



UMSDF Foundation Peer-to-Peer Fundraising Toolkit

This toolkit provides tips, templates, and resources to help you fundraise for the United MSD Foundation for MSD World Day on July 30, 2026.

- Spread the word of our [MSD World Day Campaign](#) from June 18 to July 30.
- Feel free to customize our [Campaign Template Graphics and post on Social!](#)

1. Why Us: The Impact of UMSDF

Your Peer-to-Peer fundraiser supports helping families engage in UMSDF's clinical trials:

Your MSD World Day fundraiser is building the future MSD families have been waiting for. Right now, the MSD community is reaching an extraordinary moment as years of research move toward clinical trials. Life-changing treatments are now within reach, bringing new possibilities and renewed hope to children and families around the world.

Because of supporters like you, the United MSD Foundation has built incredible momentum. Together, we funded critical research, supported groundbreaking gene therapy development, and helped bring the MSD community closer than ever to clinical trials. Today, we stand on the precipice of a new future.

This progress is truly **Built on Hope. Bound for Breakthroughs.**

Funds raised through your MSD World Day peer-to-peer campaign help fuel the next chapter of this journey. Your support helps families attend our first-ever clinical trials, connects families with critical resources, and ensures individuals living with MSD and their caregivers have the support they need every step of the way.

Every dollar raised helps move research forward. Every story shared builds awareness. Every fundraiser creates new possibilities for individuals living with MSD. Together, we are creating a future filled with promise.

2. Why Now: A Critical Time for Support

This is a defining moment for the MSD community. After years of research, collaboration, and determination, potential gene therapies are entering clinical trials in late 2026 and creating new possibilities for children and families affected by MSD.

By hosting a peer-to-peer fundraiser, you can help us get across the finish to clinical trials. Our community has waited so many years for this moment. Together, we are **Built on Hope. Bound for Breakthroughs.**

Donations fund the vital operations of the United MSD Foundation as we launch into an era of historic breakthroughs. The upcoming clinical trials are just the beginning; there are already future trials on the horizon and critical research moving through the pre-clinical stage. Today, your support tangibly powers our mission by helping us prepare our global patient community, coordinate critical trial readiness, and provide vital advocacy for families entering this first phase. Your fundraiser is the force that builds, accelerates, and sustains the infrastructure that makes these and future trials possible. Let's rally our community on MSD World Day to fuel the pipeline and power a cure.

3. Personalizing Your Fundraising Page

Let's get started! Your **personal connection to the UMSDF is the most powerful tool you have.** Make your fundraising page compelling by:

- **Telling your story:** Share what UMSDF means to you or your family personally and why this effort is important. This is the moment where you get to share your love of this UMSDF and community.
- **Using visuals:** Upload a photo or video of yourself showing your support for UMSDF.

- You can also add a **personal challenge**. Tell your story and then give your community ANOTHER reason to support you. “If I raise \$xxxx, I will do Y.”

4. Personal Asks

People give to causes for a variety of reasons but mainly because the **cause is meaningful** to them OR **someone that they love and care about asks them!**

- Donations from **personal asks** are more successful than mass communication.
- **Do personal asks FIRST** before you reach out on social media.
- Social media posts will also serve as a reminder that you already emailed, texted, or talked to that person! And it reaches folks who are in your community but not as close to you!
- It is best practice to **ask 3 times**. If you use the Bloomerang email tool, they will do it for you! (You will learn about this below.)
- **Remember, you’re asking your powerful network to support UMSDF and the incredible research we’re spearheading together.**

Create a list: Think of all the people in your community, such as friends, family, grandparents, cousins, neighbors, running buddies, yoga friends, kids’ friends’ parents, extended family, your friends in other extracurricular activities, alumni, and coworkers.

Segment your contacts: For best results, contact potential donors in the way that is **most personal or preferred to them:** a phone call, text, personal letter, or a small-batch email.

Lead by example: Consider making an **initial donation to your own page** to get things started!

By participating in this fundraiser, you are raising awareness for UMSDF and powering our families to engage in clinical trials!

5. Activating Your Community

Keep your supporters motivated and your fundraising strong by staying engaged.

Provide updates: Regularly update your fundraising page and your network on your progress. Let donors know when you reach milestones.

Break down your goal: Remind people that every little bit helps by breaking down your goal into smaller, achievable chunks e.g., "I need 10 friends to give \$25 to reach my goal!".

Thank your donors: Be sure to personally thank your supporters by email, phone, or in person to show your appreciation.

