

# PMD AWARENESS MONTH 2024

*our lightbulb*

*moment!*

## FUNDRAISING TOOLKIT



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Learn more about IAPMD at [iapmd.org](http://iapmd.org)

# INTRODUCTION

*Fundraising success starts with a single idea.*

Here is where you'll find information dedicated to inspiring your ideas and get you started on your fundraising journey. Whether you decide on an individual or group fundraiser, we've got you covered. Your fundraising helps us continue to provide **vital services** and **educational resources** for patients and their families, healthcare providers, and researchers.

## ABOUT IAPMD

The International Association for Premenstrual Disorders (IAPMD) is the leading patient-led health organization focused on premenstrual disorders (PMDs). **Our mission is to inspire hope and end suffering in those affected by PMDs through support, education, research, and advocacy.** What began as a collective of fellow sufferers in 2013 has grown into a global movement, accelerating the progress being made worldwide on premenstrual disorders and PMDD in particular.

**Tens of thousands of people with PMDD support each other through IAPMD and turn to the organization for life-changing support.** Since our founding, we've helped over a million people from more than 100 countries find answers, community, and hope.

Despite our large impact, you may be surprised to hear that we are a small, patient-led organization. By using this guide and fundraising for IAPMD, you help sustain the organization enabling us to help even more people!

IAPMD is creating a world where those with Premenstrual Disorders can survive...and thrive.





# IDEAS & INSPIRATION

# IDEAS & INSPIRATION

It starts with a simple idea, but you don't have to think it up on your own. We are here with inspiration to get you started.



## HOST A 'TEAL TUESDAY' IN YOUR WORKPLACE.

Teal and black are the official colors of PMD Awareness, and we love to see them used to create a visual impact. So, pick a date (it doesn't have to be a Tuesday) and get planning - here are some ideas for your 'Teal Tuesday':

- Get everyone at work to wear something teal. A teal tie or a hat, perhaps? Ask for a donation beforehand or do a collection on the day.
- Host a teal-themed buffet and ask everyone to make a minimum donation.
- Host a teal-decorated cake competition or bake sale.
- Host a teal craft-making session during your lunch break and ask everyone to donate.
- Reach out to your employer and ask them to support IAPMD - explaining why it's a cause so important to you.

**TIP: Print out some posters from [iapmd.org/awareness](https://iapmd.org/awareness) and put them up to help raise awareness and encourage donations.**



## RAISE MONEY ON SOCIAL MEDIA.

- Create a teal makeup look for TikTok and ask your followers to donate.
- Post a teal outfit reel on Instagram or Facebook with our donation button embedded.
- Share a video about PMDD or PME and why the IAPMD cause is so important to you.
- Share our donation link with all of your PMD content.

**You can find us on most platforms as @iapmdglobal - tag us in - we love to see what you get up to!**



## SELL YOUR UNWANTED ITEMS

Make more room in your home and raise vital funds at the same time.

- Getting rid of your old clothes can be a cathartic process. Why not sell them on eBay, Vinted or other online marketplaces and donate your profits to IAPMD?
- Host a yard sale or car boot sale and have a really good clear-out, then simply donate profits to IAPMD.



## CHALLENGE YOURSELF

Are you up for a challenge? Fundraising is not only a meaningful way to support a cause you care about but also an opportunity for personal growth. Engaging in fundraising allows you to connect with like-minded individuals passionate about the same cause. Here are some ways you can challenge yourself:

- Have you always wanted to climb a mountain? Do it and raise money for IAPMD.
- If high-energy activities are more your thing, rappelling, skydiving, or rock climbing might suit you best. You can ask everyone to sponsor you in advance.
- Organize a sponsored sea dip.
- Organize a fundraising dog-walking group. Fresh air, dogs and doing a good deed - what's not to love?!



A donation of just \$25 USD can fund 1:1 peer support for those who need it.

