

Facebook/Instagram Fundraising Toolkit

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Tips for Fundraiser

Below are some practical ways to launch, grow, and finish your Facebook or Instagram fundraiser with impact. Keep it personal, keep it visible, and keep your supporters engaged.

Kick Off Strong and Make it Personal

- Share your “why” in a short post, photo or video
- Launch with graphic and fundraiser link
- A personal connection motivates friends and family

Use Momentum & Milestones

- Celebrate progress at 25%, 50%, 75%, and 100% with graphics
- Recognize key gifts that helped reach each milestone

Share Updates in Different Formats

- Mix rare disease facts and personal updates
- Rotate between short posts, images, videos, and stories

Tips for Fundraiser Continued

Below are some practical ways to launch, grow, and finish your Facebook or Instagram fundraiser with impact. Keep it personal, keep it visible, and keep your supporters engaged.

Expand Your Reach

- Share your fundraiser in Facebook groups
- Ask close friends and family to repost your link
- Use stories and Reels to reach people beyond your network

Share Often & End Strong

- Post regular updates to keep momentum going
- Use a final push countdown in last 48 hours
- Remind everyone every gift makes a difference

Make Giving Easy

- Always include the direct fundraiser link at the top of post
- Tag @RARE Foundation to expand reach
- Remind donors every gift — big or small — moves it forward

Thank Donors and Build Momentum

Respond Promptly

Thank each donor soon after their gift with a personal message, comment, or email.

Make It Personal

Use the donor's name and briefly acknowledge what their support means to your effort.

Ask Permission

Before publicly naming or tagging a donor, confirm that they are comfortable being recognized.

Share a Shout-Out

With permission, thank the donor by name in a social media post or Story.

Save thank-you stories to a "Supporters" Instagram Highlight so the appreciation remains visible.

Keep Gratitude Visible

Have a Facebook thank-you post and add donor names as gifts come in.

Social Media Options

Tag the RARE Foundation and any co-hosts or partners in every post. This pushes your content into their audience's feeds.

Use Hashtags: Pair your main tag #RAREFoundation with 2–3 related hashtags like #RareDisease, #TeamRARE, or #GivingTuesday.

Go Live: A 5-minute live video update can double engagement and spark instant gifts.

Create a “Tap to Give” Story Series: On Instagram, build a 3-slide story: 1) Impact stat, 2) Personal photo, 3) Direct “Give Now” link sticker.

Sample Posts/Captions

Sample Caption 1: Why I'm Fundraising

I'm fundraising for the RARE Foundation because [insert your personal reason or who you're honoring]. 1 in 10 Americans live with a rare disease, yet 93–95% have no FDA-approved treatment. Together, we can change that.

Join me by making a gift today: [Fundraiser Link]

Sample Caption 2: The Power of Small Gifts

Every dollar makes a difference. Whether it's \$5, \$15, or \$50, your gift fuels advocacy for equitable access to diagnoses, treatments, and cures for people living with rare diseases. I'm fundraising in honor of [insert personal story/connection] — will you join me?

Donate here: [Fundraiser Link]

Sample Posts/Captions

Sample Caption 3: Progress Update / Milestone Post

We've already reached [insert % or dollar milestone] of my fundraising goal! I'm so grateful for everyone who has supported this campaign in honor of [insert your personal connection or story]. Let's keep the momentum going! Together we can make rare diseases impossible to ignore.
Give here: [Fundraiser Link]

Sample Caption 4: Mission-Driven

1 in 10 Americans lives with a rare disease, yet most have no treatment or cure. I'm fundraising for the RARE Foundation to ensure patients' voices are heard in Washington and beyond. Every dollar helps move science into action.
Join me today: [Fundraiser Link]

Sample Posts/Captions

Sample Caption 5: Personal Connection

I'm supporting the RARE Foundation because [insert personal reason]. This organization empowers patients and families to advocate for research, policy, and equitable access to care. Will you join me by donating to my fundraiser?
Donate here: [Fundraiser Link]

Sample Caption 6: Urgent / Impact

93–95% of rare diseases have no FDA-approved therapy. That's why I'm raising funds for the RARE Foundation — to help change this reality. Together, we can make rare disease voices impossible to ignore.
Give here: [Fundraiser Link]

Sample Posts/Captions

Sample Caption 7: Final Push (Last 48 Hours)

We're down to the last 48 hours of my fundraiser! Every dollar helps fuel advocacy for rare disease patients who deserve faster diagnoses, treatments, and cures. If you've been waiting for the right time to give, now's the moment.
Donate today: [Fundraiser Link]

Sample Caption 8: Almost There!