6. SOME TIPS - If You're a Team Captain

- **Lead by Example** Nobody likes to be the first person on the dance floor. Make the first donation: Even a small "seed" donation to your own page shows you're personally invested. It's like adding a dollar to the tip jar!
- **Finish your page:** Customize your story and photo before inviting others. Show them what a good profile looks like.
- **Curate Your Dream Team:** Reach out to 3–5 "anchors" (close friends or family) personally. (Once they join, the team looks established).
- **Communication is Key:** Send one concise update a week. Highlight the total raised, give a shout-out to the week's top fundraiser, and provide one specific task.
- **Share this Toolkit!** Most people want to help but don't know what to say. Give them "copy-paste" templates for texts, emails, and social captions.
- **Gamify the Experience:** If you have capacity, create internal challenges: "First person to get 5 donations this weekend gets a \$10 Starbucks card from me!"
- **Milestone Celebrations:** Celebrate hitting 25%, 50%, and 75%.
- **Public Shout-outs:** Tag donors on social media (with permission) to say thanks. It makes them feel good and reminds others to give.

7. Sample Scripts to Spread the Word about your P2P!

Below are some sample scripts. Feel free to copy and paste or edit these in your own voice. The parts highlighted are for you to change and personalize.

Email #1

Dear NAME,

I hope you're doing well.

I'm participating in a peer-to-peer fundraiser to raise funds for United MSD Foundation (UMSDF), a nonprofit that you've heard me talk about! Funds raised will fuel UMSDF's vital operations as we pave the way for our families to access our first-ever clinical trials for life-changing treatments. Your donation is the force that builds, accelerates, and sustains the infrastructure that makes these trials possible.

This is important to me and my family because...[Tell your personal story here. Why do you care about clinical trials? What do they mean to you and your family?]

My goal is to raise [Your Goal Amount], and I would be grateful for your support. A donation of any amount can make a huge difference. You can donate directly to my fundraising page here: [Insert Link to Your Fundraising Page]

Right now, the MSD community is reaching an extraordinary moment of clinical trials. Your donation is the force that builds, accelerates, and sustains the infrastructure that makes these trials possible for our families.

Life-changing treatments are now within reach, bringing new possibilities and renewed hope to children and families around the world. This progress is truly *Built on Hope. Bound for Breakthroughs*. Together, we can build the future MSD families have been waiting for.

Thank you so much for considering a donation. I can't wait to share my progress with you!

Best,
YOUR NAME

Follow Up Email #2

Hi NAME,

Sending a quick note and thank you again for considering a donation to my UMDSF fundraiser. Your support means the world to me.

I'm excited to share that we've reached [current amount raised] toward my goal of [your original goal amount]! This is a fantastic start, thanks to the generous support of friends and family.

If you haven't had a chance to donate yet, there's still time to help me reach my goal! Every donation, no matter how big or small, helps UMDSF families attend our first-ever clinical trials for life-changing treatments. Your donation is the force that builds, accelerates, and sustains the infrastructure that makes these trials possible for our families.

For families like mine, this moment represents something we have hoped for over many years. We are closer than ever to treatments that could change the future for individuals living with MSD.

I hope you'll help us reach the finish line! You can donate here: [Link to Your Fundraising Page]

Thanks again for your support!

Best,

YOUR NAME

Thank You for Your Donation Email

Dear NAME,

Thank you for your generous AMOUNT donation on DATE! Your support means so much to me and my family.

Every donation, no matter the size, fuels UMDSF's work to pave the way to life-changing treatments. Your support is the force that builds, accelerates, and sustains the critical infrastructure needed to get our families to our first-ever clinical trials.

Life-changing treatments are now within reach, bringing new possibilities and renewed hope to individuals and families around the world living with MSD.

This progress is truly *Built on Hope. Bound for Breakthroughs*. Your donation is building the future MSD families have been waiting for.

Thank you again for supporting my campaign in support of UMSDF!

Best,
YOUR NAME

Text Message

Hi! I'm fundraising for UMSDF to support families attending our first-ever clinical trials, bringing life-changing treatments within reach to families like mine. Would you be willing to donate to my campaign? [Link to Your Fundraising Page] Thanks!

Social Media Text

You can re/share social media posts from UMSDF or create your own. Here's some suggested text:

Campaign Kick-Off

I'm leading a team to fundraise for UMSDF to help launch our first-ever clinical trials, bringing life-changing treatments within reach to families like mine. We need your support to make this groundbreaking moment happen!

By supporting our team, you provide critical backing to UMSDF as they guide and advocate for families navigating these trials. Your gift is the force that builds, accelerates, and sustains the infrastructure required to support our community through this phase and fuel future research.

Our MSD families have hoped for years for this moment. This progress is *Built on Hope. Bound for Breakthroughs*.

