

Fundraising Schedule and Outreach Templates 2026

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Outreach Schedule

Timing	Activity	Channels
ASAP	Register and Join or Start a Team	Strides for CJD Website
Week 1	Customize Your Personal and Team Fundraising Pages	Fundraising Dashboard
Week 2	Create Your Contact List	N/A
Week 3	First Reach Out	Email Social Text
Week 7 or Prior to August 9 th	Second Reach Out - Team Fundraising Deadline	Email Social Text
Week 10 or Prior to August 19 th	Third Reach Out - T-shirt Deadline	Email Social Text
Week 14 or Prior to Event Date	Fourth Reach Out - Fundraising Update + Final Push	Email Social Text
Post-Event	Post-Event Reach Out - Thank You	Email Social Text

Customize Your Personal and Team Fundraising Pages

After registering for Strides for CJD, you will receive a customizable fundraising page to tell your story and share why your family, friends, and coworkers should get involved. If you also start a team during registration, you will also receive a team fundraising page.

To log into and edit your personal and/or team fundraising page, navigate to the page, hover over Sign In or Sign Up in the top righthand corner, and click I need help with my password. Enter your email address and click the gray Send Reset Link button. You will receive a link you can use to set your password. (It says "reset," but you can use the link to set your password.) You will want to customize your personal and/or team fundraising page before reaching out to your network to let them know why they should support you and Strides for CJD!

Your supporters can choose to:

- Join your team as a fundraising participant (they would receive a personal fundraising page as a member of your team)
- Join your team as a non-fundraising participant (they would not receive a personal fundraising page, but they would still join your team)
- Donate to your team

Here are examples of customized team fundraising pages from past Strides for CJD events:

- [Team Jerry Yaffa](#)
- [UFFDA for Brenda](#)
- [Team Queso- Chuck Romano](#)
- [Turner's Tribe](#)
- [TEAM MOOCH - Dick Muchowski](#)
- [Cathy Green Legacy Team](#)
- [Team Girolamo](#)

Template for Your Personal and Team Fundraising Pages

Title: Honoring [Loved One's Name] - My Journey with CJD

Introduction: [Introduce yourself and why you stride.]

Example: As I lace up my shoes for another year of Strides for CJD, I am filled with a mix of emotions – sadness for the loss of my beloved [Loved One's Name], yet hope for a future where there is a cure. Join me in honoring their memory and supporting the crucial work of the CJD Foundation.

Call to Action: [Ask people to join your fundraising team or donate.]

Example: Join my fundraising team, [Team Name], to help fundraise with me or simply donate. My goal is to raise [\$1,000 or other amount]. Your support means the world to me!

Diagnosis Journey: [Describe the symptoms your loved one experienced. This might include cognitive decline, personality changes, mobility issues, or other neurological symptoms. Discuss the challenges you faced in seeking a diagnosis, such as misdiagnoses or lack of awareness among medical professionals.]

Example: Watching [Loved One's Name] deteriorate before our eyes was agonizing. From forgetfulness to sudden mood swings, and eventually losing the ability to walk or communicate, each day brought new challenges. Despite numerous doctor visits and tests, it took far too long to uncover the truth – that [Loved One's Name] was battling Creutzfeldt-Jakob Disease.

Interactions with Medical Professionals: [Share your experiences interacting with medical professionals during the diagnosis process. Discuss any frustrations or moments of support you encountered along the way.]

Example: Our journey with CJD was fraught with uncertainty. Many medical professionals were unfamiliar with the disease, leading to delays and misunderstandings. Yet, there were also moments of compassion and support from those who went above and beyond to help us navigate this uncharted territory. Their dedication left a lasting impact on our family.

Dedication to [Loved One's Name]: [Express your love and admiration for your loved one, highlighting their strength and resilience in the face of CJD.]

Example: To my dear [Loved One's Name], you were a beacon of light in the darkness, facing CJD with unwavering courage and grace. Your spirit continues to inspire me every day, and I am forever grateful for the time we shared. I participate in Strides for CJD to honor your memory and to ensure your legacy lives on.

Importance of Participating in Strides for CJD: [Explain why participating in Strides for CJD is important to you. Discuss the impact you hope to make through raising awareness and funds for the CJD Foundation.]

Example: Participating in Strides for CJD is my way of turning grief into action. By raising awareness and funds for the CJD Foundation, we can support families facing this devastating disease and fund vital research toward a cure. Together, we can make a difference and bring hope to those affected by CJD.

