? If so, why?
- What was the best part of our event? Why?
- Did the community respond positively?
- Did we publicize the event well enough?

Be honest and make sure you take notes of all that is discussed and decided. This information will truly be invaluable for next time and may help other fundraisers wanting to help NAAF.

V. Ways to Raise Money without Having an Event

No Time to Plan an Event But Still Want to Help?

A. Letter Writing Campaign

Raising money through a letter writing campaign can be a great way to raise money without having an actual event or can be used in conjunction with an event. This can be your personal way of supporting our annual Alopecia Areata Awareness Month every September, although it can be done at any time of the year. Here are some ideas to help get you started on your Letter Writing Campaign.

1. Benefits of a Letter Writing Campaign

- First, it's relatively simple and a low-cost way to raise money.
- Second, writing personal letters provides you with the means to reconnect with family and friends. Writing to them will allow you to clearly explain the impact of this disease on your family and will lessen any confusion or misunderstandings on their part.
- Third, people will want to help. Channeling their energy in a positive way, by asking them to make a donation, will empower you and them, as most want to help but don't know how. Bearing witness to the outpouring of support from friends and family will give you an emotional boost.

2. Create a List

- Include friends, family, neighbors and co-workers (both past & present!) A minimum of 25 people should not be difficult to compile. You can draw upon holiday card lists, address book entries, wedding reception guest lists, etc.

3. Write a Personal and Informative Letter

There is a sample solicitation letter included in this booklet. Feel free to adapt it to your needs. Access to a computer with word processing capabilities is highly recommended, especially for larger lists. It will help you complete the letters much faster.

- Begin by telling your own personal reason for writing the letter.
- Educate the reader about alopecia areata. For example, include that it is an autoimmune skin disease which causes the loss of hair on the scalp and elsewhere on the body, that it does not discriminate, affecting children and adults, men and women equally, and explain that as many as 5 million Americans are directly affected.
- Tell the reader about NAAF and the services it provides. It can be more effective if you tell about a personal experience and a specific benefit you have received from the Foundation. (NAAF provides funding for cutting edge research, an Ascot Fund which provides assistance to individuals unable to purchase a hair prosthetic, educational services for healthcare professionals and support programs for affected individuals and families. 83% of all donations directly support these programs and services.) Explain how their gift will make a difference.

4. Make it Easy for People to Donate

- Ask the reader to help you make a difference by making a donation. If your letter writing campaign is supporting a specific event, be sure to include the name, date, organizer's name, and overall financial goal. Be sure to also tell the reader what you have set as your personal fundraising goal
- Inform them to make all checks payable to NAAF. Include a self-addressed envelope and let them know their donation is tax deductible. If they would like to donate by credit card, please have them include their name, phone number, address, credit card number, expiration date, and signature. These donations can also be made online at www.naaf.org or by calling NAAF at 415-472-3780. Make sure to remind your donors to designate their gift to your fundraiser.

5. Other Ideas for your Mailing

- Provide a NAAF brochure in your mailing. Simply contact NAAF and we will provide a sufficient number of brochures for your letters.
- Another good idea is to include a scanned photo or several photos of the family member affected by alopecia areata. If you do include an actual picture, be sure to attach a sticker on the outside envelope that says, "Do Not Bend," which will bring attention to your letter.

6. When Should You Send It?

Donation letters can be sent out at any time, however there are certain periods of the year that are more effective than others. Specifically, the week just prior to Thanksgiving can be very effective. Conversely, the period just after the holidays is not a good time to send out a letter, since many families have spent a lot of money already. The month of September is Alopecia Areata Awareness Month and provides the perfect opportunity to have a campaign.

7. Keep Good Records

- Maintain an updated record of your complete mailing list and copies of all letters you send.
- Keep an accurate log of all donations, including the name, address, amount, and gift method.
- Send the checks to NAAF within two weeks of receiving them. You do not want to keep your friends (and donors) waiting for their check to clear the bank. Plus, it is appropriate for all donors to receive a "thank you" letter from the NAAF office in a timely manner. The thank you letter will also serve as documentation needed for charitable deductions on their federal income taxes.

