



2025 FUNDRAISING & AWARENESS TOOLKIT

Welcome

Thank you for Joining the Walk For Alopecia™ Movement

The National Alopecia Areata Foundation's (NAAF) 3rd Annual Walk For Alopecia™ on Saturday, September 27, 2025, is the finale of Alopecia Areata Awareness Month and it will once again bring the alopecia areata community of families, caregivers, friends, co-workers, and healthcare professionals together to help drive research for better treatments and a cure, increase support, advocate for change, and end stigma.



In 2024, the 2nd Annual Walk For Alopecia™ was a tremendous success engaging thousands across the country, increasing public awareness of alopecia areata and raising more than \$950,000 to support alopecia areata services and research.



The 2025 Walk will build on this achievement, engaging more people in more communities who want to do something about alopecia areata. With Flagship sites in San Francisco and Philadelphia, selected volunteer-led community walks around the country, and locally activating do-it-yourself Walk Where You are teams, you are a part of a community that wants to show the world that it is *not just hair!*



Together, on one day, we can shine the brightest light on alopecia areata. Let's Walk For Alopecia!

Checklist

Set Yourself and Your Team up for Success

- ☐ Register for Walk For Alopecia™ at www.naaf.org/walk. You can start a team or join as an individual.
- ☐ Personalize your fundraising page to share your story and connection to NAAF.
- ☐ Make a donation to yourself to inspire others to support you.
- ☐ Share your Team Link. Send out emails, text messages, and post on social media asking your friends, family, and colleagues for a donation and to join your team.

* Interested in getting your company involved?

Sponsorships, lunch & learn, “Walk Where You Are” efforts at your work place are a great way to create awareness and get more people involved.



Marketing Tools

Print and Digital Tools to Promote Your Walk for Alopecia

Social Media Infographics



Social Media Frame

- #walkforalopecia
- #naaf
- #alopecia
- #alopeciaareata
- #alopeciawalk
- #notjusthair
- #alopeciaawareness

Social Media Frame

- When you post, please tag us
- so we can share your post with our community:
- Facebook: NAAFUSA
- Instagram: @naaf_alopecia
- Twitter/X: @NAAF_org
- LinkedIn: National-Alopecia-Areata-Foundation

