

MAKE A MOVE 2026

PARTICIPANT FUNDRAISING TOOLKIT



Thank you!



On behalf of the Scleroderma Canada team, I want to extend my deepest gratitude to you for your fundraising efforts for our upcoming Make A Move campaign. Your commitment to this cause means the world to us and to the scleroderma community. As you know, the work we do would not be possible without the support of passionate individuals like you. By fundraising, you are not only helping to raise essential funds, but you are also raising awareness and inspiring others to get involved.

Every dollar you raise and every person you reach helps to push forward our mission of raising awareness for this rare disease, improving the lives of those living with it, and working towards finding a cure for scleroderma.

We are incredibly grateful for your enthusiasm and dedication to helping us achieve our goals. We recognize that fundraising takes time, energy, and commitment, and we are here to support you every step of the way. Whether you need resources, tips, or assistance, please don't hesitate to reach out to our team.

Scleroderma is a hard word and a harder disease but with your help, we can surpass our campaign goals and continue to change lives for the better.

Thank you!

John Malcolmson
Executive Director
Scleroderma Canada

WHY YOUR SUPPORT MATTERS



About Scleroderma Canada

Scleroderma Canada is a CRA registered national charity serving the Canadian scleroderma community. We are the national advocate for those affected by this rare and difficult disease. Established in 1999, we have worked collaboratively with regional and international organizations to bring health care research, education and clinical care together to ensure those affected by scleroderma have access to the latest advances in care.

Our Core Pillars



Patient Support

We provide trusted information, peer support, and community programs so no one faces scleroderma alone. From support groups to educational resources, we help patients and families feel informed, connected, and empowered.



Research

We invest in innovative research to better understand scleroderma, improve treatments, and move closer to a cure. Every dollar raised helps advance discoveries that can change lives.



Awareness

We work to increase public and medical awareness of scleroderma to support earlier diagnosis, reduce stigma, and strengthen understanding of this complex disease across Canada.



Advocacy

We amplify patient voices to influence healthcare policy, improve access to care, and ensure the needs of the scleroderma community are recognized at every level.

FUNDRAISING TIPS & TRICKS

Congratulations on joining Make A Move 2026! Your commitment to fundraising will make a significant impact on our mission. To help you maximize your efforts, we've compiled some effective fundraising tips to guide you along the way.

Define Your Goal: Set a clear and achievable fundraising goal. Whether it's a specific dollar amount or a target number of donors, having a goal gives you a sense of purpose and motivates your efforts.

Engage Your Community: Reach out to your friends, family, colleagues, and social networks to ask for their support. Personalized messages and one-on-one conversations can be even more effective than emails or social media posts.

Use Social Media Strategically: Harness the power of social media to amplify your message. Share updates about your fundraising progress, post engaging, and encourage your followers to get involved. Don't forget to include a direct link to your fundraising page for easy donations.

Share Your Story: Your personal connection to scleroderma is powerful. If you're comfortable, you can share personal anecdotes, experiences, or testimonials that evoke emotion and inspire others to support your fundraising efforts.

Provide Regular Updates: Keep your supporters informed and engaged by sharing regular updates on your fundraising progress. Highlight milestones, success stories, and the impact of their contributions to demonstrate the importance of their support.

Express Gratitude: Show appreciation to your donors and supporters. Send thank-you messages, acknowledge their generosity publicly, and express gratitude for their contributions towards our shared goal.

Stay Persistent and Positive: Fundraising can be challenging at times, but stay persistent and maintain a positive attitude. Celebrate your achievements, learn from setbacks, and remember that every effort brings us closer to making a difference.



Thank you for being an integral part of our fundraising efforts. Together, we can create positive change and make a lasting impact the scleroderma community.

OUTREACH CHECKLIST

Who Should I Ask to Sponsor My Make A Move Fundraiser? Use this checklist to make sure you don't miss anyone in your circle. Start close to home, then branch outward! Remember, most people donate because of their connection to you, not because they already know about scleroderma.

FAMILY

- Mom
- Dad
- Sister
- Brother
- Grandparents
- Aunts
- Uncles
- Cousins
- In-laws
- Godparents
- Extended family
- Family friends

FRIENDS

- Best friends
- Childhood friends
- University/college friends
- High school friends
- Neighbours
- Teammates
- Book club members
- Gym friends
- Walking group
- Parents of your kids' friends
- Social media friends
- Friends you haven't seen in a while

SCHOOL

- Teachers (past & present)
- Professors
- Coaches
- School principal
- School administrators
- School clubs
- Alumni networks
- Parent council members
- Classmates
- Study groups

WORK

- Boss / Manager
- Supervisor
- Coworkers
- HR department
- Clients
- Vendors
- Business partners
- Company social committee
- Corporate matching gift program
- Professional associations
- LinkedIn connections

COMMUNITY

- Church / faith group members
- Community centre members
- Volunteer groups
- Sports leagues
- Parent associations
- Local small business owners
- Your hairstylist / barber
- Your dentist / physiotherapist
- Your family doctor's office
- Local café owners
- Local fitness studio

DON'T FORGET

- People who have supported you before
- People who care about rare diseases
- People who care about you
- People who just need a reminder
- Yourself (lead by example!)

