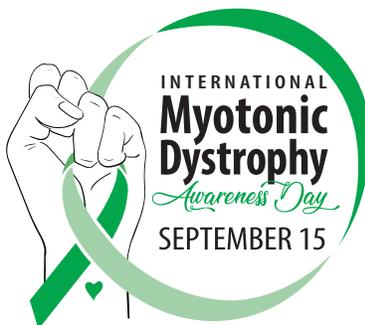




# Miles <sup>for</sup> Myotonic Dystrophy!

## TOOLKIT



**Myotonic  
Dystrophy**  
FOUNDATION

## International Myotonic Dystrophy Awareness Day **Miles for Myotonic Dystrophy!**

Get ready for [International Myotonic Dystrophy Awareness Day](#) (Sept. 15) by hosting a Miles for Myotonic Dystrophy Fundraiser! Similar to a walkathon, this is a great way to get involved, raise awareness and have fun!

In the following toolkit, we have put together all the tools and resources you'll need to host a 2 mile walk/roll (or distance of your choosing) benefitting the Myotonic Dystrophy Foundation (MDF)! You can learn more about the Foundation [here](#) or check out other ways to get involved [here](#).

### **How does it work?**

A walkathon is a type of fundraiser in which supporters pledge to donate a certain amount of money to support the participant walking, running or rolling. In this fundraiser, we encourage you to gather all of your friends and family to join in activity and/or to donate in support of the event.

### **How do my supporters donate?**

Supporters can donate either online at [myotonic.org/miles](http://myotonic.org/miles) or by mailing a check made out to the Myotonic Dystrophy Foundation at the address below:

Myotonic Dystrophy Foundation  
663 Thirteenth Street, Suite 100  
Oakland, California 94612

### **How do I get started?**

1. Assemble a leadership team
  - a. Your team may range from a single fearless leader (like you!) to a larger group, but having a dedicated team is important to hosting a successful fundraiser!
2. Determine walkathon logistics & financial goals
  - a. Select a date, time, and location
  - b. Set a fundraising goal



3. Recruit participants and sponsors for the event
  - a. Create an event page on [Facebook](#) or another social platform to make it easier for *your* community to get involved and stay up to date.
4. Spread the word about your Miles for Myotonic Dystrophy fundraiser!
  - a. Fill out, print and share the attached flyers: page 3-4
  - b. Download and share the social media posts with details about your event in the caption: page 5-6 (Instagram) or page 7-8 (Facebook)
  - c. Print and share the MDF Impact and Care Reports before and at the event: page 9-11
5. Walk, run, roll and have a great time!
6. Thank your participants
  - a. When donating to MDF, donors will receive an auto generated email after donating, followed by a formal acknowledgement letter from MDF. In addition, we highly recommend that you personally thank everyone that participated in the event, to be sure they know how much you appreciate their support!

### Looking for a little more help or support?

We're happy to help customize your fundraiser. Get in touch with the MDF team at [development@myotonic.org](mailto:development@myotonic.org).

