



Fundraising Toolkit

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About MiracleFeet

MiracleFeet is the largest global non-profit organization working to ensure that every child born with clubfoot has access to the medical care they need to thrive. In partnership with local health workers and organizations, MiracleFeet brings the low-cost, nonsurgical standard of care, routinely provided in advanced health systems, to low-income countries. The inexpensive treatment solution, called the **Ponseti method**, costs only \$500 USD per child on average and, with MiracleFeet's support, is provided for free to families.

MiracleFeet was founded in 2010 by social entrepreneurs, parents, and doctors who came together to tackle one of the largest causes of physical disability in the world. Since then, MiracleFeet has helped transform the lives of over 77,000 children around the world – and we're just getting started. We are dedicated to ending this solvable problem for every child born with it, forever. **And support from donors like you is how we get there!**

OUR VISION:

MiracleFeet envisions a world in which all children born with clubfoot receive treatment, enabling them to live fully productive, active, and healthy lives.

OUR MISSION:

MiracleFeet increases access to proper treatment for children born with clubfoot in low- and middle-income countries through partnerships with local healthcare providers.

Clubfoot facts:



Tip: copy and paste the information directly from this document into your fundraising materials!



9.8 million people alive today were born with clubfoot. 7.8 million never received treatment.



2 million children under the age of 15 are living with the physical and social consequences of untreated clubfoot.



Clubfoot affects 1 in every 700 children born worldwide.



An estimated 200,000 babies are born with clubfoot every year.



Fewer than 1 in 5 children born with clubfoot have access to proper treatment.



Clubfoot is the most common musculoskeletal birth condition in the world.



A \$500 treatment provides lasting mobility in 95% of cases.

How To Create Your Fundraising Page

MiracleFeet offers an easy self-service fundraising page set-up through our online platform, Classy, like GoFundMe or Just Giving. We encourage you to use our platform so we can provide direct support, but also welcome fundraising on other platforms.

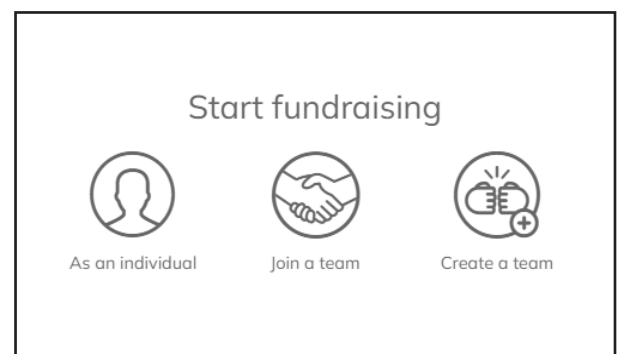
Here's how to set up your fundraising page using Classy:

- 1 Visit our [fundraising page](#) and select "Start a Fundraiser"



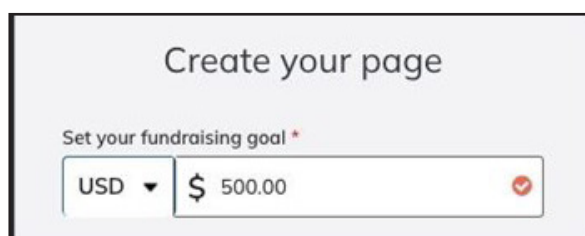
- 2 Select the option that best fits your fundraising goals:

- › **Individual:** sign up to fundraise on your own in support of MiracleFeet.
- › **Join a team:** if your school, business, or group already has a team, you can join by searching and selecting the team's name.
- › **Create a team:** if you plan to recruit friends and family to join you, create a team so you can work together. Fundraising as a team allows everyone to contribute to a group goal amount.



3 Set your fundraising goal. Your goal is completely customizable and can be changed (increased or decreased) at any time. Consider who will be joining your effort and how much time you can dedicate to outreach when setting your fundraising goal. The average fundraiser raises between \$500 and \$1,500, but we've had fundraisers reach over \$25,000. Examples of how the money you raise will impact our mission include:

- \$25 provides casting materials for one child
- \$100 can provide braces for five children
- \$250 can train one clubfoot provider
- \$500 fully treats clubfoot for one child



The screenshot shows a form titled "Create your page". Below the title is a label "Set your fundraising goal *". There is a dropdown menu set to "USD" and a text input field containing "\$ 500.00". A red checkmark icon is visible to the right of the input field.