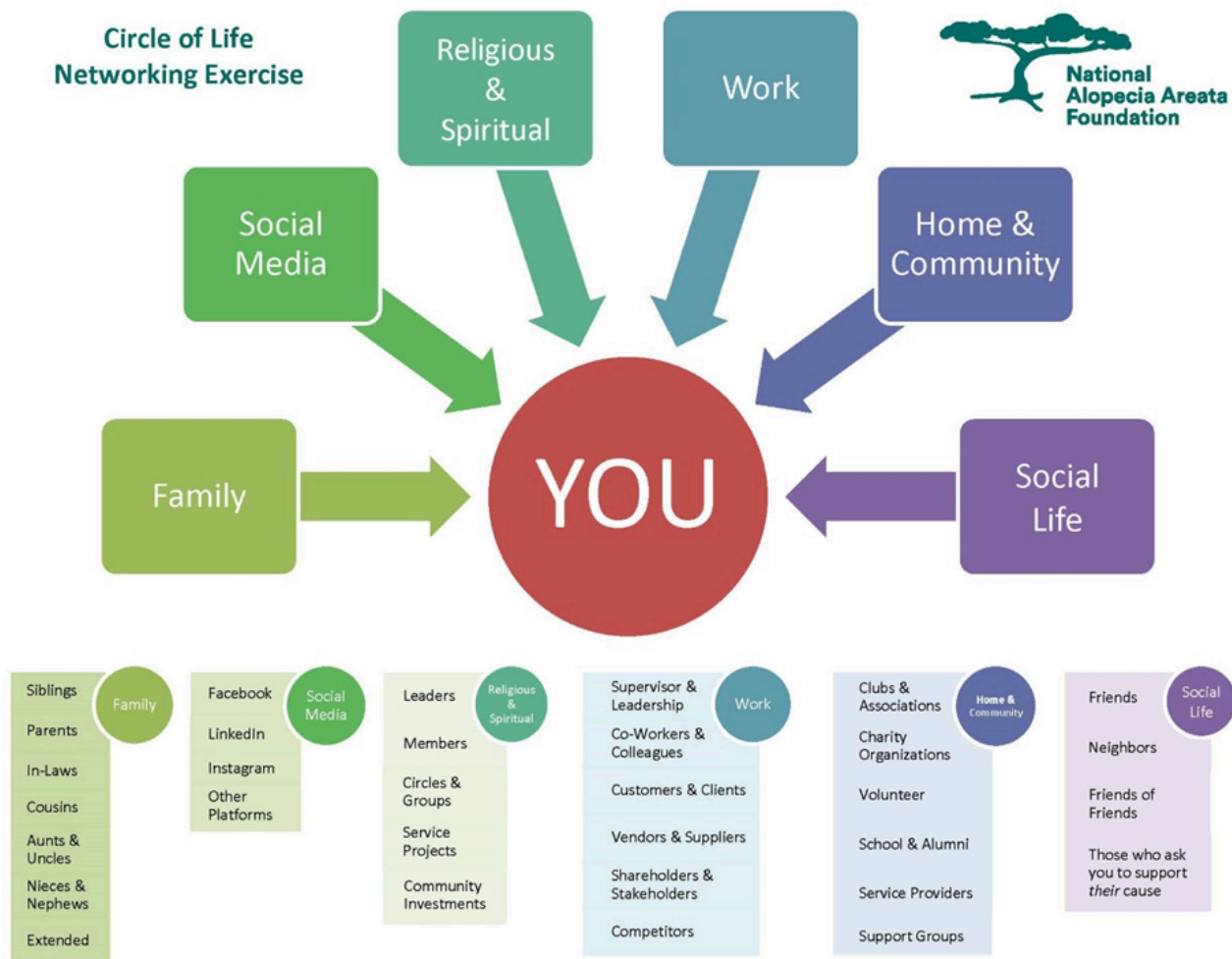
Get Started

Register for Walk For Alopecia™



Who To Ask

Ask everyone you know to support your fundraising team.



Sign Up or Create a Team

Walk independently, Join a Team or Create a Team
Minutes to Register in Six Short Steps



1. Sign Up

The screenshot shows the "Get Started" registration form. It has a header with the Walk For Alopecia logo and navigation links. Below the header, it says "Get Started" and "Been here before? Login to your account to prefill the fields below with your information." There are input fields for "Name" (First Name, Last Name), "Email Address", and "Create Password". A "Continue To Next Step" button is at the bottom.

2. Who is Walking

The screenshot shows the "Registration Type" form. It has a header with the Walk For Alopecia logo and navigation links. Below the header, it says "Registration Type". There are two radio button options: "Participant Type" (Adult Walker, Child Walker (Ages 3 - 17)). A "Continue To Next Step" button is at the bottom.

3. Create Team & Goal

The screenshot shows the "Registration Type" form with additional options. It has a header with the Walk For Alopecia logo and navigation links. Below the header, it says "Registration Type". There are two radio button options: "Participant Type" (Adult Walker, Child Walker (Ages 3 - 17)). There are also radio button options for "Role" (Individual, Join a Team, Create a Team) and "Team Type" (Corporate Team, Friends & Family Team). There are input fields for "Team Name" and "Team Fundraising Goal". A "Continue To Next Step" button is at the bottom.

4. Input Your Data

The screenshot shows the "Registration Details" form. It has a header with the Walk For Alopecia logo and navigation links. Below the header, it says "Registration Details". There are input fields for "Your Fundraising Goal", "Make a Donation?", "Donation Amount", "I don't plan to donate", "Please show your commitment to alopecia areata?", "Please let us know your place of work", "Address Information" (Street, Apt/Suite, City, State/Province, Zip/Postal Code, Country, Phone), and "Mobile Phone (Optional)". A "Continue To Next Step" button is at the bottom.

5. You're Are All Set

The screenshot shows the "Complete Registration" confirmation page. It has a header with the Walk For Alopecia logo and navigation links. Below the header, it says "Complete Registration". There is a progress bar showing "You're almost done. Please review the information below and complete your registration." Below the progress bar, there is a summary of the registration details: "Name & Email", "Registration Type", "Participant Type", "Role", "Team Name", "Team Type", "Team Fundraising Goal", and "Registration Details". A "Continue To Next Step" button is at the bottom.

Congratulations & Welcome!



Personalize Your Page

Share your story with your friends, family, and community

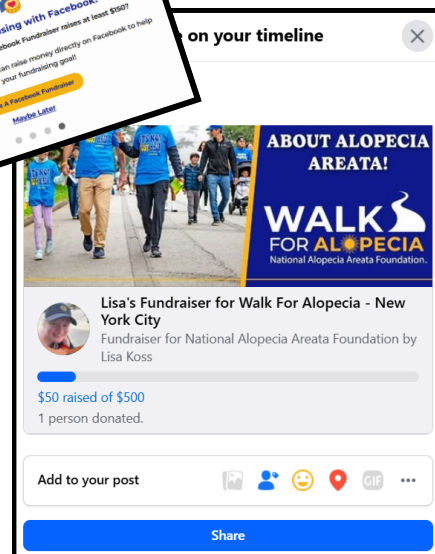
Adding personal touches to your Walk For Alopecia™ fundraising page, like why you are fundraising, your alopecia/NAAF connection, or personal photos and stories, helps your friends and family connect more with your passion for the National Alopecia Areata Foundation's mission. Your personal supporters will feel more compelled to give because they understand your unique reason for walking for alopecia and what it means to you.