I'm so close to reaching my fundraising goal! Your gift in these final hours will help ensure rare disease voices are impossible to ignore. Together, we can finish strong and make a lasting impact. I'm beyond grateful for everyone who has supported my fundraiser — thank you!
Give now: [Fundraiser Link]

Sample Thank You Posts/Captions

Group Gratitude

- Thank you to everyone who has donated so far! Your support means the world to me and to the 30 million Americans living with rare diseases. Together, we're raising awareness, hope, and change.

Personal Spotlight

- Huge thanks to [tag donor(s)] for supporting my fundraiser! Your generosity fuels advocacy for equitable access to diagnoses, treatments, and cures for rare disease patients like [insert personal connection].

Milestone Thank You

- Thanks to your amazing support, we've reached [insert % or dollar milestone]! I'm deeply grateful for every donation, comment, and share! It helps amplify rare disease voices and make them impossible to ignore.

Testimonials

Testimonials are a powerful way to bring your fundraiser to life and make it more personal. By sharing real stories — like those about advocacy journeys, research impact, community connection, or hope for the future — you give your audience something tangible to connect with.

These stories help illustrate why the cause matters, highlight the difference the RARE Foundation makes, and show how support changes lives. Use them in your elevator pitch, emails, social media posts, and fundraising pages to deepen emotional connection, inspire action, and make a bigger impact with your efforts.

Fill In Blank Testimonials

Story Template 1: Advocate / Family Experience

- “When my [child / parent / sibling / loved one / I] was diagnosed with [name of rare disease or ‘a rare disease’], we felt [emotion: lost, overwhelmed, uncertain]. The RARE Foundation gave us [tools / resources / connections / hope] to [advocate in Washington / connect with others / raise awareness / push for change]. That’s why I’m fundraising — to give more families the same [support / voice / hope] that we received.”

Story Template 2: Policy & Research Impact

- “As a [rare disease patient / caregiver / advocate], I’ve seen how long it can take to get a [diagnosis / treatment / care plan]. The RARE Foundation has mobilized advocates like me to push for [legislation / research funding / access to treatments] that speeds up [diagnosis / research / drug development / equity in care]. Your gift helps make that possible, and I’m fundraising to keep that momentum going.”

Fill In Blank Testimonials

Story Template 3: Community & Connection

- “When I first connected with the rare disease community through the RARE Foundation, I realized I wasn’t [alone / invisible / without a voice]. Being able to [share my story / meet others / advocate together] has given me [strength / hope / purpose]. I’m fundraising to help others find the same [community / empowerment / voice] that changed my journey.”