4 Choose a fundraising end date. Connecting your fundraising to an event or milestone like your birthday, an anniversary, or a holiday, and defining a short and fixed timeline (we recommend 1-3 months) encourages prompt action.

5 Add your headline. Share a short, clear, and fun message about why you are fundraising for MiracleFeet. Examples include:

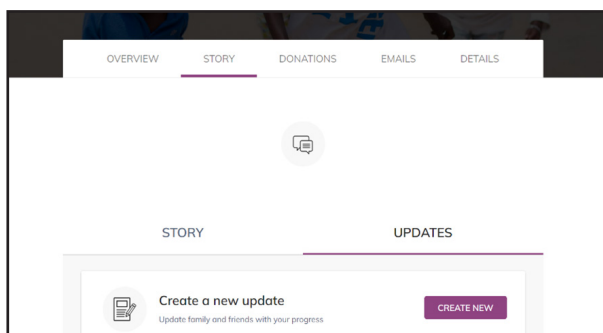
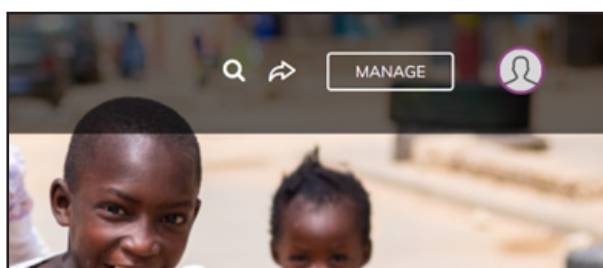
- "A new gift idea to help me celebrate my birthday this year!"
- "This holiday let's give the gift of mobility to a child in need!"
- "Join me in mobilizing children for life."

6 Set a short URL to easily share your page with your friends and family. For example: donate.miraclefeet.org/yourfundraisername



The screenshot shows a form with the label "Set your vanity URL" followed by the example URL "https://donate.miraclefeet.org/ExampleShortUrl". Below this is a text input field with the placeholder text "Start typing".

- 7 **Upload a photo** to personalize your page and make it easily recognizable by your friends and family! Keep in mind that the photo must be under 2MB to upload.
- 8 **Manage your campaign.** After working your way through the set up prompts, you can make any changes to these settings by navigating to the “Manage” button in the top right of your fundraising page. Once your page is created, post updates about your fundraising progress. This is where you will also post updates about your fundraiser for your supporters, customize your “story” section, and keep track of who has donated to your fundraiser.

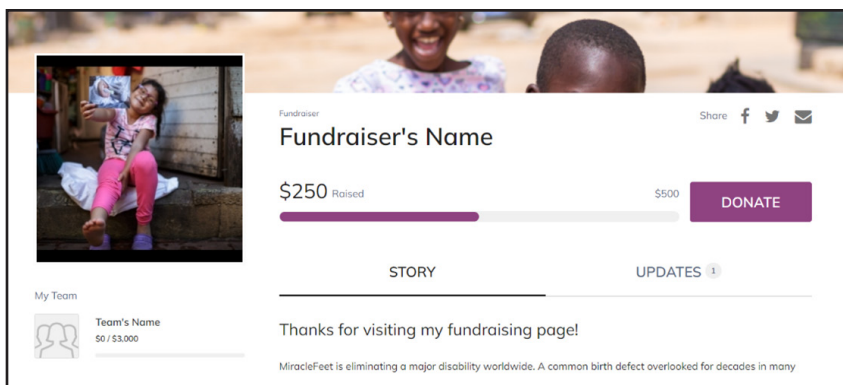


Tell your story

People support (and donate to) those they know and love!

In addition to sharing your story through social media and email updates, make your fundraising page personal. Share why you're fundraising, your connection to MiracleFeet, how clubfoot has impacted your life, and/or personal photos and stories to help supporters understand why donating to MiracleFeet is important to you. Just a few sentences reflecting on why you chose to fundraise for MiracleFeet will go a long way with your supporters. As your fundraising progresses, update your page to celebrate progress toward your goal!

Tip: Updates on your fundraising page are not automatically sent out to your supporters. Make sure to update your supporters in other ways, too!