8. Always Follow Up with a Thank You Letter

- Tell your donor how much you appreciate their generosity and how their help has made a difference to you personally-and the NAAF community in general. See the appendix for a sample thank you note.
- Recap any specifics about the event. Tell the reader how much was raised by the event and by your own personal efforts-and include comparisons to the original goals for each.

HOW TO TURN \$15 into \$500	
<i>Mailing List</i>	<i>Expenses</i>
10 Relatives, siblings, cousins, parents, aunts, uncle	Stationery/ Envelopes =\$5
10 Friends, Co-workers, neighbors, etc	Postage, 25 letters x \$.39 = \$9.95
5 Friends of your parents, in-laws, uncles, etc.	
25 Total number of letters sent	Total Expenses = \$14.25
An average donation of \$20 per letter will result in \$500	

B. Other Quick & Easy Ways to Raise Money

1. Collect your loose change in a jar. Include money from the laundry, your purse or your car.
2. Take baked treats to work along with a donation can and some NAAF brochures.
3. Baby-sit. A great time is during church services or at school open houses. Donate your babysitting earnings.
4. Celebrate your birthday each year by inviting people to your birthday party and ask that in lieu of gifts they make a contribution to support NAAF.
5. Work Day: Devote a few hours on a weekend to help a neighbor to earn extra dollars.
6. Consider selling something you collected avidly as a child if it's been stored in your basement for more than 5 years. Coins and stamps, in particular, have usually increased in value over the years. But your collection of rocks, toy ships, rockets, arrowheads or dolls can also be valuable. Since you probably paid little or nothing as a child to acquire these items, you get the added bonus of a tax deduction when you donate the income from the sale of the collection.
7. Collect items for recycling. Ask all your friends to save their cans, bottles, plastic and paper for you and turn them into a buy back recycling center.

C. Asking Someone Directly

Face-to-face solicitation (meeting potential contributors in person and asking them for money) is the most effective way to enlist support from people outside your circle of friends and family. The maxim for fundraising from individuals is clear: the more personal the contact, the higher the likelihood of a positive response. At times your only goal will be to raise funds, when this is the case your best option is to simply ask for money donations. You can accomplish this by donation canisters, letter campaign, door-to-door knocking or any other form of a straight out request. You should simply explain the reasons why you are raising the money, how their donation will be spent, and the benefits of their donation (ie. help bring a young child to a NAAF conference via the scholarship program.)

By having a simple and planned approach to asking for donations, you will not have the expenses of a special event. Asking directly for a cash donation may be the single hardest activity for volunteers to do. You may find it easier to sell tickets for a raffle or plan a fundraising event, rather than to ask for a cash donation.

1. Types of Gifts

a. Make Honor/Memorial Donations

When a loved one dies, some family members have solicited donations in their memory. Also, in lieu of holiday gifts, friends and family are sometimes asked to make a donation to NAAF.

Upon receiving these special donations, NAAF will send a card to the family of the individual acknowledged or to the person to whom the honor gift has been given. This not only acknowledges the individual but also spreads the word about NAAF and its services.

b. Corporate Donations and Matching Program

This area is perhaps our greatest, untapped resource. Most large corporations budget for charitable contributions. Many people prefer to give to causes that help their employees or families. These funds are

usually available on a first-serve basis. Ask your employer or the employers of friends and families if they have matching gift programs.

c. Payroll Deductions

Many friends and co-workers give to important causes each year by using this painless tool. The Foundation received donations through the Combined Federal Campaign (CFC) or United Way from many of our families and friends. Contact your Human Resources Department for more information. In the CFC, NAAF is listed under #2545.

d. Estate Planning/Leaving a Legacy

A bequest, or gift through your will, is one of the simplest ways to make a lasting gift to NAAF. It allows you to balance your philanthropic goals with concerns that you may have about future living expenses, future medical costs, and loved ones. You don't have to be wealthy to make a bequest. No matter the amount, every gift is important.

You must make such a bequest in your will or in a properly prepared codicil-in writing, signed by you, and witnessed according to the laws of your state. You can specify that the bequest be used for a certain purpose, or you can make it an unrestricted gift. An unrestricted gift will be used where it is most needed. Bequests are deductible from your gross estate and can therefore offer estate tax savings.