**Fundraising also helps us support quality, patient-centered research of Premenstrual Disorders and continues to power our mission of creating a world where those with a PMD can not only survive but thrive!**

# TIPS FOR GETTING STARTED

- Tell your friends and family about your fundraiser. They may be able to offer help in a variety of ways. For example, if you're considering throwing a party, they might know a DJ who would be willing to donate their time for free or could help you find a venue. The more people on board to support you, the more likely your fundraiser will be successful.
- Use social media to spread the word. This is a great way to reach a large audience and get people excited about your fundraiser. Share your plans on your social media and ask your friends and followers to support you. Once you've done this, you can set up your fundraising pages.
- Give yourself plenty of time. This is especially important when planning a big event, such as a skydive. This will give people enough time to save the date and sponsor you in advance.
- Set a fundraising target, if you like. This isn't necessary, but it can help you stay motivated and track your progress. If you do set a target, be sure to share it with your supporters.

## GET PERSONAL

- Your personal experience with PMDD/PME can be an impactful way to engage potential donors. If you feel comfortable, share why you decided to fundraise for IAPMD and how the organization and premenstrual disorders have impacted your life. This will help to encourage people to support your efforts and donate.
- Ask your friends to share any social media posts about your fundraiser with their network and encourage their friends and family to donate to your cause. You can also ask them to join you in fundraising for IAPMD.
- Keep sharing updates and event information to ensure you reach a wider audience.

## SET UP A WAY TO COLLECT DONATIONS

Once you have decided what you will do to fundraise, it's time to set up a way to collect your donations!

- Create a fundraising page to share online and with family and friends. We use Give Lively as our main fundraising platform.
- Create a Facebook fundraiser.
- Collect cash, deposit it into your bank, and donate via your fundraising link. It's important to use a fundraising link that is unique to you so that you can track how much you have raised.

Visit [iapmd.org/fundraise](https://iapmd.org/fundraise) for all your handy links.

# GETTING STARTED

# Teal TUESDAY

our lightbulb moment!



## THINK OUTSIDE THE BOX.

This year's PMD awareness month theme is Our Lightbulb Moment. Could you also include this in your Teal Tuesday Fundraiser?

## HOST A 'TEAL TUESDAY' IN YOUR WORKPLACE.

- Get everyone at work to wear something teal and explain your reason. Tell them about your lightbulb moment and why the IAPMD cause is important to you.
- Host a teal-themed buffet.
- Host a teal-decorated cake competition or bake sale.
- Host a teal craft-making session during your lunch break and leave resources from IAPMD in shared spaces.
- Go big and organize a charity party or team-building day.
- Ask your workplace to make IAPMD their chosen charity.

## HAVE A 'TEAL TUESDAY' (OR TEAL ANY DAY) WITH FRIENDS/FAMILY.

- Gather friends and family for a teal-themed afternoon tea.
- Ask all of your friends to wear something teal on a night out and make a donation.
- Organize a charity ball in PMD colors and sell tickets to the event.
- Round up your pals for a walk or charity sea swim.
- Host an online or in-person quiz and ask everyone to make a minimum donation.

## RAISE MONEY ON SOCIAL MEDIA.

- Create a teal makeup look or a GRWM for TikTok and ask your followers to donate. Make sure to embed a donation link.
- Post a teal outfit reel on Instagram with your donation link embedded.
- Share a video about Teal Tuesdays or your lightbulb moment, explaining your own PMDD/PME journey and ask your followers to make a donation in your honor.

Create a Facebook fundraiser and ask everybody on your friends list to take part/make a donation.



# FUNDRAISER

our lightbulb moment!

# Teal TUESDAY

Every Tuesday in April (PMD Awareness Month) is **Teal Tuesday** a day dedicated to fundraising for IAPMD the world's leading charity supporting those who live with a Premenstrual Disorder globally.

**WHAT:**

**WHERE:**

**WHEN:**

**CONTACT:**



Premenstrual Dysphoric Disorder (PMDD) is a cyclical, hormone-based mood disorder with symptoms arising during the premenstrual, or luteal phase of the menstrual cycle and subsiding within a few days of menstruation. It affects an estimated **1 in 20** of women and AFAB individuals of reproductive age.