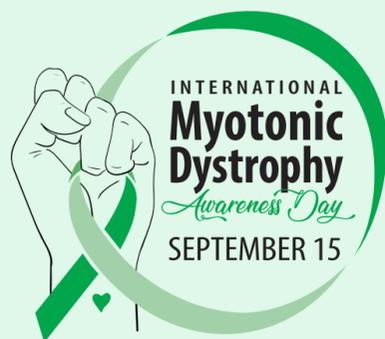
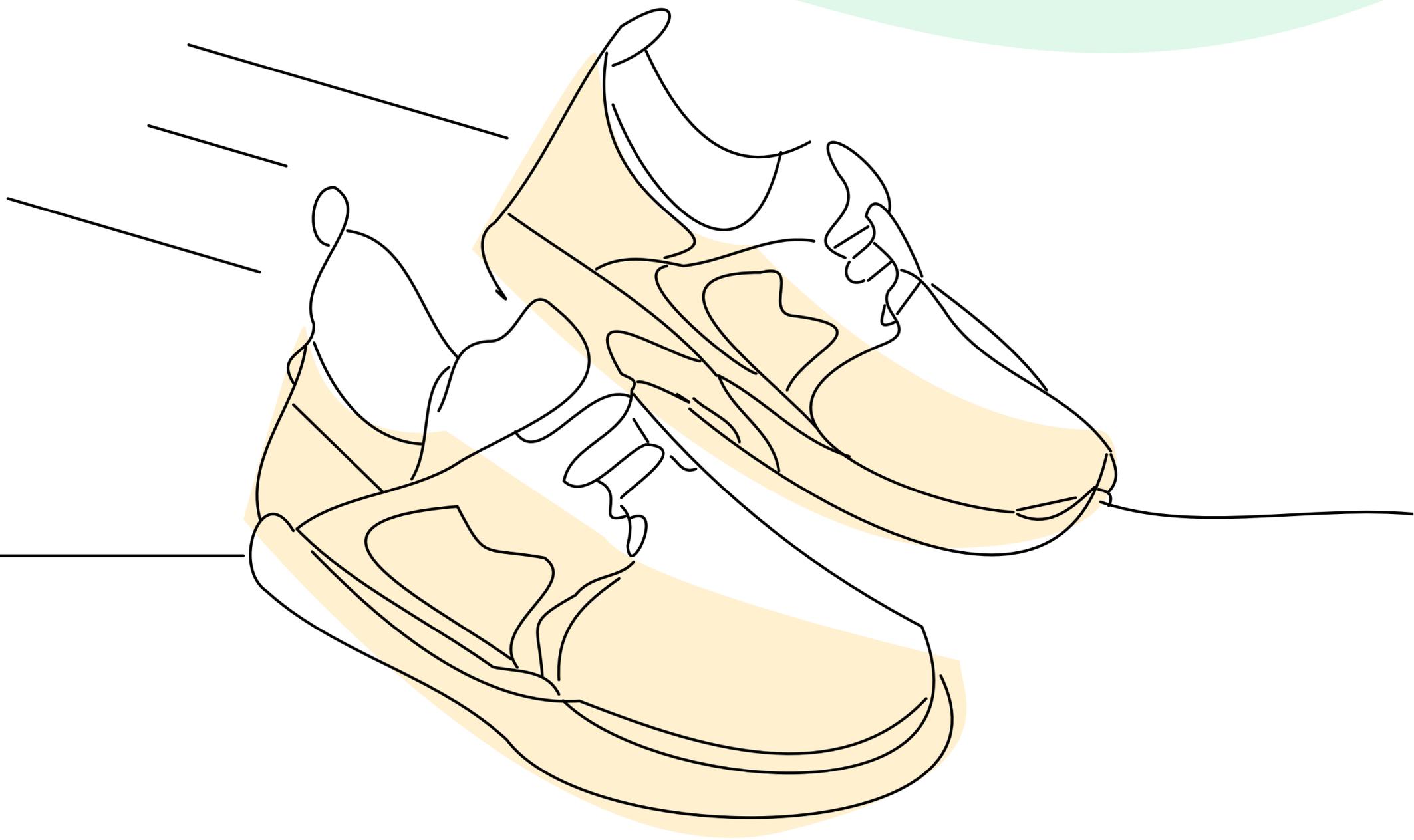
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# Miles for Myotonic Dystrophy!