A bequest can take many forms:

Specific: You name the National Alopecia Areata Foundation as the direct beneficiary of a stated amount of money, a life insurance policy, an IRA, other IRD's or a particular piece of property.

Percentage: NAAF receives a certain percentage of your estate as designated by you. Most people do not know what the exact worth of their estate will be at their death. This may be the best choice for some people to leave their family and charitable organizations the appropriate proportion.

Residuary: You designate NAAF to receive all or a portion of the remainder of your estate once specific gifts to family are fulfilled.

Contingent: NAAF receives all or a portion of your estate if your named individual beneficiaries do not survive you.

Restricted: Although NAAF generally prefers gifts without limits, you have every right to restrict your bequest to a specific area of work or program. If you will be restricting your gift, be sure to contact the Foundation to make sure we can use your gift as you have intended.

Charitable Remainder Trust: You can create a trust for a relative's benefit and name NAAF to receive whatever is left when the trust terminates.

In Memoriam: You can make a bequest in memory of a loved one.

If you have already included NAAF in your estate plans, please contact the office so our staff can thank you for your gift and keep you informed of our ongoing activities. If you are considering making a planned gift to NAAF and have not yet decided the form of your gift, please contact your estate planner.

Suggested Wording:

"I hereby bequeath the sum of \$ _____ as a charitable bequest to the National Alopecia Areata Foundation (Tax ID 94-2780249), San Rafael, California, to be used for the charitable purposes of such organization."

VI. Raising Awareness

The more media attention we can create for alopecia areata, the better. In addition, many newspapers, cable outlets, local TV stations, bulletin boards at community centers, etc., can be used to advertise an event at no cost.

A. Promote Alopecia Areata Awareness in your Workplace

Find out what your company's charitable programs and interests are. Find out how your employer supports non-profit organizations.

- Does your company provide grants through a foundation? Do they offer sponsorship for community events? Participate in a matching gift program? Does it support volunteerism and provide ways for employees to get involved?
- Ask if you can set up a table display on alopecia areata during Alopecia Areata Awareness Month.
- Request the company's grant guidelines and send the information to NAAF.
- Double your Donation! Many companies offer Matching Gift Programs as a way to encourage employees to contribute to charitable organizations. Most of these match dollar for dollar and some will even double or triple the amount of your gift. Ask your company's personnel department to learn if they offer such a program. If they do, submit their form with your donation.
- Some companies also have a program called Dollars for Doers that match volunteer hours with a cash grant to an organization, i.e. Fannie Mae, Kodak, Verizon, Whirlpool.

B. Promote Awareness in your Community

Service Organizations, Social Clubs and Small Businesses

Ask friends who belong to local business associations, service clubs, sororities, antique collecting groups, support groups, bridge clubs, etc. to discuss NAAF in their group and pass the hat for donations. This is a great opportunity to spread awareness, and a once-a-year sweep of even small organizations can yield \$100 from each.

Research the giving policies of service clubs in your own community. They usually have formal guidelines for grant amounts above \$1,000, but you can often raise \$200-\$500 with a simple proposal and oral presentation. This can be especially effective if you are a member or actively involved in any of these organizations.

C. Tips on How to Generate Local Media Coverage

- Develop a list of local media including health/medical reporters at newspapers, television news programs, and radio shows in your community.
- Write a brief letter stating why it is important for them to feature alopecia areata. Be sure to include your contact information as well as for any other local families who are affected and willing to be interviewed. Include a photo but be aware that they will not return the photo.
- Contact NAAF for fact sheets and other press materials to include with your letters.
- Follow up your letters with a phone call. Inform the media that NAAF can also arrange for them to speak with physicians who are experts on the disease.

Another successful way to communicate with the media is through a news release.

1. What is a News Release?

A news release is a free way to communicate and get noticed by the media outlets; newspapers, radio and television stations. Having a news release used by a media outlet is better than an advertisement. A news release is a "news item." It is used to inform, not sell. You use a news release to inform the public about you, your event or the Foundation and why it is important for the public to know about alopecia areata, your event or NAAF.

A news release identifies the problem and offers a motivating solution, i.e., you need to raise funds for alopecia areata research to identify the causes and find a cure. The public can help by attending your event or supporting your cause.