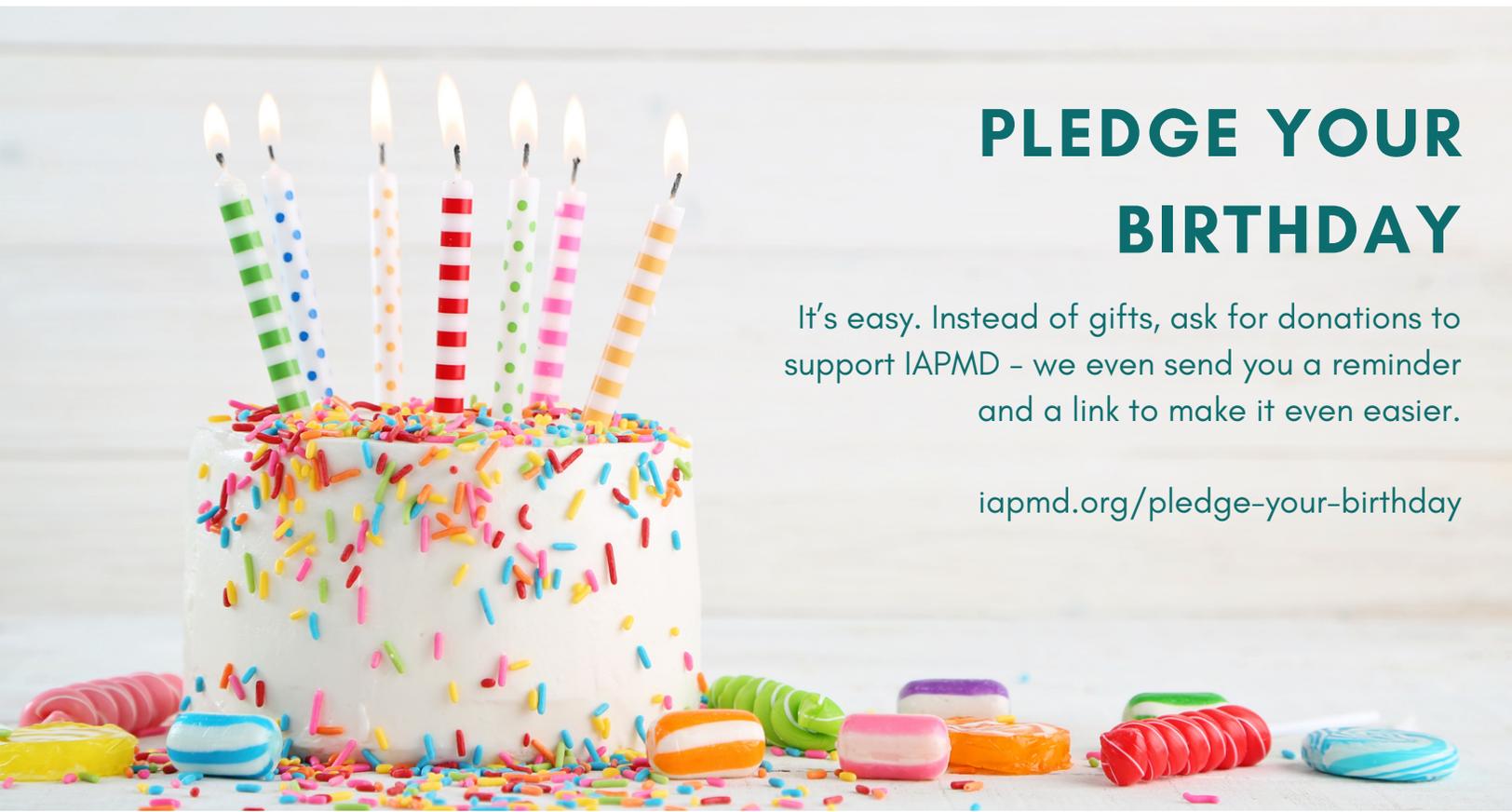
Premenstrual Exacerbation (PME) refers to the premenstrual exacerbation/worsening of the symptoms of another disorder, such as major depressive disorder or generalized anxiety disorder.

Visit [iapmd.org](http://iapmd.org) for information, tools and support.





# KEEP GIVING



## PLEDGE YOUR BIRTHDAY

It's easy. Instead of gifts, ask for donations to support IAPMD - we even send you a reminder and a link to make it even easier.

[iapmd.org/pledge-your-birthday](http://iapmd.org/pledge-your-birthday)



## BE THE LIGHT

Join our community of monthly donors creating a brighter future for people with PMDD & PME - from just US\$10 per month.

[iapmd.org/give-monthly](http://iapmd.org/give-monthly)