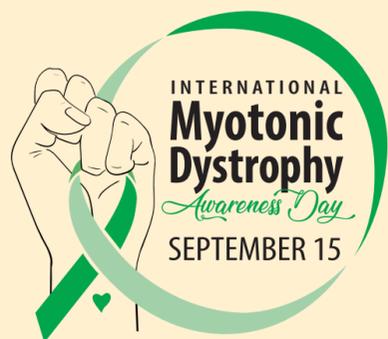
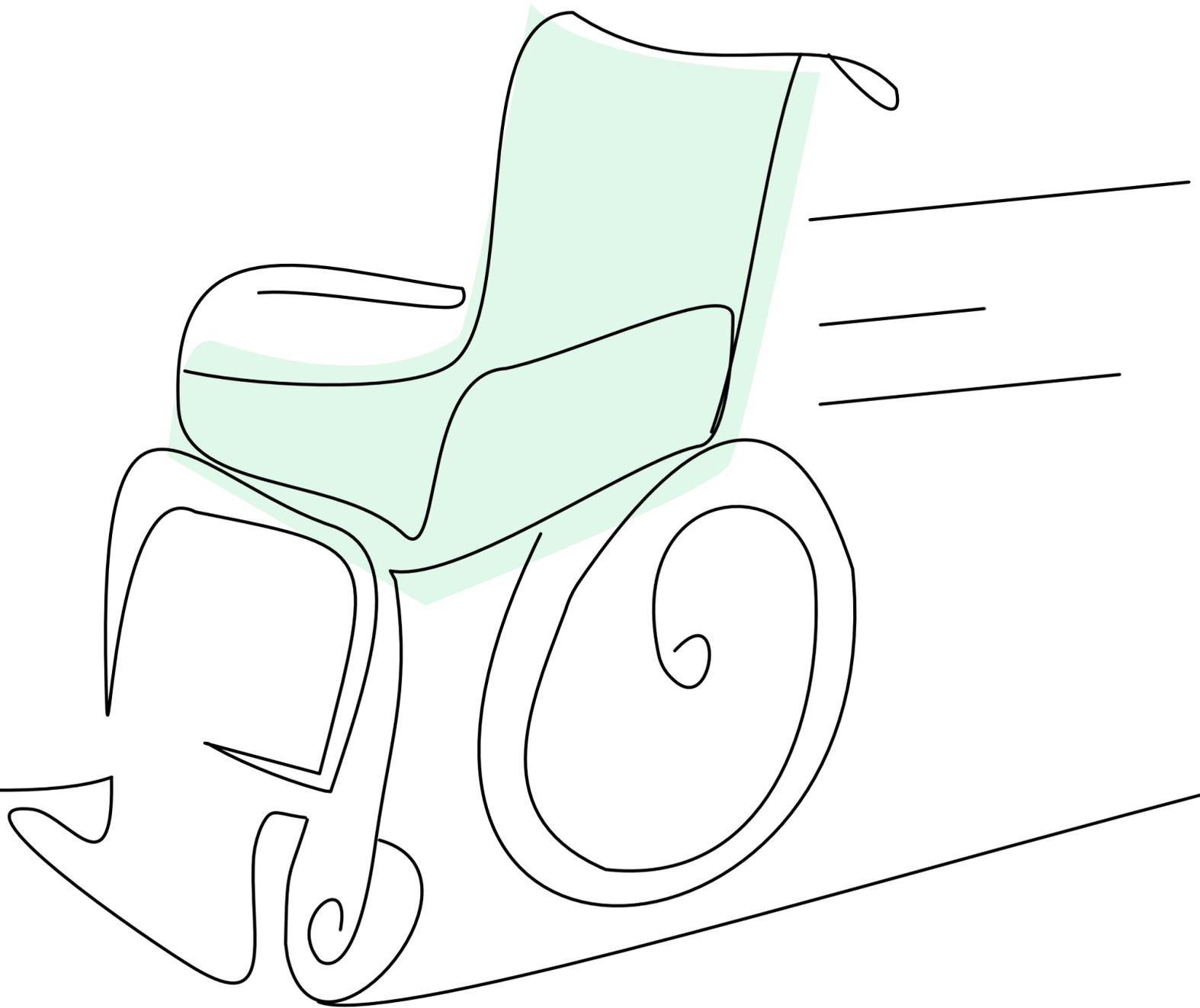
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We hope you will consider donating to motivate us to reach our goals!