2. How do I Write a News Release?

There are two ways: get help from a professional or try it on your own. It must grab the attention of the person who decides if you are newsworthy enough to be given attention.

To be successful, you must get it to the right person such as the assignment editor for television and the medical/health reporter for newspapers. By making a phone call to the media outlets of your choice or visiting their website will usually reveal the name of the appropriate person. Be specific when telling them why you are calling. Find out exact name, title, and address of this person and properly address it to him/her.

To get the right person to read your news release, you need to grab their attention. Use a catchy phrase, title or logo to catch their eye so that they will continue to read the rest of your release.

Now that you have caught their attention, one of three things will happen. The worst is that your news release will be by-passed. The others are that your news release will be published as you have written it or you will receive a call for more information and maybe wider coverage. All this will depend on your message and your presentation.

Here are some helpful tips to give you a better chance of avoiding the first and least desired result.

- *Is my release newsworthy?* Your release should compare similarly to the stories in the media at the moment in regards to interest and local flair.
- *Should I put all the details in my release?* If you would be satisfied to have your release published as written, then yes. If you would prefer to try to get a call requesting more information, you should try to put enough detail to be informative, yet leave out enough detail to motivate a call for more information.
- *Are all my details in the release correct?* Make sure that all the details are as accurate as possible. Never lie, stretch, or bend the truth. This will create negative long-term consequences.
- *Should I customize my release for specific news outlets?* Absolutely. A release that will work for radio may not work for a newspaper or vice versa. Also, what works for one newspaper may not be appropriate for another servicing the same area. Take some time to tailor your release; it will be repaid by having more successes. Most media reporters or editors have extremely busy schedules and simply do not have the time to sort through all the releases they get. They will pay attention to those that require the least amount of time and attention to make them usable in their format and style.
- *Should I use NAAF letterhead?* Always. The letterhead sends a message that the release is official. It also should include a name and contact details, should verification or more details be required. Call the office for a supply of letterhead which we can send or email to you.
- *Are deadlines important?* Extremely. Call and find out about all deadlines. Each media will have their own deadlines-learn them and submit your releases accordingly.
- *Should I include a photo?* Always. Remember the old saying, “a picture tells a thousand words.” Alopecia areata is a visible disease and by adding a descriptive photo, it will help draw attention. Your photo will not be returned so use one that you can part with. In the end, the photo may get cut from the printed release, but it will help attract initial attention. Most media outlets prefer a black-and-white photo.
- *What should I do after I send my release?* One week to a few days (depends on deadlines) after you send it, call the editor or person who will decide if your release will be used and ask if they require any more details. By making this call, you will have the opportunity to introduce yourself to the editor, making your release more personal. It may also bring your release into view, if originally rejected, for reconsideration. You will also be available to answer any questions they may have.

The first page should contain your new details; the second page should be a biography on you or NAAF. You can access a lot of NAAF's information from our website at www.naaf.org. It is important that you keep the release concise, precise and to the point.

- *What common mistakes should I avoid?* Missed deadline; misspellings; reads too much like an advertisement; too long; too short; poorly written; content unsuitable; untimely; not enough local flair; incorrect address; or too little relevant details.

There are also books available on writing news releases, so check out your local library or bookstore. Once you have written your news release, contact NAAF for them to review it. Staff can help proofread for you and verify that all is accurate.

3. How Do I Deliver My News Release?

Whenever possible deliver your press releases by hand so you can introduce yourself, as well as NAAF. Putting a face and personality to the story will help increase your chances. It is a lot easier to toss a piece of paper in the trash than to say "no" to a happy, smiling, and friendly face. Also you can answer questions on the spot. Keep in mind that you are not the only one looking for page space or air time, so the more accessible you are, the better your chances of success. If you cannot deliver in person, find out how the reporter or editor prefers to receive press releases whether it's through email, mail or fax.

Remember to always thank the individual for their time, even if you receive a negative response. You must remain patient and build up the relationship over time; eventually they may run your story simply because they like you.

Call often and try not to get discouraged or give up. What is rejected by one media outlet may be exactly what another is looking for. Most local newspapers, radio and television stations have some format for promoting non-profit organizations for no charge. It is up to you to find them and make the most of what these services have to offer.