My goal is to raise [Your Goal Amount] and every donation helps us get there.

♥ Join me in supporting our incredible UMSDF community! You can donate through my page here: [Link to Your Fundraising Page]

Thank you for your support!

#UMSDF #ClinicalTrials #PeertoPeerFundraising #MSDCommunity
#MSDWorldDay

Campaign Update

Our team is making incredible progress raising funds to power life-changing treatments: we've raised \$[Amount Raised] toward our goal of \$[Goal Amount]! 🎉

This fall, MSD families are traveling to clinical trials. This is a huge life event for the entire community and UMSDF is dedicated to supporting our global community through this first vital phase while accelerating the pipeline for future trials on the horizon

This is a moment that so many families like mine have been hoping for. Help us make this groundbreaking moment happen! With your support, life-changing treatments are now within reach.

We're halfway there, but we still need your help to reach our goal!

❤️ Donate or share to support our team: [\[Link to Your Fundraising Page\]](#)

Our community is Built on Hope. Bound for Breakthroughs. Thank you for supporting UMSDF!

#UMSDF #ClinicalTrials #PeertoPeerFundraising #MSDCommunity
#MSDWorldDay

MSD World Day Post on 7/30

Happy MSD World Day!

Today, July 30th, we celebrate the strength, resilience, and hope of the community affected by Multiple Sulfatase Deficiency. We're expanding awareness and raising funds to help our families attend the first-ever clinical trials.

This fall, MSD families will travel to clinical trials for the very first time, marking a breakthrough moment our community has been waiting for for years. Your donation enables UMSDF to support families with the many expenses required to attend the clinical trials.

With your support, families can access the life-changing treatments now within reach. Help us make this extraordinary milestone possible for children and families living with MSD.

✨ Today is our moment to turn awareness into action.

💙 Donate. Share. Be part of something life-changing.

Every gift helps support families attending clinical trials.

👉 Make your MSD World Day gift today: [Fundraising Page Link]

Our community is Built on Hope. Bound for Breakthroughs. Thank you for supporting UMSDF!

#UMSDF #ClinicalTrials #PeertoPeerFundraising #MSDCommunity
#MSDWorldDay

Campaign Match Announcement

🔥 MATCH ANNOUNCEMENT! Let's Finish Strong! 🔥

We're in the final stretch of our campaign to raise funds to support our families attending our first-ever clinical trials...and we have exciting news: all donations are now being MATCHED up to \$[Match Amount]! 🎉

So far, our team has raised \$[Amount Raised] toward our goal of \$[Goal Amount], and this match is our chance to get there faster.

Every gift right now goes TWICE as far to bring life-changing treatments within reach for MSD families.

⌚ The match won't last long—now is the moment to give!

💙 Donate here and double your impact: [Link to Your Fundraising Page]

Our community is Built on Hope. Bound for Breakthroughs. Thank you for supporting UMSDF!

#UMSDF #ClinicalTrials #PeertoPeerFundraising #MSDCommunity
#MSDWorldDay

Campaign Celebration

🎉 We Did It! Goal Reached! 🎉

Because of this incredible community, we reached our fundraising goal! ❤️
Thank you to everyone who donated, shared, and supported our team.

Your generosity is helping UMSDF families attend clinical trials for the very first time, marking a breakthrough moment our community has been waiting for for years. Families will now have the support to attend these clinical trials. Life-changing treatments are now within reach.

This milestone belongs to all of you. Our community is Built on Hope. Bound for Breakthroughs. Thank you for supporting UMSDF!

#UMSDF #ClinicalTrials #PeertoPeerFundraising #MSDCommunity
#MSDWorldDay

Thank You to our Donors

Thank You for Making It Happen!

A huge thank you to every donor who supported our team!

Your support will help UMSDF families attend clinical trials for the very first time, marking a breakthrough moment our community has been waiting for for years. Now, life-changing treatments are within reach.

We are so grateful for each and every one of you who helped our team get there. ❤️

