MSD World Day Fundraising Toolkit

Get ready to make a major impact this MSD World Day on July 30! Our comprehensive fundraising toolkit is packed with everything you need to succeed: innovative fundraising ideas, eye-catching graphics, powerful photos, and ready-to-use scripts. Together, we can advance the United MSD Foundation's vital mission. Thank you for being a champion for change!

UNITED MSD
FOUNDATION
MULTIPLE SULFATASE DEFICIENCY

MSD World Day Fundraising Toolkit

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Participate in the MSD World Day Fundraising Supporter Challenge!

Join the inaugural **Fundraising Supporter Challenge** and become a champion for global awareness of MSD! Engage in activities like sharing on social media or launching a fundraising campaign to earn exclusive digital badges, showcasing your commitment at every level. Step up and make a difference—your support helps amplify crucial messages worldwide!

Bronze MSD World Day Supporter

Silver MSD World Day Supporter

Gold MSD World Day Supporter

Platinum MSD World Day Supporter

Click **here** for the full **Fundraising Supporter Challenge** instructions.

Host an event supporting UMSDF

Whether in person or virtual, events are a fun way to advocate and educate on issues affecting the MSD community.

Host an in-person or virtual screening of The Zebra & The Bear
Request to host a screening event HERE.

Restaurant Fundraiser
Leverage your business/restaurant, or engage a business to create an event. Here are some ideas: Round up the total. Donate at checkout. Donate a percentage of sales.

Host a Trivia Night
HERE are some trivia questions!

Host a matching gift drive or become a matching gift donor.
Reach out to an individual or company who will match donations. Contact info@unitedmsdfoundation.org if you'd like to become a matching gift donor.

Host your own Zebra Run for Rare Disease
Fill out the form HERE.

Garage Sale for Good

Host a neighborhood or church garage sale.

Benefit concert/open mic night

Host a local artist or band at your business and collect ticket sales.

Bake sale or lemonade stand

This is a great way for families and schools to get involved. Bake sales can also be held at your place of business or church.

Spin/Yoga/Zumba/Crossfit fundraiser

Partner with a studio or instructor to donate session proceeds. Create your own "Move for MSD" (push-up, steps/walking, running/biking) challenge.

Coin drive or penny war

Simple and competitive for school classrooms or work offices.

Neighborhood/community car wash

Appeals to all age groups, low cost, and effective for engaging locals.

Wear Blue/Zebra Stripes!

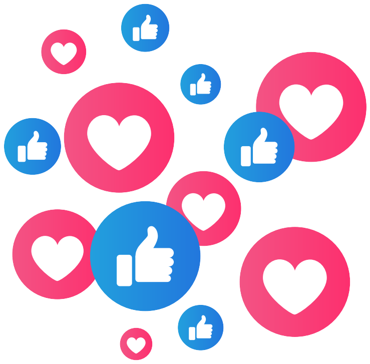
Wear blue and/or zebra stripes, and post a selfie on social media. Don't forget to tag us (**@CureMSD**)!

Encourage your friends and family to wear blue or zebra stripes. Reach out to your company, organization, or school to wear blue or zebra stripes.

Don't miss the chance to grab your exclusive MSD World Day merchandise through our Bonfire store!

Engage with us on Social Media

Join us online to encourage more conversations and awareness around Multiple Sulfatase Deficiency. We have created social media images for you to use as you highlight MSD awareness to your followers, or you can share our posts on all platforms under **@CureMSD**!



facebook.com/curemsd

linkedin.com/company/cure-msd/

instagram.com/curemsd

x.com/curemsd

Resources

Business Outreach Email Template

Dear **[Business Owner's Name]**,

My name is **[Your Name]**, and I'm reaching out as a supporter of the United MSD Foundation, a nonprofit dedicated to funding research and finding a cure for Multiple Sulfatase Deficiency (MSD)—a devastating and ultra-rare genetic disorder that affects children and currently has no cure.

I'm writing to ask if your business would consider partnering with us for a fundraising event to help raise awareness and funds. A few easy ways to get involved include:

- Hosting a percent night where a portion of sales go to the United MSD Foundation
- Offering a giveback day to donate proceeds from specific items or time frame
- Allowing customers to "round up" their total at checkout, with change going to support MSD research

Your business's support would make a real difference in the lives of children battling this heartbreaking condition. Even small actions can lead to big breakthroughs.

We'd be proud to promote your business on social media and through our local networks to recognize your partnership.

Please let me know if you'd be open to discussing this further. I'd be happy to provide more information or work with you to customize an event that fits your business's style and schedule.

Thank you so much for considering this opportunity to make a life-saving impact!