D. Additional Ideas to Raise Awareness

- Contact local government officials for a proclamation stating that September is Alopecia Areata Awareness Month. This can be a useful tool in generating media coverage.
- Write letters to the editorial section of your local newspaper.
- Take alopecia areata information packets to dermatologists in your community. Contact NAAF to request your packets.
- Speak to your child's class or school about alopecia areata. Read the alopecia areata School Pack, and request a Children's Video from NAAF.
- If your company has a newsletter, ask them to write a feature on alopecia areata for alopecia areata awareness month, or anytime throughout the year.
- Send an email message to all of your friends and loved ones.
- Send information about alopecia areata to individuals close to you through land mail.
- Leave NAAF brochures at businesses that you patronize, with their permission.

VII. How NAAF Can Help You

Need a helping hand? Call NAAF to discuss your questions and concerns. We can put you in touch with the real pros- other NAAF volunteers across the country who have successfully raised money and awareness with the help of their friends and family in their own backyards!

Get in touch with NAAF to provide the fact sheets and press kits you will need to generate media coverage about alopecia areata in your own community.

Appendix

Appendix A: Special Event Application, page 23

Appendix B: Alopecia Areata Quick Fact Sheet, page 24

Appendix C: Sample Corporate Solicitation Letter, page 25

Appendix D: Sample Informal Letter, page 26

Appendix E: Sample Press Release, page 27

Appendix F: Contact Brainstorming Sheet, page 28

Appendix G: Sample Thank You Letter, page 29

Appendix H: NAAF Office Contact Information, page 30

SPECIAL EVENT APPLICATION

Fundraising/Awareness Special Event Check Off List

_____ I have notified NAAF at least 30 days prior to the event.

_____ I have had all written materials reviewed by NAAF prior to distribution.

_____ I have read and understand NAAF's Corporate Relations Policy.

_____ I plan to provide NAAF with a final income/expense report within 30 days following the event.

_____ I plan to keep track of event participants and donors to allow for NAAF to send out thank you letters for the tax-deductible donation amount.

_____ I will provide NAAF with a write up after the event, including pictures if possible, and signed photo releases of the individuals in the photos (for NAAF publications) available from the NAAF office.

_____ I have kept one copy of the application/check-off list/ event guidelines for my personal files.

_____ I plan to fax or send this form and the Special Event Application to NAAF.

_____ I understand that third parties are prohibited from setting up a separate bank account in NAAF's name.

Signature _____ Date _____

Printed Name _____

Email Address _____

Event Name _____ Date of the Event _____

Fundraising/Awareness Special Event Application, Page 2

Please return to NAAF at least 30 days prior to event

CONTACT INFORMATION:

Name: _____

Group Affiliation (Support Group?): _____

Address: _____

Phone Number (h): _____ (c) _____ (w) _____

Email Address: _____

EVENT INFORMATION:

Event Title: _____

Event Description: _____

Event Date: _____ Event Time: _____

Event Location: _____

Insurance Coverage by Event Location: _____

Estimated Event Attendance: _____

SPONSOR INFORMATION (if applicable):

*if you have more than one, please list on a separate sheet of paper

Major Sponsor: _____

Sponsor Contact Information: _____

Average Estimated Donation: _____

Donation Mediums (circle all that apply):

Cash

Check

Visa/MC

In Kind (include value)

Please return completed form to NAAF with Check-Off List

65 Mitchell Blvd.,

Suite 200-B

San Rafael, CA 94903

Alopecia Areata Quick Fact Sheet

ALOPECIA AREATA QUICK FACT SHEET

What is alopecia areata? Whom does this disease affect?