Here are some examples of individuals and groups who have hosted successful fundraisers for MiracleFeet:



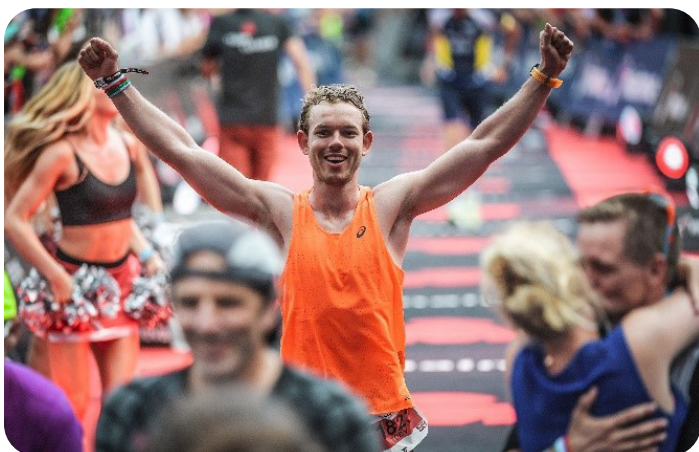
Make it personal:

Vedant N., 11, was born with bilateral clubfoot and received treatment in Singapore. Today Vedant is running, playing sports, and climbing mountains. Vedant, his father, and hiking team summited Mt. Kilimanjaro as a fundraiser for MiracleFeet – raising \$25,000. He kept his supporters updated every step of the way!



As a team:

Sara P. has been organizing a 5K walk since her daughter, Adalina, was born with bilateral clubfoot in 2017. This annual event now has over 300 participants. As more and more families join, Sara's team went from raising \$2,000 the first year to raising \$10,000 in 2022.



As an individual:

Because of his clubfoot Toby B. was unable to run a 5K race without severe pain. Today, thanks to treatment and PT, Toby participates in Ironman races as an opportunity to raise funds for MiracleFeet. Toby has raised nearly £1,500 so far, with more races in his future.



Celebrate a milestone:

Madeline T. would not have been able to walk without clubfoot treatment, much less rock climb. Now her favorite place is the local climbing gym! With help from her family and friends, Madeline organized a fundraiser for MiracleFeet (Climbing for MiracleFeet) in honor of her birthday, raising \$5,500.

Appealing to your supporters

Once you've designed your page and added some details and photos, it's time to spread the word and take strides toward your goal. Start by creating a list of everyone who might support you. Think: friends, family, friends of friends, friends of family, colleagues, neighbors, classmates, members of groups or associations you are part of, maybe even your doctor or pediatrician.

- 1 Start with your inner circle.** This group is most likely to respond to your personal outreach which will get some quick wins and momentum for others to see!
- 2 Cast a wider net.** Don't be afraid to look beyond immediate connections to expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations in addition to a donation.

People are most likely to respond to a direct message from you so try email, hand-written notes, even calls or face-to-face visits. Need help getting started? Feel free to borrow the sample language for emails and social media captions in the [**examples and resources section**](#).

Don't forget to thank your supporters!

Throughout your fundraising campaign it is critical to thank donors for their support, keep them updated on progress, and request their help reaching your goal. Each contributor should receive a personalized email and/or thank you note for their support. Acknowledging their support on your social media channels gives extra visibility to their contribution and is an opportunity to build awareness for your fundraiser. You can also leave a comment on their donation directly from the activity wall on your fundraising page!

Classy will send you emails to inform you of activity on your fundraising page including new comments, donations, and fundraising milestones reached – making it easy to stay on top of thanking your supporters.

For additional inspiration and support or assistance designing your fundraising page, please reach out to Megan Dale, MiracleFeet's Donor Engagement Manager, at Megan.Dale@miraclefeet.org.

Thank you for making such a meaningful difference in the lives of children and their families. **GOOD LUCK!**

 **We'd love to hear from you! Complete [this survey](#) so we can use your story to inspire others and amplify our collective impact.**

Examples & Resources

Fundraising Tips

Start the ball rolling yourself. No one likes to be first. Launch your fundraiser by being your own first contributor to demonstrate your commitment and inspire others.