Support from the CJD Foundation: [Share how the programs and support provided by the CJD Foundation have helped you and your family during your journey.]

Example: The CJD Foundation has been a lifeline for our family, providing invaluable support and resources every step of the way. From connecting us with knowledgeable healthcare professionals to offering emotional support and guidance, their programs

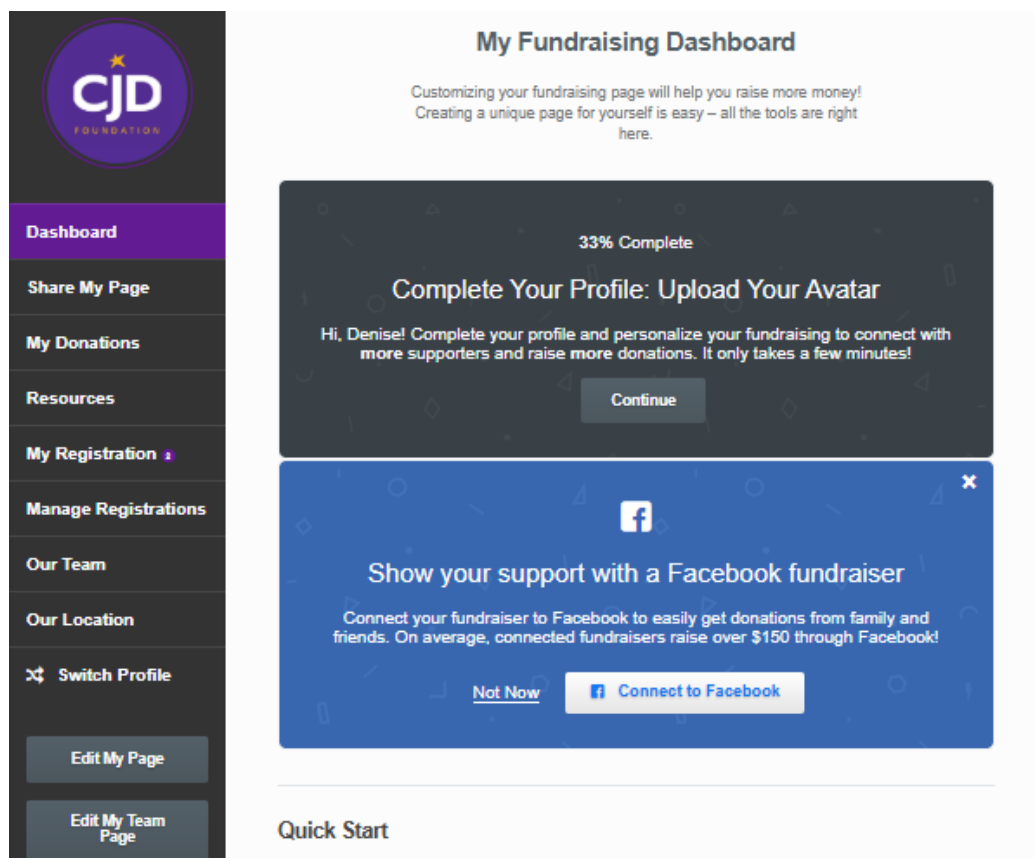
have been instrumental in our journey with CJD. Participating in Strides for CJD is my way of giving back and ensuring other families receive the same level of support we did.

Conclusion: As I walk in memory of [Loved One's Name], I carry their spirit with me every step of the way. Together, let's stride towards a future without CJD, where families can live without this devastating disease. Join me in supporting the CJD Foundation and honoring the memory of those we have lost.

Connect to Facebook

Connecting with Facebook is a great way to reach your network of family and friends to spread the word. Qgiv allows for manual and automatic posting to make sharing much easier. To allow the fundraising center to interact with your personal Facebook page, you **MUST** connect your Facebook account.

On your Fundraising Dashboard, you will see a large blue button inviting you to do so. If you happen to be logged in to Facebook within your browser, you will be automatically connected. If you're not logged in, a Facebook dialogue box will pop up and ask you to sign in with your Facebook credentials.



There are post templates you can use or modify, rather than having to create brand new posts. You will see a dropdown that says Create From Template that allows you to choose a template to use.

You can also create your own posts. To Create a new post, first fill in the Post Name. This will be the title for your post and will be saved for easy recognition. Next, you will select the link you want to share. You can share your Personal Page, the main Event Page, or if you are on a team, your Team Page. Once you choose which link to share, you will determine when you want this particular post to be shared on Facebook.