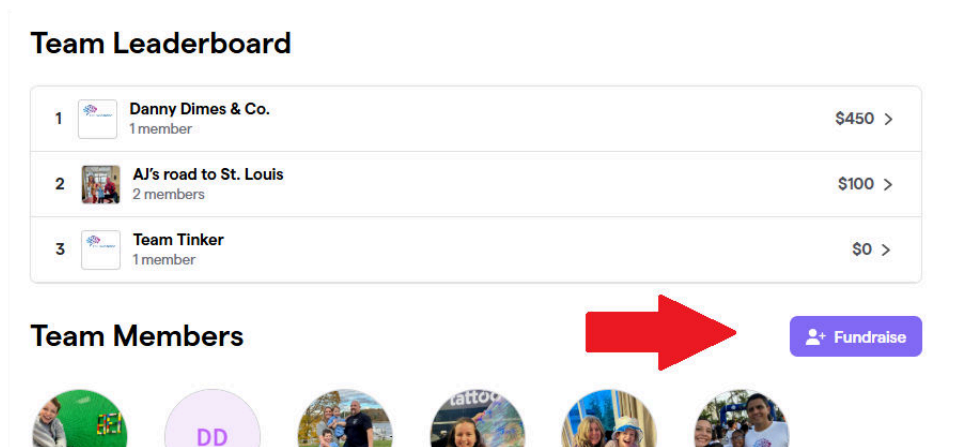
This milestone belongs to all of you. Our community is Built on Hope. Bound for Breakthroughs. Thank you for supporting UMSDF!

#UMSDF #ClinicalTrials #PeertoPeerFundraising #MSDCommunity
#MSDWorldDay

8. Creating Your Peer-to-Peer page in Bloomerang:

- Go to: **LANDING PAGE BLOOMERANG LINK**

- Click on **Fundraise (sometimes it says Join & Fundraise):**



- It's going to ask you to sign up:

Fundraise [Close]

Profile Photo
Upload an image (png, jpg, gif)

First name* Last name*

Email*

Phone* +1

Password*

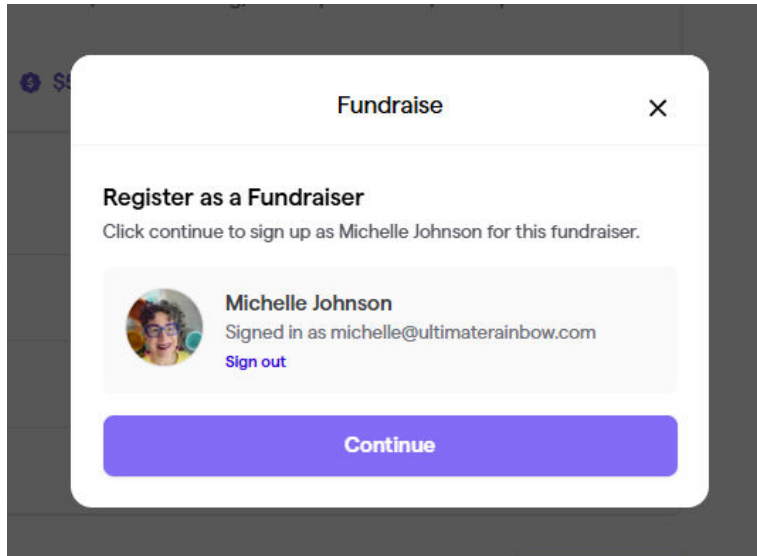
Sign Up

By creating an account, you agree to the [Terms of Service](#) and [Privacy Policy](#)

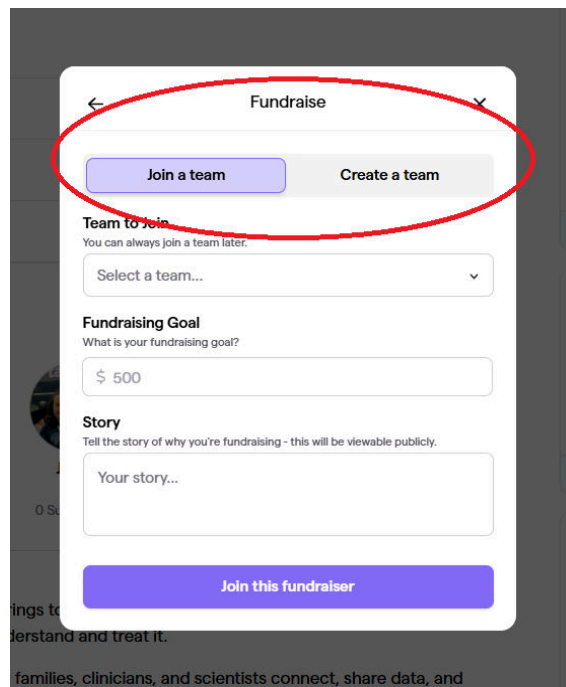
Already have an account? [Sign In](#)