- Alopecia areata is an autoimmune skin disease resulting in the loss of hair on the scalp and elsewhere on the body. Alopecia areata patchy usually starts with one or more small, round, smooth bald patches on the scalp or elsewhere. Total scalp hair loss is alopecia areata totalis. Complete body hair loss is alopecia areata universalis. Alopecia totalis and alopecia universalis are considered rare diseases.
- In alopecia universalis, the most severe form of the disease, all hair on the entire body is lost, leaving it unprotected—the scalp from the sun and elements; the eyes from dust and glare; and the nose and sinuses from foreign particles and bacteria.
- Alopecia areata affects approximately two percent of the population overall, including more than 6.5 million people in the United States alone and 145 million worldwide.
- Alopecia areata occurs in males and females of all ages and races; however, onset most often begins in childhood and can be psychologically devastating.
- Alopecia areata is highly unpredictable and cyclical. Hair can grow back in or fall out again at any time, and the disease course is different for each person.
- Due to public unfamiliarity with the disease, alopecia areata can have a profound impact on one's life and functional status, both at work and at school.

What is known about the genetics and forms of alopecia areata?

- Some persons are more genetically susceptible to developing alopecia areata, which involves multiple genes. Alopecia areata is known as a complex trait disorder.
- In at least one out of five persons with alopecia areata, someone else in their family also has it.
- Current research has shown that there appears to be genes that confer susceptibility to the disease, as well as the degree of disease severity. Research into the genetics of alopecia areata is currently ongoing. Eight genes related to alopecia areata have been discovered that are related to Type 1 diabetes, rheumatoid arthritis and celiac disease.
- Persons with alopecia areata and their families have a higher incidence of other autoimmune disorders such as thyroiditis, Type 1 diabetes, rheumatoid arthritis, vitiligo, celiac disease and lupus. In addition, they are more likely to suffer from allergies, asthma, hay fever, and atopic eczema.
- There appear to be two forms of alopecia areata—an early-onset form and a late-onset form. Those who develop their alopecia areata in childhood typically have alopecia totalis or alopecia universalis later in life; this early-onset form is usually more chronic.

What treatments are available? What has recent research shown?

- NAAF has launched a seven year first phase Alopecia Treatment Development Program to find an acceptable treatment.
- Treatment options are limited at the present time and depend upon the extent of hair loss; no one treatment works well for every person. There are no approved drugs by the Food and Drug Administration (FDA) for alopecia areata. Any treatments approved for other diseases and used for alopecia areata have to be used off label.
- No treatment, no matter how effective, can prevent new patches of hair loss from developing or affect the ultimate course of the disease. Currently there is no cure for alopecia areata.
- Treatment options include cortisone injections or pills, topical application of minoxidil or chemical substances that induce an allergic rash or contact dermatitis; however, these treatments are generally not effective for those with total scalp hair loss and some can have side effects.
- Recent research has verified that in alopecia areata, a person's own white blood cells (T lymphocytes) mistakenly attack the lower portion of the hair follicle, suppressing hair growth.
- Identification of the molecular target of the T cell attack inducing inflammation surrounding the hair follicle would make possible the development of specific immunotherapies.

Sample Corporation Solicitation Letter

Date

Dear:

As an individual affected by alopecia areata, I/we are committed to helping find better treatments, increasing research and supporting programs for other affected individuals and families. That is why I/we are writing to you today. I/we are hosting a (insert your event here) on (insert date here). The goal of this event is to raise awareness and funds for the National Alopecia Areata Foundation (NAAF) because our (insert affected family member name here) is affected by alopecia areata.

Please support our efforts by donating (insert whatever you are asking for here) to our event. The proceeds from our event are being raised on behalf of NAAF and will go a long way to supporting their services. I have attached a brochure, which describes alopecia areata and the Foundation's services in greater detail.

Your donation is fully tax-deductible to the extent allowed by law. I/we will be providing a report to the Foundation of all donations. You will receive a letter from the Foundation for your tax purposes. If you would like more information about NAAF, I invite you to visit their website at www.naaf.org.

I/we look forward to your favorable response. If you require additional information or have any questions, please feel free to contact me/us at (insert your phone number here).

Sincerely yours,

Your Name

Informal, Personal Letter

Dear Friends and Family,

This June I am going to the National Alopecia Areata Foundation (NAAF) Annual Conference with my family. Alopecia areata is a condition that affects over 5 million Americans. It is a disease that is called “autoimmune.” In some weird way the brain sends a signal to the body to be allergic to hair. The reason for the conference is to raise awareness and to raise funds. There’s no known cure. We want to find a cure! I want to be part of that cure. Some people get alopecia areata as infants. Others get it at fifty. You or someone you love may one day get it. I hope you don’t, because it is not fun.