For step-by-step instructions, please view the [Peer-to-Peer Participant Guide to Facebook Fundraisers](#).

Create Your Contact List

Name	Email Address	Phone Number	Preferred Contact Channel (Text, Email, Social Media)

Promotional Materials

Peruse our [Fundraising Resources](#) for promotional materials to add to your outreach efforts! You can also download photos from previous events from the CJD Foundation [SmugMug account](#) and/or use your previous walk/run personal photos or photos of your loved one.

First Reach Out Templates

The Share My Page tab on the dark gray sidebar along the left allows you share your personal and team fundraising pages via Facebook or X and create mailing lists and emails you can send immediately or schedule in the future. You can create your own templates or use the templates we've created. To display the Emails, Drafts, Mailing Lists, and Templates tabs, click the dark gray Email Management button.

Share My Page

Share your page by email, Facebook, or X. People can't donate to you if they don't know how – start getting the word out!

Via Email	Via Facebook	Via X
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Send an Email

Email Management

1 I Want To

☐ Email Team Members

☐ Send a Custom Fundraising Email

To add create mailing lists and add your contacts, click Mailing Lists. Note: If you shared your personal or team fundraising page via the fundraising center last year and would like us to pull your email lists, please email strides4cjd@outlook.com.

Share My Page

Share your page by email, Facebook, or X. People can't donate to you if they don't know how – start getting the word out!

Via Email	Via Facebook	Via X
 Email Your Donors	 Contact Your Team	 Send a Fundraising Email

Emails	Email Recipients	Drafts	Mailing Lists	Templates
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For further details regarding sharing your page and more, please view the [Participant User Guide](#).

Email

Dear family and friends,

I've created a team in honor of [loved one's name] for this year's Strides for CJD fundraising event in [location].

As you may know, my [loved one's relation to you] had [CJD or other prion disease], a rare neurodegenerative disease that has no treatment or cure.

Each year, Strides for CJD raises money for medical education and research to one day find a cure.

I would love if you can support me and the CJD Foundation by either:

- Joining my team and helping me fundraise
- Donating to my team

Here is my fundraising page: [link]

Your support means the world to me!

Please reach out if you have any questions.

[Your Name]

Social Post

I've created a team in honor of [loved one's name] for this year's Strides for CJD. Please join my team to help me reach my goal of [\$1,000 or other amount]. Visit my page to learn more and register: [your fundraising link]

Add hashtags: #Strides4CJD #CureCJD #CurePrionDisease #CJDFoundation

Text

I've created a team in honor of [loved one's name] for this year's Strides for CJD. Please join my team to help me reach my goal of [\$1,000 or other amount]. Visit my page to learn more and register: [your fundraising link]

Second Reach Out Templates

In the second reach out, you can share an update of your fundraising progress and let your network know about the Fundraising Deadline - Sunday, August 9th at 11:59pm ET. Teams who raise \$1,000 by this deadline will have their loved one's name listed on participant t-shirts.

Email

Dear family and friends,

The Strides for CJD [team name] in honor of [loved one's name] is nearing our goal of [\$1,000 or other amount].

If we raise \$1,000 by Sunday, August 4, [loved one's name] will be listed on the participant t-shirts.

I really appreciate everyone who has already joined my team or donated. Your support means the world to me and will help fund groundbreaking research on CJD, getting us closer to a treatment or cure.

If you haven't joined yet, here is my fundraising page: [link]

Thank you so much for your ongoing support to this cause near and dear to my heart.

[Your Name]

Social Post:

I really appreciate everyone who has already joined my Strides for CJD team or donated. Your support means the world to me and will help fund groundbreaking research on CJD, getting us closer to a treatment or cure. We're nearing our goal of [\$1,000 or other amount]! If you haven't joined yet, here is my fundraising page: [link]

Add hashtags: #Strides4CJD #CureCJD #CurePrionDisease #CJDFoundation

Text

I really appreciate everyone who has already joined my Strides for CJD team or donated. Your support means the world to me and will help fund groundbreaking research on CJD, getting us closer to a treatment or cure. We're nearing our goal of [\$1,000 or other amount]! If you haven't joined yet, here is my fundraising page: [link]

Third Reach Out Templates

In the third reach out, you can share an update of your fundraising progress and let your network know about the T-shirt Deadline - Wednesday, August 19th at 11:59pm ET. Those who register by this time are guaranteed a free Strides for CJD t-shirt.