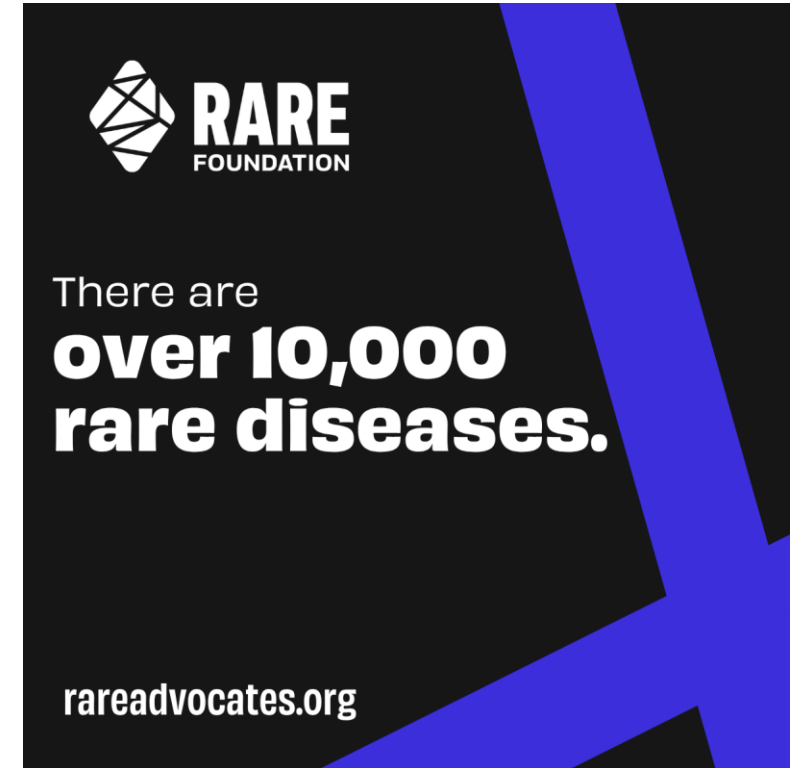
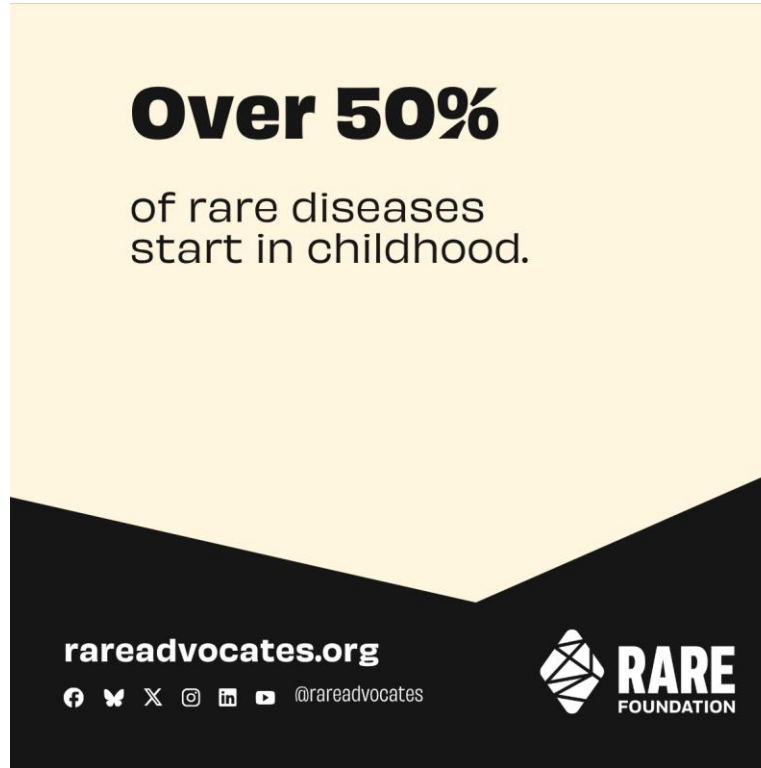
Story Template 4: Hope for the Future

- “Living with [name of rare disease / a rare disease] has been [challenging / exhausting / full of unknowns], but the RARE Foundation is working to make the future brighter. By [advocating for science-driven policy / pushing for faster research / ensuring access to care], they’re giving families like mine hope. I’m fundraising so that [future patients / children / families like ours] won’t have to face the same struggles.”