Sincerely,
[Your Full Name]
[Your Phone Number (optional)]
Supporter of the United MSD Foundation
www.unitedmsdfoundation.org

Landmark Illumination Request

Dear **[Name or Title of Contact Person]**,

I'm reaching out as a supporter of the United MSD Foundation, a nonprofit organization dedicated to funding research and raising awareness for Multiple Sulfatase Deficiency (MSD) — a rare, fatal genetic disease that affects children and currently has no cure.

Each year on July 30, supporters around the world come together to recognize **MSD World Day**, a global day of awareness and hope. In honor of this day, we are asking iconic buildings, landmarks, and public spaces to be lit in blue, the official awareness color for MSD, to help shine a light on this devastating and underrecognized disease.

Would your organization consider participating by lighting your building blue on the evening of **Wednesday, July 30, 2025**?

Your participation would:
- Raise awareness for an ultra-rare disease that desperately needs visibility.
- Show support for families affected by MSD in your community and across the globe.
- Join other cities and landmarks in a growing international show of solidarity.

We would be honored to recognize your support through social media, press outreach, and community engagement efforts leading up to and on MSD World Day.

Thank you so much for considering this special request. Together, we can shine a light on MSD and help move us closer to a cure.

With appreciation,
[Your Full Name]
[Your Phone Number (optional)]
Supporter of the United MSD Foundation
https://www.unitedmsdfoundation.org

Social Media Fundraising Template

Post #1: Request to Dress Up – Post on July 28

Hey friends and family!

On this Wednesday, July 30, I'm asking you to join me in supporting children and families affected by Multiple Sulfatase Deficiency (MSD) — a rare and fatal genetic disease that currently has no cure.

💙 How can you help?
It's easy! Just wear blue and/or stripes and share a photo to raise awareness for the United MSD Foundation, which funds MSD research and supports families around the world.

🎯 Why does it matter?
MSD is incredibly rare, and awareness is critical. By showing your support, you're helping amplify the voices of families affected by this devastating condition and bringing us one step closer to a cure.

📸 Take a photo, tag @CureMSD, and use hashtags:
#MSDWorldDay #WearBlueForMSD #CureMSD #RareAware

Let's flood social media with blue and stripes — and send a wave of love and hope to MSD warriors everywhere. 💙

Post #2: MSD World Day – Post on July 30

Today, I'm asking you — my friends, family, and followers — to stand with me in support of something deeply personal and profoundly important: raising awareness for Multiple Sulfatase Deficiency (MSD).

MSD is an ultra-rare, fatal genetic disease that primarily affects young children, stealing their abilities and shortening their lives. There is currently no cure, but the United MSD Foundation is fighting to change that — funding urgent research and advocating for hope.

💙 How you can help today:
🔹 Wear blue or stripes to show your support
🔹 Share this post to spread awareness
🔹 Donate (if you're able): https://secure.qgiv.com/for/2025msdworldday/
_🔹 Tag a friend to learn about MSD and join the movement

These children may be rare, but they are real — and they deserve a future. Let's come together this MSD World Day to shine a light on their fight and help bring hope where it's needed most.

#MSDWorldDay #WearBlueForMSD #CureMSD #RareAware

Sample Press Release

for a local event

For Immediate Release
Media Contact
[Your Full Name]
[Your Phone Number]
[Your Email Address]

[YOUR NAME] OF [YOUR TOWN] TO RAISE FUNDS FOR THE UNITED MSD FOUNDATION

[Include details of event here, e.g. A Pancake Breakfast to Honor MSD Patient, An Open Mic Night to Benefit MSD, etc.]

[City, State], **[Date of Release]** – **[Your name or group]** of **[your town]** will **[fill in activity]** on **[date],** benefiting the United MSD Foundation for World MSD Day.

[Your name] aims to raise **[fundraising goal]** or more to enable the United MSD Foundation to continue funding research to find a treatment for Multiple Sulfatase Deficiency (MSD), an ultra-rare and fatal genetic condition impacting children, which currently has no cure. **S/he** is **[describe activity here — include information on attending, how to make donations, etc. BE SPECIFIC]**.

“I chose to **[activity]** as part of World MSD Day because **[explain your inspiration here]**, and I wanted to do something personally to further the Foundation’s mission. They are funding cutting-edge research to bring meaningful advances in treatments and eventually a cure to children affected by MSD,” said **[Your name].**

About MSD World Day
Founded in 2021, MSD World Day is dedicated to shining a spotlight on those affected by MSD. The day’s events include a global fundraising campaign, state proclamations, and the illumination of landmarks worldwide, organized in collaboration with partner foundations in Argentina, Ireland, Spain, and Florida and Missouri in the United States.

About the United MSD Foundation
Founded in 2016, the United MSD Foundation’s mission is to cure Multiple Sulfatase Deficiency (MSD). MSD is a genetic, rare, and fatal condition that affects the body's ability to get rid of cellular waste. Since the United MSD Foundation's founding, advancements in gene therapy research have been made as we aggressively move closer to a cure. Learn more at www.CureMSD.org.

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