GET CREATIVE

- Ask your parents to share your link
- Ask your spouse/partner to share at work
- Ask your kids to share at school
- Post in neighbourhood Facebook groups
- Share in community newsletters
- Include your link in your email signature
- Ask if your workplace will match donations
- Ask someone to sponsor you per kilometre
- Host a small pre-walk fundraiser (bake sale, garage sale, bottle drive)



MARKETING GUIDE:

Social Media Caption Ideas

I'm taking part in Make a Move, a walk to raise awareness and funds for scleroderma – a rare autoimmune disease that can affect the skin and internal organs.

Most people have never heard of it... until someone they love is diagnosed.

I'm walking to change that. If you'd like to support or learn more, I'd be so grateful.

I'm walking in Make a Move this year to bring awareness of scleroderma to our community.

It's a disease that doesn't get talked about enough – and that needs to change. Every dollar raised supports patient programs, advocacy, and research across Canada.

If you've ever wanted to support something local and meaningful, this is it

Before scleroderma touched my life, I had never heard of it.

Now I know how important awareness, support, and research truly are. That's why I'm participating in Make a Move – to make sure no one faces this disease alone.

If you're able to donate or share, it would mean so much.

Did you know scleroderma is a chronic autoimmune disease with no cure?

Neither did I.

That's why I'm taking part in Make a Move – to raise awareness and funds for people living with it. Small actions add up. Thanks for being part of mine

I'm participating in Make a Move – a community walk supporting Canadians affected by scleroderma.

If you want to walk with me, donate, or just learn something new about a disease that deserves more attention, I'd love your support. Let's make some noise for a rare disease

Walking for something that matters.

Make a Move supports Canadians living with scleroderma – a rare autoimmune disease that needs more awareness and research.

Proud to be part of it

Scleroderma can change someone's life overnight.

Make a Move helps fund research, patient support programs, and advocacy work so people affected don't have to navigate it alone.

I'm walking for awareness. For support. For hope.

MARKETING GUIDE:

Social Media Story Ideas

Walk With Me Countdown Series

Slide 1: I'm walking in Make a Move this June

Slide 2: It supports Canadians living with scleroderma – a rare autoimmune disease.

Slide 3: Most people have never heard of it... I hadn't either.

Slide 4: Help me change that.

Donate or join my team here: [insert link]

Add: Countdown sticker to event day

"Did You Know?" Interactive Series

Slide 1: Have you ever heard of scleroderma? Poll: Yes / No

Slide 2: It's a chronic autoimmune disease that can affect skin and internal organs.

Slide 3: There's currently no cure – which is why I'm participating in Make a Move.

Slide 4: Support my fundraiser here [insert link]

"Why I'm Walking"

Slide 1: This one's personal

Slide 2: I'm walking in Make a Move because [1 sentence personal reason].

Slide 3: Scleroderma needs more awareness and research.

Slide 4: If you'd like to support or share: [insert link]

"Bring Awareness to Our Community"

Slide 1: Bringing scleroderma awareness to our community

Slide 2: Funds raised support patient programs and research across Canada.

Slide 3: Rare diseases deserve attention too.

Slide 4: Donate or walk with me [insert link]

Light + Engaging

Slide 1: POV: You agreed to walk for a good cause

Slide 2: It's for Make a Move – supporting Canadians living with scleroderma.

Slide 3: Good steps. Good cause. Good people.

Slide 4: Sponsor me here [insert link]

 **pro tip: you can increase post engagement with hashtags**

These are some of the ones we use frequently:

#MakeAMove2026 #MAM4Scleroderma #SclerodermaCanada #Scleroderma
#HardWordHarderDisease #SclerodermaAwareness #RareDisease

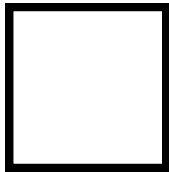
MARKETING GUIDE:

Brand Kit

Logos



Colours



#ffffff



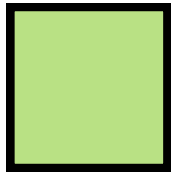
#8cc640



#31307a



#6463c4



#b9e185

Fonts

Code Pro

Coco Gothic

Public Sans

This brand kit will be made available to you through canva should you need it.

Make A Move FAQ

Are cash donations allowed?

We do allow cash donations. We ask that you keep the cash you receive until after the event is over and send us a cheque for the total amount.

Can I use the Scleroderma Canada logo in my own materials?

Absolutely! Feel free to make your own promotional graphics and include our logo in them.

Can I have a fundraising event for myself outside of the walk I've signed up for?

Go for it! We encourage all types of fundraising, even outside of official Make A Move events.

How will my donors receive tax receipts?

All online donations are handled by Scleroderma Canada and we will deliver donors' tax receipts directly to them.

Still have questions? Get in touch



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