Where \_\_\_\_\_

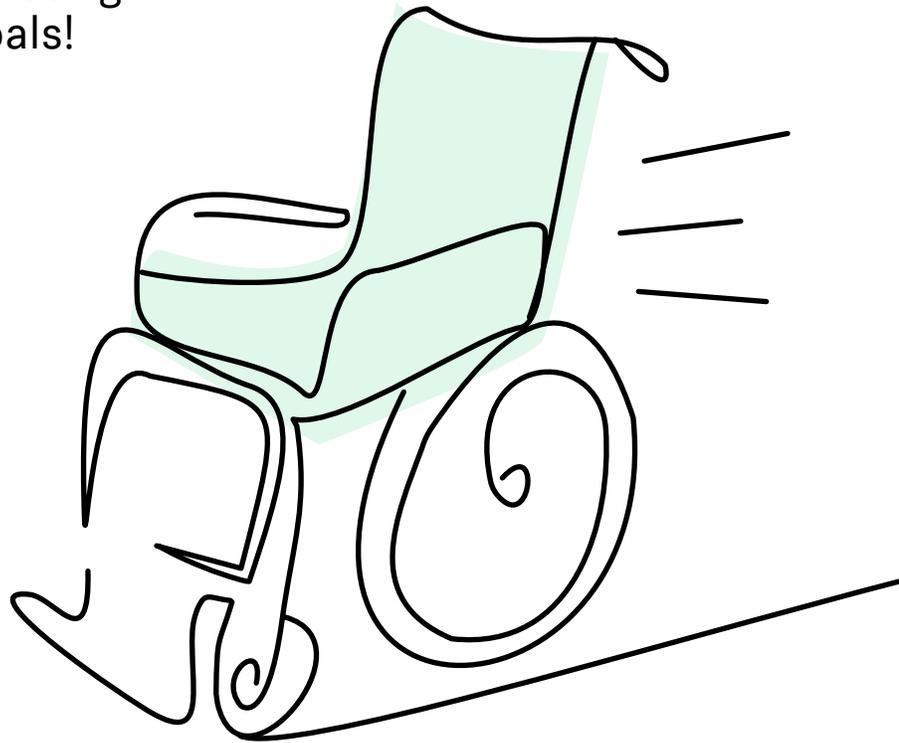
When \_\_\_\_\_

Host \_\_\_\_\_

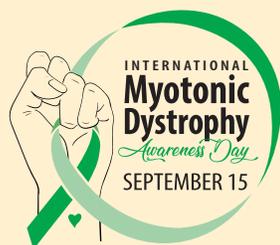
Contact \_\_\_\_\_

About \_\_\_\_\_

\_\_\_\_\_



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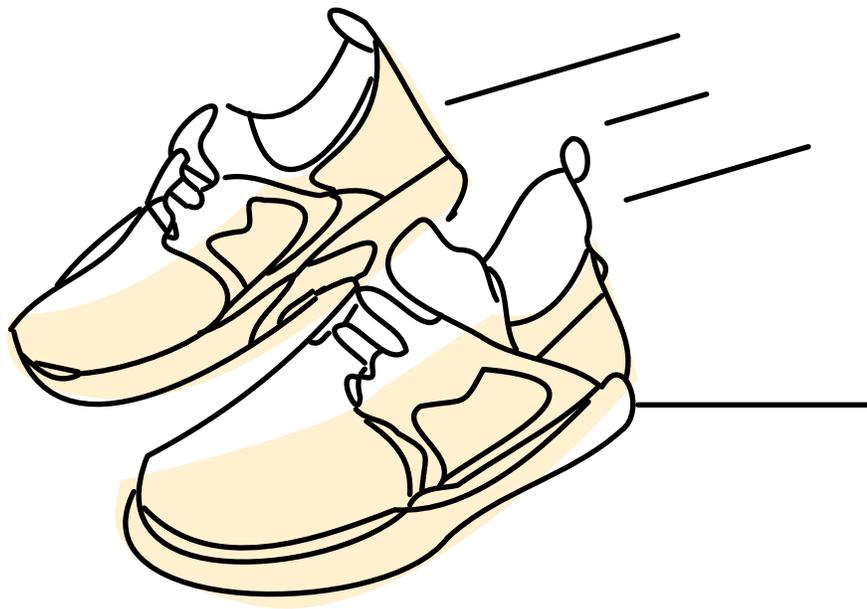
