

Raise \$500 in 5 days!

Day 1:
Sponsor yourself
for \$25 or more
\$25

Day 2: Send
an email to 20
contacts asking
for \$25. If half
respond, you will
raise \$250
\$250

Day 3:
Post a challenge
on Facebook for
10 of your friends
to donate \$10 each
\$100

Day 4:
Ask 3 businesses
you frequent for
\$25 each
\$75

Day 5:
Ask 5 co-workers
to make a \$10
donation
\$50

TOTAL RAISED \$500



ASF 5K for Healthy Kidneys Guide

Welcome! Thank you for registering for the 10th Annual event to raise funds and awareness to conquer Alport Syndrome.

Alport Syndrome (AS) is a rare hereditary kidney disease that causes a decline in kidney function, hearing loss and vision problems. The disease leads to kidney failure for 50% of boys with the predominant, X-linked form of the disease by age 25 and 90% of boys by age 40. Girls are affected too, with some impacted similarly to boys but most seeing later disease progression.

Funds raised through Team ASF fuel ASF's efforts including:

Research ASF supports groundbreaking research to advance the knowledge of, develop effective treatment protocols for, and discover a cure for Alport Syndrome. ASF has facilitated more than \$2 million in research funding by developing international strategic partnerships and alliances. ASF also provides funding and support the Alport Syndrome Treatments and Outcomes Registry which is critical for clinical trials.

Support ASF has connected with more than 7,000 patients, families, physicians and researchers in 75 countries through online and telephone support networks. A newly developed Peer Mentor program connects patients with mentors to provide resources and support.

Education ASF delivers education to patients' computers via a monthly newsletter, webinars, and social media and in person at ASF Family Meetings that educate those affected by AS, including specialized programs for teens and young adults. For the medical community, ASF raises awareness of current clinical guidelines and promotes emerging research.

Awareness The voice of the AS community is built on the personal stories of thousands of patients, families, friends and medical professionals. ASF provides resources to share stories online, with the media and in the community.



Alport Syndrome Foundation
P.O. Box 4130
Scottsdale, AZ 85261-4130

ASF's mission is to improve the lives of those affected by Alport Syndrome through education, empowerment, advocacy and research.



5K Incentive Prizes

\$100 1 Raffle ticket to win an Apple Watch

\$250 1 Raffle ticket for each \$100 raised and ASF

water bottle

\$500 1 Raffle ticket for each \$100 raised, ASF water

bottle and duffel bag



What to expect at the event

Kiwanis Park in Tempe, AZ at 8am on April 2nd!

North parking lot off Baseline Road at Ash Avenue

Participants of the Alport Syndrome 5K for Healthy Kidneys will receive a commemorative T-shirt, refreshments, music, entertainment and a chance to win great door prizes.

Prizes will be awarded in 5 age categories for top male and female finishers as well as fundraising.

Packet Pick Up:

You can pick up your packet at 7:00 AM the event or at Saturday, April 1, 2017

10 a.m. - 1:30 p.m. at Sole Sports Tempe
1006 E. Warner Rd. Tempe, AZ 85284

Frequently Asked Questions FAQs

I received a cash or check donation. How do I turn it in? You can bring it with you to the event or convert cash to a money order or cashier's check. Make checks payable to the Alport Syndrome Foundation. **Send funds to: Alport Syndrome Foundation; P.O. Box 4130; Scottsdale, AZ 85261-4130.** Please be sure to note your name. Shortly after, they will appear on your personal fundraising page.

Can I ask my company or local businesses for donations?

Please do! Sponsorship Opportunities are listed on the event website. Their donation is tax deductible.

Why is an event dedicated exclusively to Alport Syndrome so important when there are many other kidney events?

While Alport patients benefit greatly from the life saving treatments of dialysis and transplantation, ASF is dedicated to conquering this specific disease. This means focused research to expand treatment options and better understand the genetics, educating the medical community about diagnosis and treatment standards as well as providing services and resources focused on the specific and unique needs of Alport patients.

Are donations tax deductible?

Yes! ASF's Tax ID number is 20-82371

I want to send an email or letter to request support, but don't know where to start in writing it!

Start with this sample letter and personalize with your own info!

I am participating in the 10th Anniversary 5K for Healthy Kidneys to raise funds to conquer Alport Syndrome. Please help me in my fight by making a donation to the Alport Syndrome Foundation to support my efforts.

Alport Syndrome is a rare hereditary kidney disease that causes a decline in kidney function, hearing loss and vision problems. The disease leads to kidney failure for 50% of boys with the predominant, X-linked form of the disease by age 25 and 90% of boys by age 40. Girls are affected too, with some impacted similarly to boys but most seeing later disease progression. While there are medications to delay the progression of the disease, there is no cure.

As you may know, my family has been impacted by Alport Syndrome [Personalize here with your story as desired.]

Please visit [Insert the link to your personal page] to support my efforts today. Thank you!



How do I use my HQ?

Your HQ is your way to personalize your personal fundraising page, easily send emails using ASF's templates, and keep track of your supporters. Log in at alportsyndrome.kintera.org/arizona5k2017

To start off, first go to the "My Webpage" section to edit your 'Personal Page'. This is the page your donors will see; so give it your own touch by adding a picture and information about you and your reasons for participating in the event.

Next, start your email campaign to solicit friends and family for donations and to build your team. The email message will automatically include a direct link back to your personal page to make it as easy as possible for them to make a donation or join your team.

Visit your "Reports" area often and see how you are doing! Utilize the other convenient tools to help you reach your goal!



Raising Funds: Make a Difference

Not sure where to start? ASF provides online and offline tools to help you spread the word and raise funds!



SET A GOAL

Decide how much you want to raise and create a plan. **Raise \$100 to receive a raffle ticket to win an Apple Watch. \$250 to also receive an ASF water bottle. Raise \$500 to also receive an ASF duffel bag!**

CUSTOMIZE YOUR PAGE

When you visit alportsyndrome.kintera.org/arizona5k2017 and log into your HQ, you can inspire others to join or support you by personalizing your web page with a message, story and photo. There are instructions on how to use your HQ on the next page.



MAKE A PERSONAL GIFT

Kick-start your fundraising with a personal donation. When supporters see that you contributed, they will be more inclined to give. Donating online is quick and easy or you can mail your donation to ASF to the address on the next page.

USE SOCIAL MEDIA

Share the link to your page on email, Facebook, Twitter, your blog or other social media outlets. And ask your contacts to repost to their contacts. This is a great way to update others on your progress and remind them to support you! Most importantly, you will be raising awareness about Alport Syndrome.



SEND EMAILS

You can copy and paste the link to your personal fundraising page into an email and send it to your contacts using your personal email. Or follow the simple directions in your participant center to upload your contacts and send emails through your HQ. Use the sample letter on the next page or the sample letters in your HQ.

MATCHING GIFTS

Double the funds you raise! Many companies match donations by employees. Contact your human resources representative to see if your company has an employee giving or matching program and ask those who sponsor you to do the same.