While registering your team or personal fundraising page, link it to your Facebook page. Donors are more likely to triple their fundraising when sharing on social media.



Please do not create a Facebook or Instagram fundraiser directly on your platform. It will only link if you tie it from your main fundraising page.



PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the NAAF mission and to set a standard for donations. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Fundraising Challenge

Earn Walk For Alopecia™ Reach Fundraising Rewards



Earn a collectable Walk For Alopecia T-shirt when you raise \$200!



Earn a Luminary Top Fundraiser sweatshirt when you raise \$1,000!

DAY 1

Make a personal donation of \$50

DAY 2

Ask 3 relatives for \$25 each

DAY 3

Post on social media & raise \$250+

DAY 4

Email 10 friends & ask for \$25 each

DAY 5

Text 5 old friends & ask for \$25 each

DAY 6

Ask 3 co-workers for \$25 each

DAY 7

Ask someone whose cause you have supported for \$25 or more

DAY 8

Ask 3 of your most frequented businesses for \$25 each

DAY 9

Ask 3 neighbors for \$25 each

DAY 10

Host a garage sale or ice cream social

HOW TO RAISE \$1,000 IN 10 DAYS

Goal Setting Worksheet

x \$ _____

+

Number of teammates: Each teammate is encouraged to beat the national fundraising average of \$300. Invite neighbors, co-workers, family, friends and classmates to join you. Anyone who raises \$200 or more gets a Walk For Alopecia T-shirt.

\$ _____

+

Go the extra mile and raise \$1000

Challenge your team to have at least one person raise \$1000.

\$ _____

+

Your personal fundraising goal

Lead by example and show your team members how rewarding it is to raise funds for an important cause.

\$ _____

+

Corporate matching

Does your company match donations? Will your donor's company match their donation?

\$ _____

+

Corporate sponsorship

Would your company like information about the benefits of supporting this important cause?

Team fundraising events/activities

\$ _____

=

Create a FUNdraising activity prior to the Walk to spur excitement and raise funds to put toward your team goal.

\$ _____

Total Team Goal



Fundraising Ideas

You can put the FUN in Fundraising!



Dine to Donate

Team up with restaurants to host a proceeds night for your Team. Many chain restaurants have programs ready to go!



50 State Challenge

Challenge yourself or your Team to secure a donation from someone in each of the 50 states.



Online Trivia

Host an online trivia event using a platform such as Kahoot. Choose a family-friendly topic so everyone can join in the fun!



Garage Sale

Get rid of unwanted stuff and host a garage sale with your neighbors. Be sure to put out a donation jar.



Snack Cart

Buy sweet and salty snacks in bulk and offer them for a donation at your office. Include a QR code for easy and quick donations.



T-Shirt Sales

Use online T-shirt fundraising platforms such as Bonfire to create special Team T-shirt.

Every Donation Counts

You Are Making a Difference!

Money raised through Walk For Alopecia™ will help NAAF provide support across a wide range of programs and services.

\$50	Sends Brave Barbie to two children who have been diagnosed with alopecia areata giving them the opportunity to have a toy that looks like them
\$100	Shares advocacy training resources with one volunteer serving as a Legislative Liaison or Mentor, allowing them to be the voice of the alopecia areata community driving change locally and on Capitol Hill
\$250	Provides online meeting tools to two support groups for one year, allowing people living with alopecia areata to stay connected monthly, build community, and extend assistance from peers
\$500	Covers the cost of sending one child aged 5-17 who is living with alopecia areata to the Kid's Camp at NAAF's International Patient Conference providing community, support, and life-changing programming
\$1,000	Extends a travel grant to an early career researcher to present important breaking alopecia areata-related findings at a domestic scientific conference
\$3,000	Supports one student, resident, or fellow interested in conducting research focused on alopecia areata, furthering the potential for the best and brightest researchers to focus on alopecia areata in their career
\$5,000	Accesses online production tools and audio-visual support for the "You Are Not Alone" Education and Empowerment Monthly Webinar Series which addresses critically important topics for the alopecia areata community such as understanding the new treatments, how to purchase a wig, and standing up to bullying
\$10,000	Contributes to a research grant award supporting new investigations to improve scientific understanding of alopecia areata and identify better treatments

Thank You For Your Support

Walk For Alopecia™ Team



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Please Send Donations to

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