Start with your closest contacts. Your inner circle, those most likely to quickly donate to your fundraiser, are the best way to build campaign momentum. Others are more likely to donate the closer you are to your goal!

Use social media. Beyond your personal outreach to engage potential donors, share your campaign in ALL your social channels and tag/thank those that contribute to show gratitude and increase visibility for your fundraiser.

Follow up. It's easy for emails to get lost in someone's inbox or stuffed into a "do later" folder. Regularly update people on your progress as you hit milestones and ask them to help you reach your goal.

Promptly and sincerely thank your donors. Everyone loves to feel appreciated and it's more magical if you express gratitude quickly to clearly communicate that their gift is important to you. Send a personal thank you! Donors who feel appreciated are more likely to tell their friends, interact with your social media posts, and help you again in the future!

Advice from fellow fundraisers:



"Reinforce the simplicity and low cost of treatment. It makes people feel their money is going further rather than getting swallowed up by a huge charity." –Toby B.



"While social posts help raise awareness, I found reaching out directly and connecting one-on-one with my family, friends, colleagues, and even ex-bosses helps drive the best results." –Vijay N.



"Find your passion to serve... Ask your family and friends to join you in your journey to make a difference in the world." –Sara P.

Branding toolkit and social media guidelines

To ensure your fundraising page looks great and represents your campaign and the MiracleFeet brand, please use the MiracleFeet logos, graphics, and photos in your communication with donors, as well as on social media and on your custom fundraising page. We have put together a folder with resources for you including:

- › MiracleFeet logos to add to any materials you create for your fundraiser including flyers, thank you cards, or sign-up sheets to remind your supporters of the organization you are passionate about.
- › Photos to add visual intrigue, inspire your supporters, and show real-world examples of how MiracleFeet is transforming lives. Use these photos in social media posts or on your fundraising page.
- › Brand colors to use in your materials and/or social media posts.
- › Branding guidelines to provide guidance on best practice for using these materials.
- › MiracleFeet one-pager to provide additional information about MiracleFeet and clubfoot. Feel free to share the one-pager in your communications, or pull text from it to inform your audiences.

 **View the [Toolkit Folder](#) on Dropbox**

Social media tips:

Using hashtags that relate to clubfoot and MiracleFeet helps increase engagement with your post, which can help spread the word about your fundraiser. Use hashtags such as:

#clubfoot	#PonsetiMethod	#transformation	#clubfootcutie
#UntreatedClubfoot	#LeaveNoOneBehind	#donate	#pediatrics
#talipes	#aProblemWeCanSolve	#ClubfootTreatment	#orthopedics
#MiracleFeet	#mobility	#ClubfootAwareness	#nonprofit

- ✓ Be sure to tag @MiracleFeet in your posts on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#) so we can amplify your message!
- ✓ Add the link to your fundraising page to your bio /profile on your social accounts.
- ✓ If you're collaborating with other peers or brands with social media accounts, tag those accounts in your posts to help boost your exposure.
- ✓ When possible, change the privacy settings on your fundraiser posts to public (instead of private, only me, or friends only).

Sample captions

The empty fields are for you to customize.

Facebook (appeal message)

What does it cost to transform a life?

The average cost to treat a child born with #clubfoot is \$500. Treatment means mobility, independence, and opportunity for life. I'm raising money for @MiracleFeet because...

[personal connection to clubfoot/impact clubfoot treatment has on a child's life]

I'm on a mission to raise \$X and have already raised \$X; can you help me reach my goal? Together we can ensure that every child born with clubfoot has the care they need to thrive. 🏃

[link to fundraising page]

Instagram (campaign update)

Thank you to everyone who donated to our fundraiser so far. We've made it to X% of our goal, and our event is just around the corner! Your generosity gives children the opportunity to walk, run, and play — for life 💜 🏃

Visit @MiracleFeet's page to learn more about how they're working to ensure that no child grows up with a treatable disability!

Link to donate in my bio!

Twitter (campaign announcement)

Together, we can radically transform a young life affected by #clubfoot. Follow along as I [fundraising activity] and raise funds and awareness for clubfoot treatment around the world. Donate to my @MiracleFeet fundraiser here: [link to fundraising page]

LinkedIn (campaign launch with stats)

Every year approximately 200,000 babies are born with **#clubfoot** – a leading cause of physical disability worldwide. Along with stigma and discrimination, children born with clubfoot are among the least-likely to enjoy the benefits of education and healthcare. Even worse, they are prone to higher risks of neglect, poverty, and abuse.