Story Template 5: Gratitude & Action

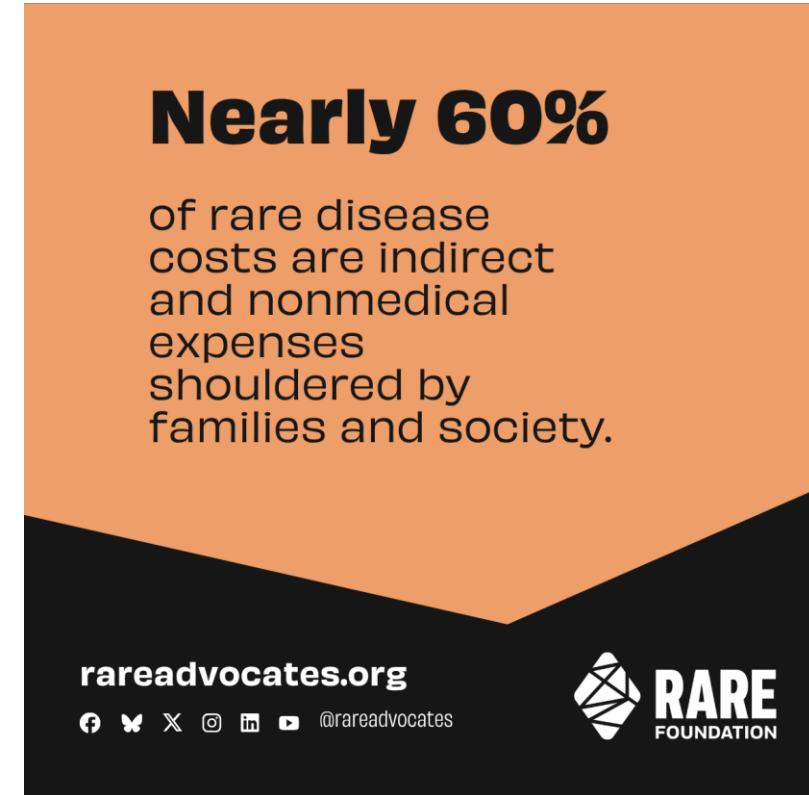
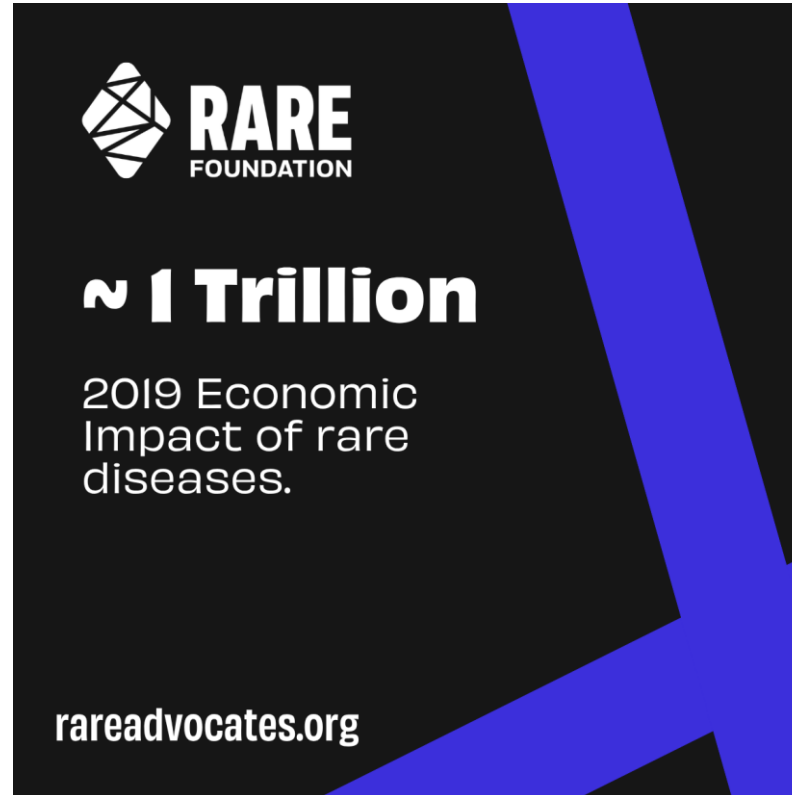
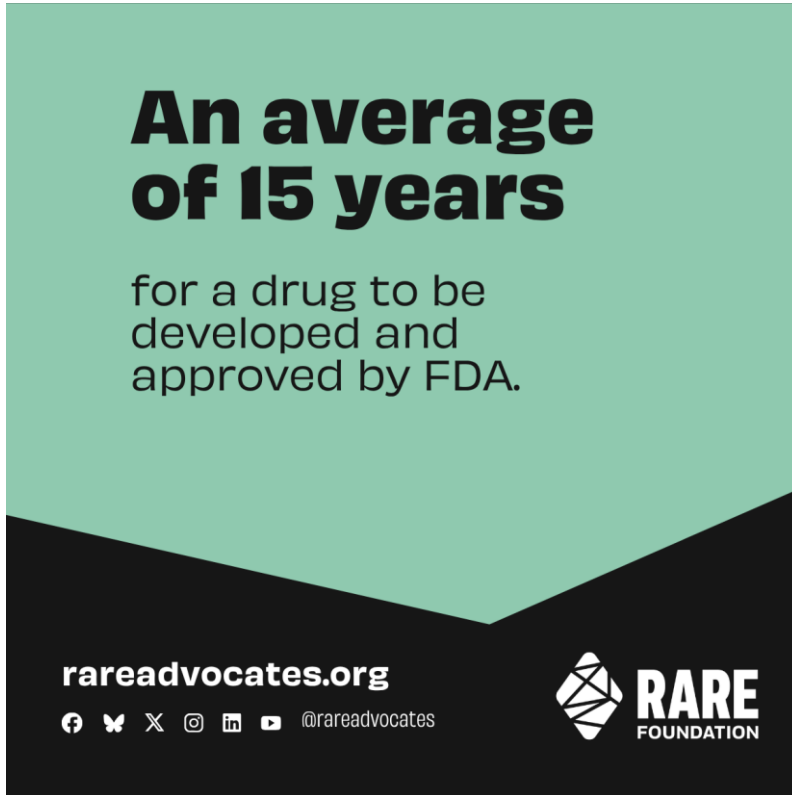
- “I’m grateful for the support I’ve received from [family / friends / the RARE Foundation community], but I know so many others still face [isolation / long waits for diagnosis / limited treatment options]. That’s why I’m taking action by fundraising for the RARE Foundation. With your support, we can [amplify rare disease voices / fuel advocacy / bring change faster] for those who need it most.”

