Dear Conference Attendee,

Join us for the 3rd Annual Conference Take Steps to Stop SADS
11th Annual International SADS Foundation Conference
Sheraton Ann Arbor Hotel

Friday ♥ October 26 ♥ 5 p.m. - 9 p.m.
Entry Fee: included in conference fee
Includes T-Shirt, University of Michigan Stadium Tour, and After-Tour Reception

We encourage you to spread awareness and to raise funds through the 3rd Annual International Conference Take Steps to Stop SADS. Reach out to all of your family, friends, neighbors, and colleagues and ask them to contribute to your participation as you make your steps count to stop SADS.

You may use our event website at www.crowdrise.com/o/en/campaign/2018-take-steps-to-stop-sads to set up your personal fundraising page for friends and family to donate to the SADS Foundation as one of your supporters or use print materials that you may download from the SADS Foundation or receive in the mail. Prizes will be given for the individuals and family who raise the most funds to support the SADS Foundation as we begin our next 25 years of providing services for families with SADS conditions!

**Stadium Tour**
This year’s Take Steps to Stop SADS Event will feature a tour of the University of Michigan Football Stadium that will replace the annual walk. Michigan Stadium nicknamed "The Big House," is the largest stadium in the United States. The tour includes time to play on the field and throw around some footballs as well as take a group photo.

**After-Tour Reception**
Following the stadium tour will be an After-Tour Reception at one of the VIP Reception Rooms at the stadium with a panoramic view of the stadium, the field below and the city of Ann Arbor. Be sure to join us for this amazing evening with family, friends, staff, and docs!

Thank you for stepping into the future with the SADS Foundation!! Please contact me at 801-272-3023 or jan@sads.org should you have any questions or need further assistance as you raise awareness and funds through the 3rd Annual International Conference Take Steps to Stop SADS.

With genuine gratitude,

[Signature]

Jan Schiller, Director of Development & Marketing
Fundraising Tips & Tools

Every dollar raised helps fund critical research and programs and services for people with SADS conditions. YOU can be a fundraising powerhouse just use these tips and take advantage of our materials.

1. Start Now
There’s no time like the present. The sooner you start, the more you will raise – ask early and ask often.

2. Know Your Networks
Make a list of every person you know – family, friends, neighbors, and business associates. You have just created your donor list.

3. Aim High
Set a goal that seems just out of reach. It will inspire you and the people you’re asking for support.

4. Be Ready to Educate
People may have questions. Be prepared to explain your condition and its warning signs.

5. Give to Yourself
You’ll set the example and the pace for others to draft behind!

- Donate a dollar to yourself now and then so that your total doesn’t end in a "0" or "5". People will tend to add 4 dollars to their donation to round out the number.

6. Set Up Your Fundraising Page to Tell Your Story
Using the Take Steps to Stop SADS fundraising page on www.crowdrise.com/o/en/campaign/2018-take-steps-to-stop-sads, you may create your very own web page. Be sure to customize it with your story and your pictures.

7. Ask far and wide!
Many think the initial ask is difficult, but it’s easier if you tell everyone WHY you are doing what you are doing. The excitement is contagious and your story will inspire others. Your passion is the reason they will choose donate! Remember, you aren’t asking them to give YOU a donation, you are giving them an opportunity to make a difference THROUGH your Take Steps to Stop SADS walk!

- Create an email and/or Facebook campaign that shares the real-life challenges of one person that you know that has a SADS condition. Include a photo if possible. Mail broadly to everyone you know.
- Ask anyone and everyone. If you don’t ask, then the answer is always no.
- Be certain to send a letter to professionals to whom you give a lot of business (vet, doctors, car dealership, etc) -- they often have a charitable budget to show appreciation to their customers and to give back to the community.
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Dear Family and Friends,

Insert personal story here:

The Sudden Arrhythmia Death Syndromes (SADS) Foundation is the preeminent organization in the SADS community dedicated to spreading awareness, supporting families, educating medical professionals, and advocating for research to work towards better care and treatment and ultimately save the more than 4,000 young lives that are being lost to heart arrhythmia abnormalities each year.

The SADS Foundation is celebrating the 25th Anniversary of its founding. Since 1991, the SADS Foundation has reached out to more than 35,000 families with and educated more than 5,000 medical professionals about SADS conditions. The SADS Foundation works with more than 25 world-leading experts, several key organizational partners, and thousands of families throughout the United States to improve the quality of life of individuals with SADS conditions and to further research to find a cure. Because I am committed to raising funds for research and services, I will be participating in my Hometown Take Steps to Stop SADS Event, a family-friendly walk, being held <Date>.

My personal goal is to raise (Insert goal here: $500, $1,000, more!) for the walk! I invite you to join my team, (Team Name). If you can’t join me, please consider sponsoring me for this very important event. You can click the following link: <Crowdrise Page Link> to make a safe and secure donation in support of my team, (Team Name). Or, send me a check made payable to the SADS Foundation.

Thank you for your friendship and support. I know that with friends, relatives and colleagues like you, we will make a difference and save lives!

Sincerely,

Your Name
Mission
To save the lives and support the families of children and adults who are genetically predisposed to sudden death due to heart rhythm abnormalities.
Make Your Steps Count!

We encourage you to spread awareness and to raise funds in support of your commitment to Take Steps to Stop SADS. Reach out to all of your family, friends, neighbors, and colleagues and ask them to contribute to your walk to make your steps count to stop SADS.

You may use our event website at crowdrise.com/take-steps-to-stop-sads to set up your personal fundraising page for friends and family to donate to the SADS Foundation as one of your supporters or use print materials that you may download from the SADS Foundation or receive in the mail. The funds you raise at your Take Steps to Stop SADS event will help us to expand our important as we begin our next 25 years including our four cornerstone programs:

- Prevention & Awareness
- Patient & Family Support
- Medical Education
- Research & Advocacy

The SADS Foundation is a 501 (c) 3 nonprofit organization.

When:

Event Day Registration:

Where:

Entry Fee:

Why?

Each year, 4,000 young lives are lost to SADS conditions, but these deaths can be prevented. With a proper diagnosis and appropriate treatment, individuals with SADS conditions can LIVE, LOVE, and THRIVE! Join the following volunteers in helping us to stop the preventable deaths of those we love.

“The whole team at the SADS Foundation has made volunteers feel like part of the family, and given us a chance to help make a difference in a fight that is so close to our hearts.” - Melissa

“Because their wonderful responsive team was able to help us so much to find closure, our family has joined the cause as volunteers to help spread the word throughout the medical and academic community, to educate, inform, and help to save others’ lives. We take great joy in knowing that we are helping to support them in saving others from this horrible life taking affliction.” - Jackie

Contact:

Should you have any questions or need further information, please contact:
The Signature Event of the SADS Foundation

Take Steps To Stop SADS

25th Anniversary Celebration
1992-2017
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“The SADS Foundation has been an integral part of my healing from the unexpected loss of my husband and the care of my daughter. They are extremely dedicated to the individuals and families they support, and their passion for their cause, saving lives and supporting survivors is boundless. We appreciate everything they have done for our family, and they have inspired us to work hard for the cause and community as well.” - Shannon

When:

Event Day Registration:

Where:

Entry Fee:

Contact:

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