Fundraise

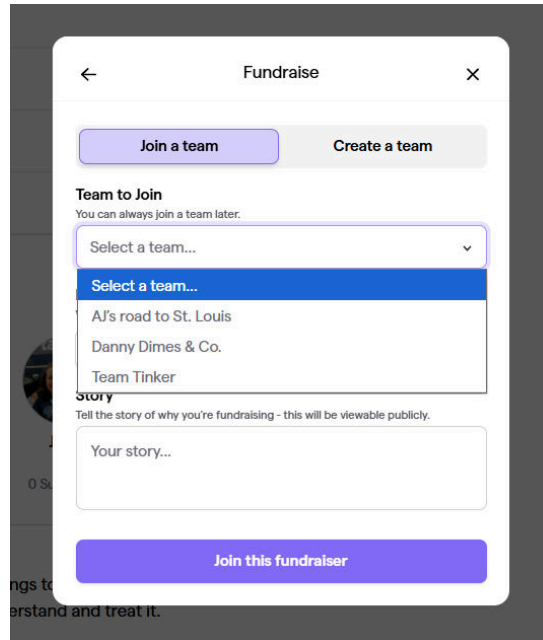
- Or if you have an account already it will ask you to continue as yourself:



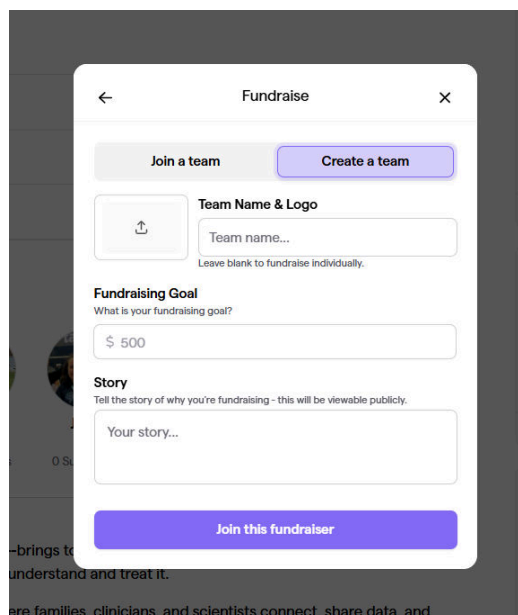
- Once you've created your account or logged in if you have an account already, it's going to ask you if you want to **join a team or create a team**:



- The drop down arrows allow you to see all the teams available to join. You can always **join a team later**.



- If you have recruited folks to be a part of your team, you will want to create the team right away so that they can “join your team” when you register. Name your team and include a picture or logo.



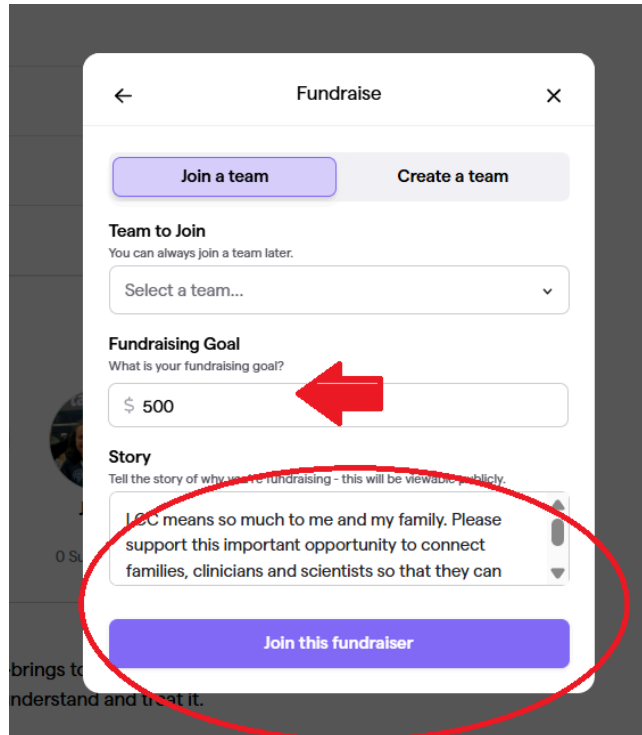
- Next, you need to provide a **fundraising goal and a story**. Some things to consider:
 - The community that you're going to ask! Have they supported you before? How much capacity do they have?
 - If you have a role in the UMSDF such as a board member.
 - What you feel comfortable asking. **You can always adjust it!**
 - Start at \$250 or \$500.

When thinking about your story, ask yourself: what does the **UMSDF** mean to you? Why do you love this UMSDF so much? And tell that story.