I put a tea bag and a return envelope in with this letter. Please make yourself a cup of tea. While you drink your tea, pray for those of us with this and other diseases. Thanks for praying. If you want to help in another way, put a gift to NAAF in the return envelope. I will take your gifts to the conference myself and deliver them. Please make checks payable to NAAF. They say to remind all of you that your donations are tax-deductible, and you will receive a receipt.

I hope that you take this idea into consideration. Also, all the other children, men and women affected by alopecia areata will appreciate it. I know that if you are not able to help, money wise, I know that you will be helping by fighting with your prayers that there will be a cure in the near future found for alopecia areata.

Love,

Tristan
Age, 13

Sample News Release

FOR IMMEDIATE RELEASE

Contact: Your Name
Phone: Your Phone Number
Fax: Your Fax Number
Email: Your Email Address

(Insert Name of Your Event Here)

Your town, your state (Insert date)-On (insert date and time), the National Alopecia Areata Foundation (NAAF) will be the recipient of funds raised from (insert your event) hosted by (insert your name here) in (insert your town). The (insert names here) are hosting this event in honor of their (insert affected individual's name here), who is affected by alopecia areata.

The National Alopecia Areata Foundation (NAAF) is the world center for those dedicated affected by alopecia areata. Alopecia areata (al-oh-PEE-shah air-ee-AH-tah) is a highly unpredictable, autoimmune skin disease resulting in the loss of hair on the scalp and elsewhere on the body. This common but very challenging and capricious disease affects approximately 2 percent of the population overall, including more than 5 million people in the United States alone. Due to the fact that much of the public is still not familiar with alopecia areata, the disease can have a profound impact on one's life and functional status, both at work and at school.

The (insert your event) will feature (insert interesting facts about your event here. List names of well-known community members who are attending/supporting. If charging an entrance fee, include it. List names of big sponsors, if any. Include anything you think would be of interest. Include all details and how individuals can participate.)

Proceeds from the event are being raised on behalf of NAAF. The Foundation provides reliable publications, a support network of families, education conferences for families, a web site, scholarship, a research program, and more.

NAAF's mission is to encourage and fund medical research for better treatment and ultimate cure, provide support and resources for those with the condition, and raise public consciousness of the disease.

For more information about alopecia areata or the (insert name of event here), contact (insert your name and contact information here). More information is also available at the NAAF web site, www.naaf.org.

###

Contact Brainstorming Sheet

Who do you know? Who can help you?

List 5 family members

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 friends

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 people you know through your business life

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 businesses that you frequent personally

- 1.
- 2.
- 3.
- 4.
- 5.

List 5 neighbors

- 1.
- 2.
- 3.
- 4.
- 5.

Sample Thank You Letter

Date

Contact Name

Company

Address

City, State, Zip

Dear (Contact Name),

Thank you for your kind donation to the (name of event) to benefit the National Alopecia Areata Foundation (NAAF). With your help, we raised (amount here) for the Foundation.

(Add a paragraph here which summarizes your event and its success.)

Proceeds from the event will be used to sponsor alopecia areata research projects, to provide children and adults with emotional support, and help raise public consciousness about the autoimmune skin disease alopecia areata.

We sincerely thank you for your generosity and your continued support of (name of event). We hope we can count on your help next year for the (name upcoming event), scheduled for (date here).

Gratefully,

Your Name

Contact Information

NAAF Office Contact Information

Materials Available for your Event

General Brochure on NAAF/alopecia areata
Annual Report
Newsletter

Staff

Jeanne Rappoport, Acting CEO & Chief Admin Officer, jeanne@naaf.org

Kate Hanni, Chief Development Strategist, kate@naaf.org

Judy Williams, Support & Education Director, judy@naaf.org

Mary Cosgrove, Director of Technology & Publications, mary@naaf.org

Gary Sherwood, Director of Communications, gary@naaf.org

Kris Adams, Office Coordinator, kristen@naaf.org

National Alopecia Areata Foundation

65 Mitchell Blvd., Suite 200-B

San Rafael, CA 94903

Phone, 415-472-3780

Fax, 415-472-5343

www.naaf.org

info@naaf.org