Approved Social Media Graphics



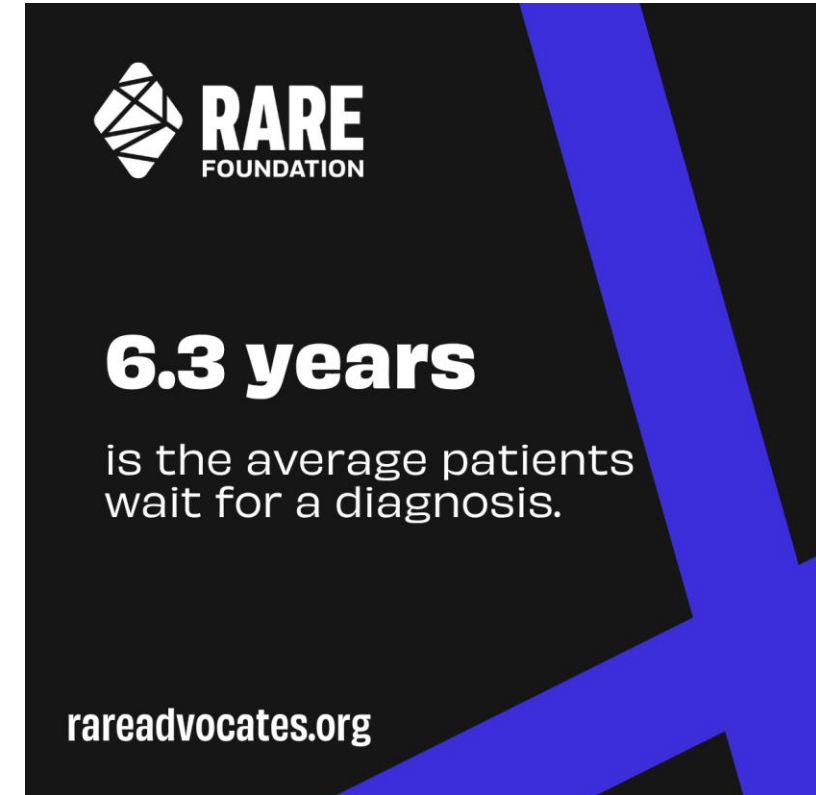
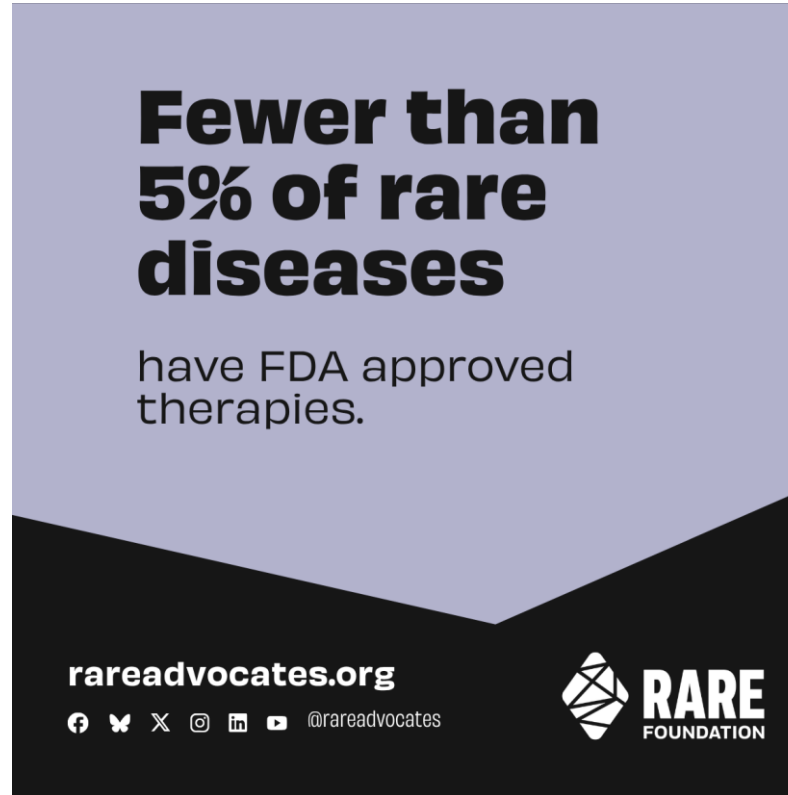
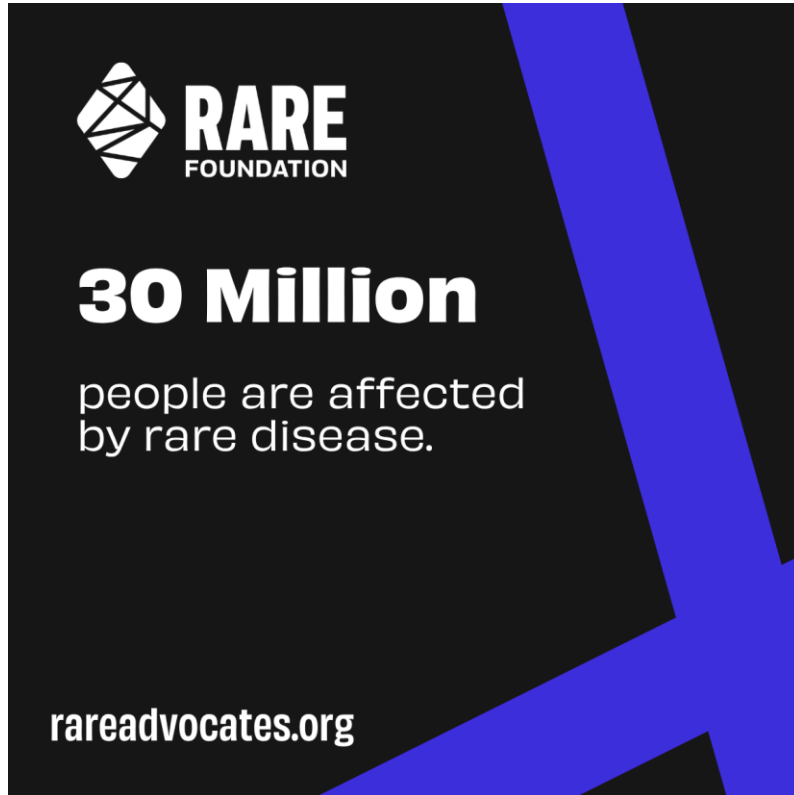
To use: right-click image and select Save as Picture, then upload the saved PNG to your social media.

Approved Social Media Graphics



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Approved Social Media Graphics



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Contacts

Have a question along the way? Please reach out! We're honored to help at any stage of your fundraiser.

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Thank you!