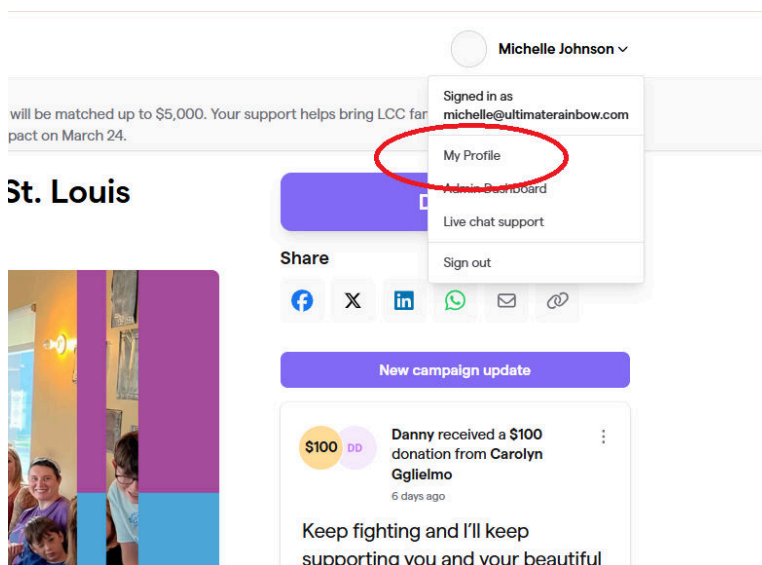
Here is some general text: Feel free to copy and paste this in or adjust it as you see fit:

I am fundraising for <UMSDF> and I believe in their mission! ONE OR TWO OTHER SENTENCES

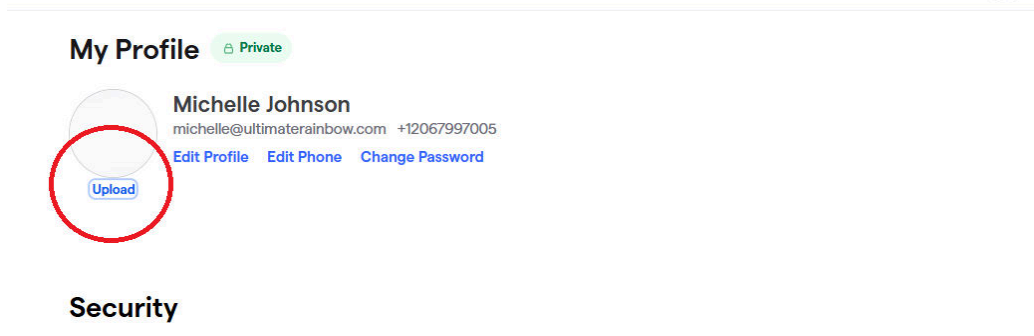
Please join me in supporting this unique UMSDF and wonderful community!



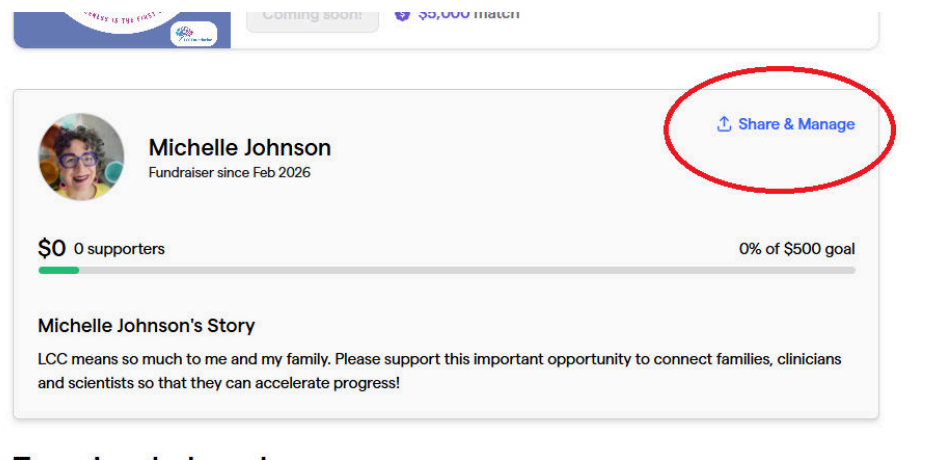
- Click **JOIN THIS FUNDRAISER**. And VOILA! Your page is created:
- In the top right hand corner, you can edit your profile. **Please add a profile picture to help with the legitimacy of your page.**