Email

Dear family and friends,

The Strides for CJD [team name] in honor of [loved one's name] has raised [\$X] so far!

Thank you for your ongoing support and for helping remember and honor [your loved one's name].

If you haven't registered yet and intend to, make sure to do so by Wednesday, August 19th to guarantee you will get the free Strides for CJD t-shirt.

You can learn more about Strides for CJD and register here: [link]

[Your Name]

Social Post

The Strides for CJD [team name] in honor of [loved one's name] has raised [\$X] so far! If you haven't registered yet and intend to, make sure to do so by Wednesday, August 19th to guarantee you will get the free Strides for CJD t-shirt. You can learn more about Strides for CJD and register here: [link]

Add hashtags: #Strides4CJD #CureCJD #CurePrionDisease #CJDFoundation

Text

The Strides for CJD [team name] in honor of [loved one's name] has raised [\$X] so far! If you haven't registered yet and intend to, make sure to do so by Wednesday, August 19th to guarantee you will get the free Strides for CJD t-shirt. You can learn more about Strides for CJD and register here: [link]

Fourth Reach Out Templates

In the fourth and final reach out, you can share an update of your fundraising progress and remind your network to join you at the Strides for CJD event.

Email

Dear family and friends,

The Strides for CJD [team name] in honor of [loved one's name] has raised [\$X] so far, exceeding our goal of [\$X]!

[For public events: Add in reminder information about the event you are participating in such as the event date, event time, location name, location address, and schedule of events. This information can be found on the event page.]

[For individual or small group locations: Add in reminder information about your specific walk/run.]

You can still register or donate to my team. Register by noon on the Thursday before the event. [link]

I appreciate your support!
[Your Name]

Social Post

The Strides for CJD [team name] in honor of [loved one's name] has raised [\$X] so far, exceeding our goal of [\$X]! You can still register or donate to my team. Register by noon on the Thursday before the event. [link] I appreciate your support.

Add hashtags: #Strides4CJD #CureCJD #CurePrionDisease #CJDFoundation

Text

The Strides for CJD [team name] in honor of [loved one's name] has raised [\$X] so far, exceeding our goal of [\$X]! You can still register or donate to my team. Register by noon on the Thursday before the event. [link] I appreciate your support.

Post-Event Reach Out Templates

In the post-event reach out, you can thank your supporters and give an update about the funds you raised, photos from the event, and the impact you've made.

Email

Dear family and friends,

Thank you for supporting my Strides for CJD team in honor of [loved one's name]. We helped raise [\$X].

Together, we made a difference and brought hope to those affected by CJD.

Funds raised through Strides for CJD have positively impacted the CJD Foundation's ability to provide and support the following programs.

Helpline and Support Groups: Helping families navigate their first days or weeks of diagnosis and caregiving.

Medical Education: Connecting with medical education departments of hospitals around the US to offer medical lectures from CJD experts about diagnosis, caregiving, and other vital information.

Advocacy: One of the best ways to help advance prion disease research is to ensure legislators are educated about prion disease/CJD, its impact on patient families, and what's needed to study the disease and move towards a cure. The CJD Foundation has been working harder than ever to amplify the voices of patients and caregivers in Washington, D.C., and to advocate for increased funding for CJD surveillance and research.

Research Grants: To date, the CJD Foundation has awarded 104 grants, totaling more than \$6 million, to help support scientists who study prion disease. Beginning in 2023, the CJD Foundation awarded a fellowship to an emerging scientist. This is an important way to attract younger scientists to the prion disease field under the direction of CJD experts. You can learn more about the CJD Foundation at <https://cjdfoundation.org/>.

I hope you will join me again at next year's event!
[Your Name]

Social Post

Thank you for supporting my Strides for CJD team in honor of [loved one's name]. We helped raise [\$X]. Together, we made a difference and brought hope to those affected by CJD.

Funds raised through Strides for CJD have positively impacted the CJD Foundation's ability to provide and support the helpline and support groups, medical education, advocacy and research grants. Learn more at <https://cjd.foundation.org/>.

Add hashtags: #Strides4CJD #CureCJD #CurePrionDisease #CJDFoundation

Text

Thank you for supporting my Strides for CJD team in honor of [loved one's name]. We helped raise [\$X]. Together, we made a difference and brought hope to those affected by CJD.

Funds raised through Strides for CJD have positively impacted the CJD Foundation's ability to provide and support the helpline and support groups, medical education, advocacy and research grants. Learn more at <https://cjd.foundation.org/>.