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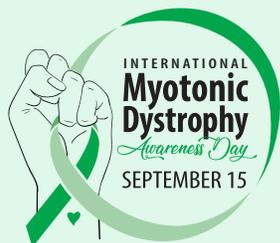
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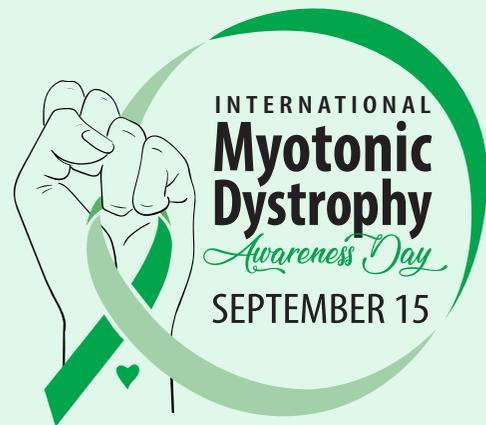
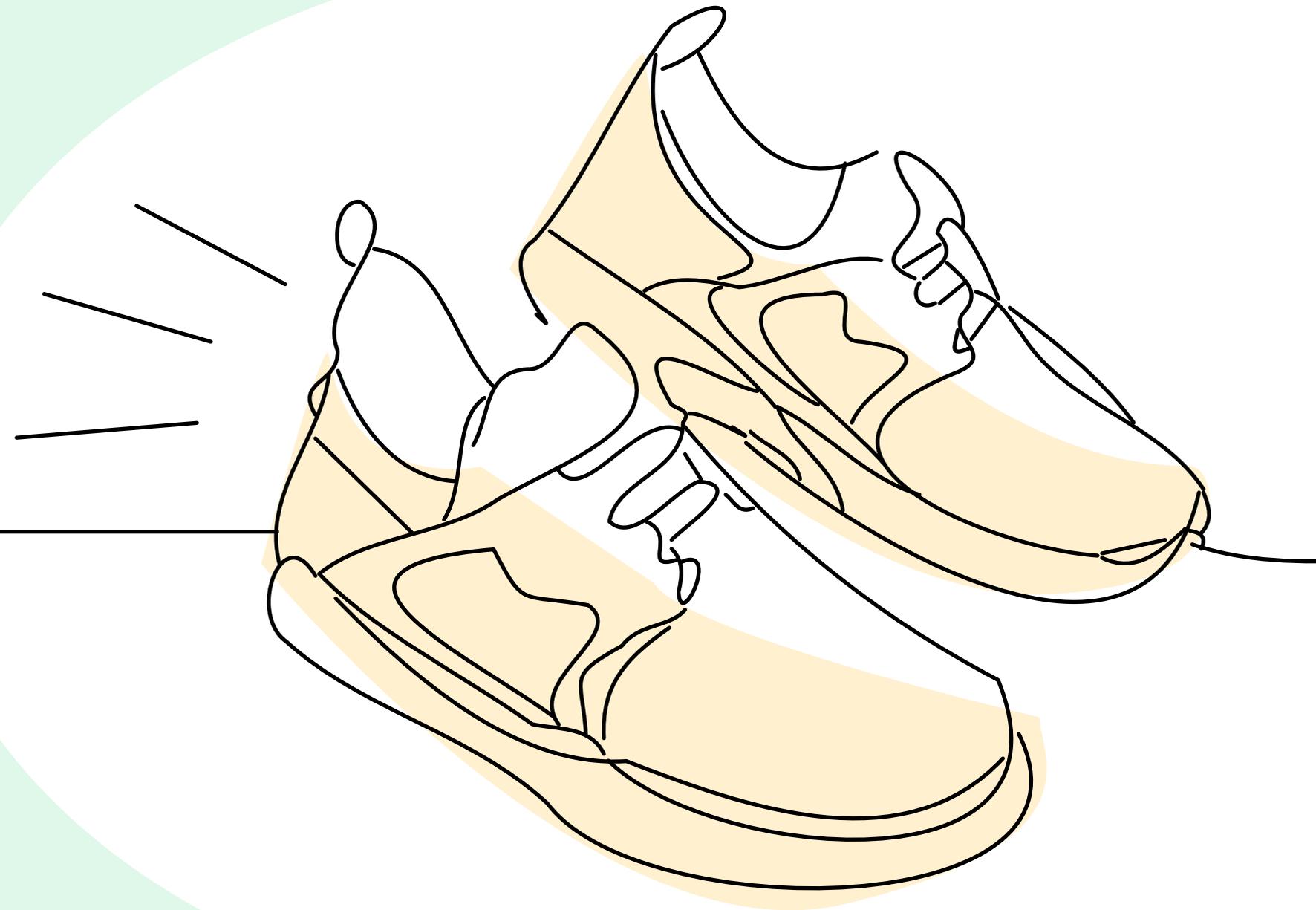
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