

# DION FOUNDATION

FOR CHILDREN WITH RARE DISEASES

TEAM DION

**RUNNING  
FOR THOSE  
WHO CANT**



## 2024 Fundraising, Social Media Toolkit & Resources

Use the following comprehensive guide to jump-start your fundraising on social media and reach your fundraising goals:

### START HERE:

#### Create your GivenGain Boston Marathon Fundraising page:

To raise funds as a fundraiser via GivenGain, start by clicking on "[Search](#)" and entering the name of your charity: The Dion Foundation.

Now click on "Start Fundraising" at the top of the page and register with your Google / Facebook account or with an email address and login. Select to fundraise as part of an event (e.g. a cycling race in which you can participate) or as a solo fundraiser.

Now be sure THE DION FOUNDATION is selected and click "Continue".

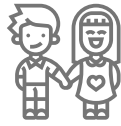
Next, set up your profile! Be sure to include photos, your "WHY" and everything you want to share with your donors! SEE BELOW FOR MEDIA TOOLKIT AND HELPFUL TIPS.

1. Set your target amount and the end date for your fundraising project. Click "Edit details" **Set fundraising goal: \$9,700** (\$10,000 less B.A.A. registration fees).
2. Edit MY STORY. Share your why!
3. Edit GALLERY: Add some photos – the more the better!
4. When you are finished – click bottom of the page "Looks good! Make it live"
5. Once your page is complete, SHARE it with friends, family members and colleagues via the social media buttons. Don't forget to kick off your own fundraising by making a \$100 tax deductible contribution to your page.

### SEE BELOW FOR FUNDRAISING INSTRUCTIONS/HELPFUL TIPS

#### First: Engage your friends and family with *why you are running*

• Write and share posts on social media about why you're involved in the The Dion Foundation Boston Marathon Team. Some helpful places to start:



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- Describe what it means to support The Dion Foundation's mission to raise awareness and allocate funds for research for treatments of rare, severe forms of Limb-Girdle Muscular Dystrophy.
- What is your relationship to The Dion Foundation or Muscular Dystrophy? Why do you dedicate your time, energy, and support to this cause? Why do you encourage others to as well?

## NEXT:

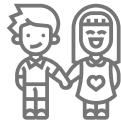
- [DOWNLOAD OUR SHAREABLE SOCIAL MEDIA IMAGES](#) and post your favorites: we recommend an announcement post, and weekly marathon training update posts (ie. Long run!), as well as fundraising milestone posts (ie. % to fundraising goals)
- Use the hashtag **#teamDion** so we can see and share your posts.
- Post often! Share the link to your Team Dion fundraising page every change you can: encourage friends and family to share your posts and remind your networks why you are dedicating your miles!

## QUICK AND EASY:

**STEP 1: COPY and PASTE** the below on **Facebook, Twitter, Instagram, and/or LinkedIn** (or whichever social media platform you choose). *Remember to include the link to your Team Dion Boston Marathon fundraising page with each post!*

- Every mile we run with Team Dion at the 2024 Boston Marathon makes a difference for children living with muscular dystrophy around the world: funding research for a treatment for these devastating diseases. Will you support my miles? #TeamDion #TeamDionBostonMarathon
- I'm running miles for those who can't! Raising funds for research for a treatment for rare, severe forms of Muscular Dystrophy. Every donation to my run will make an impact on the lives of patients and families living with Muscular Dystrophy. #TeamDion #TeamDionBostonMarathon
- Together, our impact adds up. Donate as I run the Boston Marathon and help fuel groundbreaking gene therapy research to treat rare, severe forms of childhood Muscular Dystrophy. Every dollar helps! #TeamDion #TeamDionBostonMarathon

**STEP 2: More ways to support your Boston Marathon Miles on social media:**



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- Connect with Team Dion runners and supporters, swap fundraising ideas, and receive the latest news to share to help drive fundraising from our staff by [joining our Facebook Group](#)
- Edit your “About” or “Bio” sections in your social media profiles to include a link directly to your fundraising page (GivenGain)
- Share and engage with social media posts directly from the Dion Foundation’s pages: [Facebook](#), [Instagram](#), and [LinkedIn](#); and our [Team Dion Facebook page](#)

## LOOKING TO SHARE MORE ABOUT THE DION FOUNDATION AND LGMD?

### THE DION FOUNDATION MISSION STATEMENT:

Our mission at the Dion Children Foundation for Rare Disease is to increase awareness of rare and ultra-rare genetic diseases such as Limb-Girdle Muscular Dystrophy, that affect children with the intention of allocating funds for research and development of potential treatments and cures of these devastating diseases. Our belief at Dion Children Fund is that no child should be left behind. Our children matter, and so do the lives of so many other children affected by rare genetic neuromuscular diseases.

Share our story: <https://www.thedionfund.org/thedions>

Read a little more about LGMD (2C) & share your knowledge with donors:  
<https://www.thedionfund.org/lgmd>

**Exciting News for 2024:** The Dion Foundation will be announcing our *first grant to a academic research center that has initiated mouse model studies for gene therapy treatments* – phase 1 of drug development for a treatment for LGMD2C! Be sure to convey to your donors: funds are allocated to research and drug development for a treatment for these severe genetic disorders! Follow The Dion Foundation for this announcement and share with your networks – seeing donations going directly to research helps donors understand HOW their contributions help!