[add personal connection to clubfoot]

@MiracleFeet is on a mission to ensure that all children born with clubfoot receive treatment, enabling them to live fully productive, active and healthy lives. I am hosting a [fundraising event] to raise funds to support MiracleFeet's mission. I've already donated \$500. If 9 more people contribute \$500, I will reach my goal of \$5,000 (transforming 10 lives)! [link to fundraising page]

Sample emails

The empty fields are for you to customize.

Example 1: First outreach

Subject: Join me in transforming young lives!

Dear [Name],

I'm raising money for MiracleFeet, a global nonprofit focused on eradicating untreated clubfoot, and it would mean so much if you could help me reach my goal of [GOAL AMOUNT].

Clubfoot is a common birth defect, affecting at least 200,000 babies every year. It has been overlooked for decades in many parts of the world, and amazingly can be corrected without surgery in just a few weeks. MiracleFeet partners with health workers in over 30 countries to bring the low-cost solution to children who need it. With their support, treatment is provided for free.

To date, MiracleFeet has reached over 75,000 children with care they need to enjoy mobility, independence, and opportunity.

Please click here [add your fundraising page link] to donate.

Thank you so much for your support!
[Name]

Example 2: Follow up/update

Subject: We've already raised \$X – help us reach our goal!

Dear [Name],

For the past X weeks, I've been on a mission to raise money for **MiracleFeet** and I've already reached X% of my goal! [Update on how fundraising efforts have gone; training or event updates if applicable].

Supporting MiracleFeet is important to me because [personal connection]. I share MiracleFeet's belief that we can eliminate untreated clubfoot in our lifetime.

I have been overwhelmed by the support so far. With your help I'm sure I can reach my fundraising goal! Please click here [add your fundraising page] to give.

Thank you so much for your support!
[Name]

Example 3: Urgent ask/last chance

Subject: Only X days left!

Hi [Name],

I'm fundraising for **MiracleFeet**, an organization that is on a mission to eliminate untreated clubfoot and ensure children everywhere have the opportunity to run, play, and enjoy all that childhood has to offer. MiracleFeet has supported treatment for over 75,000 children and reaches thousands more each year.

I'm trying to raise [\$ fundraising goal] by [DEADLINE]. If I can inspire just five people to contribute [\$ Fundraising Goal Remaining/5] or more, I'm there.

It's really important for me to help MiracleFeet because [personal connection]. I hope you'll help me reach my fundraising goal! Here's the link to contribute: [insert link].

Thank you so much for your support!
[Name]

Example 4: Thank you

Subject: Your donation is transforming lives!

Dear [Name],

My fundraising campaign has officially ended, but the impact of your contribution will continue!

With your help, I raised \$X in support of MiracleFeet's mission to ensure children born with clubfoot receive the treatment they need to experience mobility, independence, and opportunity for life. Thank you for your commitment to helping children access the life-changing care they need to thrive. We couldn't do this without you!

MiracleFeet regularly publishes inspirational stories featuring clubfoot patients, champions, advocates, and care providers from around the world. To see the impact of your gift and stay up to date with MiracleFeet's work, [**subscribe to their email newsletter**](#) and follow them on social media:

[**Facebook**](#)

[**Twitter**](#)

[**Instagram**](#)

[**YouTube**](#)

[**LinkedIn**](#)

Thank you again for your generosity.
[Name]

| Resources

[!\[\]\(c8d96c8885d3000a912c2582004aed63_img.jpg\) MiracleFeet's 2022 Annual Report](#)

[!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\) The Case For Investing in Clubfoot Treatment](#)

[!\[\]\(666e09182d4cd268646ea700ea60dcdf_img.jpg\) External Evaluations, 60Decibels Report](#)

[!\[\]\(c3d993ca47bfe2a953c700506ce31fa0_img.jpg\) MiracleFeet videos](#)

[!\[\]\(d66ff64371a51729ac8c1cdaa685ba6f_img.jpg\) Recent press coverage](#)

[!\[\]\(e3f8612927870f2e0f9f5989e6dd3064_img.jpg\) Recent news and stories](#)