



One Day to Maximize our Impact.

One Day to Fuel our Future.

Become an MSD World Day Team Captain in 8 Easy Steps!

Thank you for stepping up to fundraise for the United MSD Foundation! Your effort directly supports families navigating clinical trials and fuels life-changing research. Below is your quick step-by-step guide to setting up and running your campaign. If you need extra guidance, page numbers from the [UMSDF Peer-to-Peer Toolkit PDF](#) are referenced for each step.

Step 1: Set Up Your Bloomerang Page

- Go to the [campaign landing page](#) and click Fundraise (or Join & Fundraise) to create your account
- Choose whether to join an existing team or select Create a team if you are leading one
- PDF Reference: Pages 3–4

Step 2: Customize Your Profile & Share Your Story

- Upload a profile photo to build trust and legitimacy with your donors
- Set a realistic fundraising goal (a great starting point is \$250 or \$500)
- Personalize your story: share why UMSDF and clinical trials matter to you, add photos/videos, or offer a fun personal challenge (e.g., "If I raise \$500, I will...")
- PDF Reference: Pages 1, 4–5

Step 3: Lead by Example

- Make the first "seed" donation to your own page
- Even a small initial gift shows your personal commitment and makes it easier for others to follow!
- PDF Reference: Page 2

Step 4: Start with Direct Personal Asks

- Build a contact list of family, friends, coworkers, and neighbors
- Before posting publicly on social media, reach out directly via personal calls, texts, or emails—direct asks yield the highest success rate!
- Use the Invite Donors tab in your dashboard to send requests and automated follow-ups
- PDF Reference: Pages 2, 5–6

Step 5: Activate Your Team (For Team Captains)

- Recruit 3–5 core "anchor" members early so your team feels established right away
- Send brief weekly updates with your team's total raised, weekly shout-outs, and copy-paste text/email templates to keep everyone motivated
- PDF Reference: Page 2

Step 6: Expand Your Reach on Social Media

- Share campaign posts on social media to reach your wider network and remind those you've already contacted
- Feel free to customize [UMSDF template graphics](#) or copy-paste the pre-written social scripts provided in the toolkit
- PDF Reference: Pages 1, 2, 3

Step 7: Drive Momentum with Updates & Matches

- Regularly update your page and social channels on your progress
- Break your overall goal into smaller chunks (e.g., "I need 10 friends to donate \$25!") and celebrate milestone thresholds (25%, 50%, 75%)
- Keep an eye out for special campaign scripts in the toolkit for MSD World Day (July 30th) and Matching Gift announcements
- PDF Reference: Pages 2, 3

Step 8: Thank Your Donors & Celebrate Success

- Always send prompt, personalized thank-you messages to every donor
- Give public shout-outs (tagging donors with their permission) to show appreciation and inspire others to give
- Share a final Campaign Celebration post when your campaign ends to thank everyone who contributed
- PDF Reference: Pages 2, 3, 6