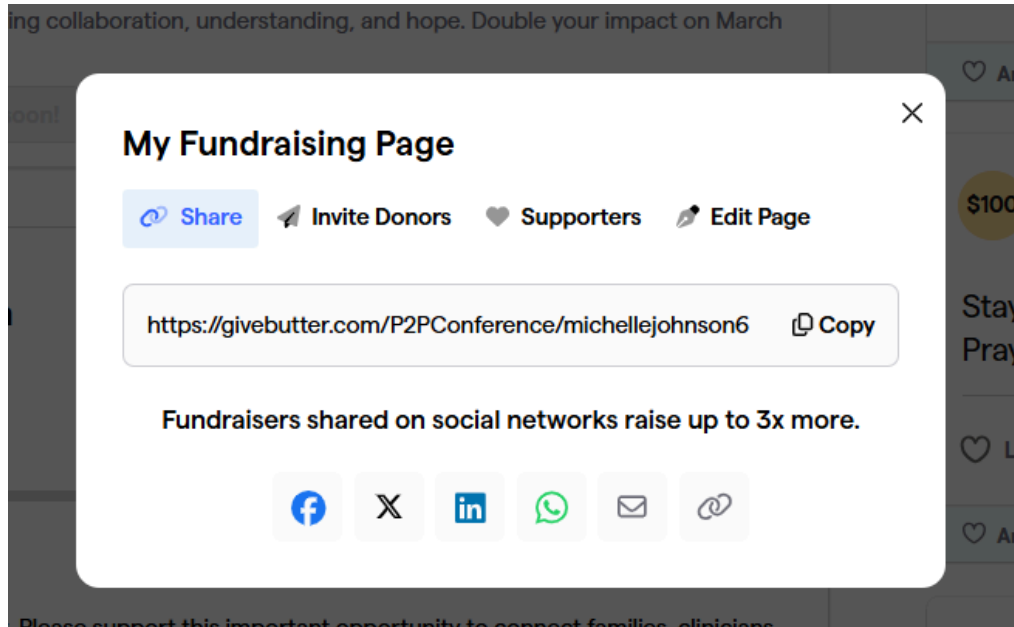
- **Update your profile** picture:



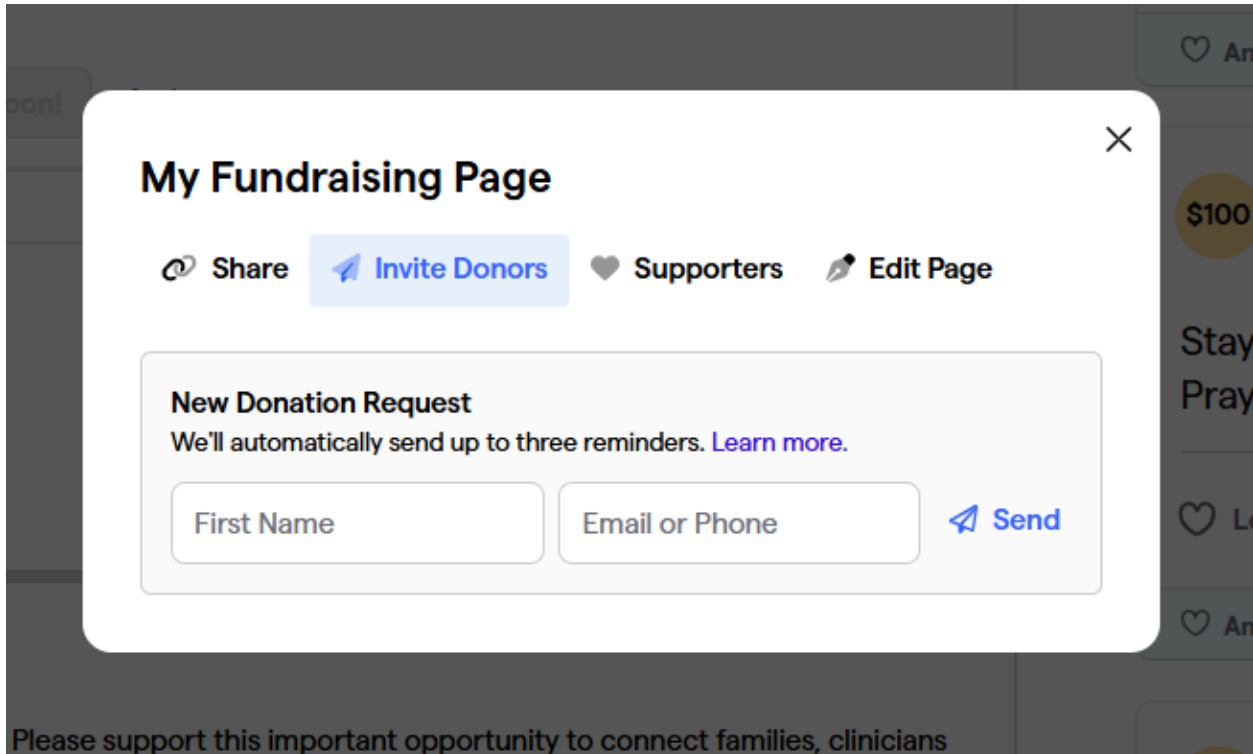
- Click on **Share & Manage**:



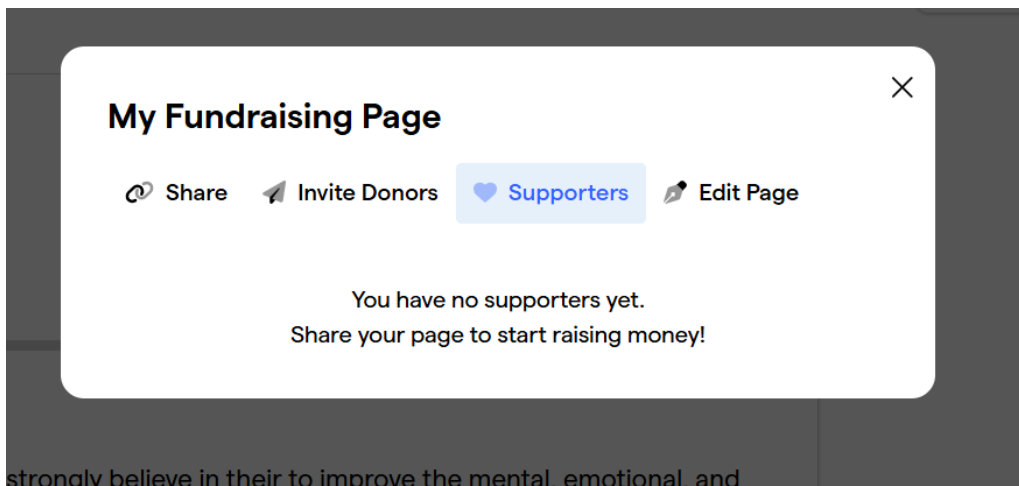
- From the **Share & Manage** you can do so many things.
- You can copy your personal Bloomerang link and paste it into emails, text messages, or use it on your social media.



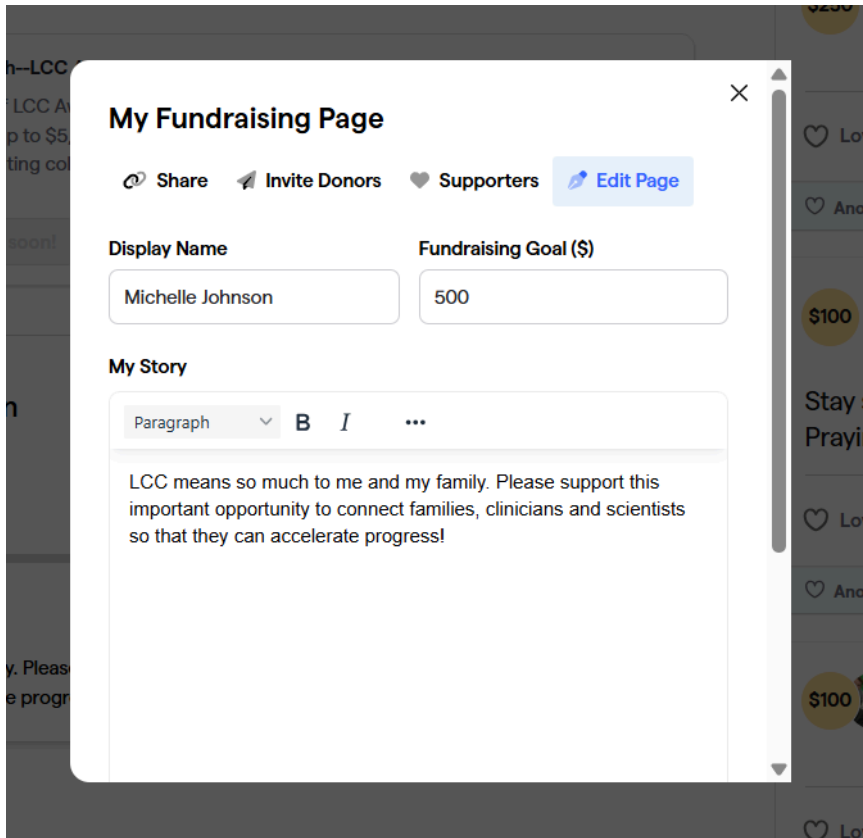
- **Invite Donors** allows you to send them this fundraising message. **It will also automatically send 3 reminders!** They make it so easy.



SUPPORTERS allows you to engage with those who have supported you (once you have them!)



EDIT PAGE allows you to change your fundraising amount or your story!



Thank you so much for being a part of this campaign and raising funds and awareness!