

FEARLESS CHALLENGE
FUNDRAISING TOOLKIT



NEDA

THE FEARLESS CHALLENGE

WHAT IS THE FEARLESS CHALLENGE?

The Fearless Challenge is a social media campaign, in the spirit of “new year, new you.” NEDA is asking participants to embrace their fear, set a fundraising goal, and, once you meet that goal, face your fear!

WHY FUNDRAISING IS IMPORTANT!

The funds you raise enable NEDA to grow and provide our lifesaving programs and services like the Helpline, Online Screening Tool, our advocacy program, research grants, and more. You are helping NEDA further our mission of supporting the millions of lives affected by eating disorders. Participating in the fearless challenge is also a great way to show your passion for fighting eating disorders and healing your community. Your passion and drive can inspire others to contribute and get involved!

YOUR CHECKLIST

1

Channel your inner hero and embrace your biggest fear!

3

Take to social media, send emails, knock on doors, and let the world know how fearless you are!

2

Go to www.myneda.org/fearless Create your fundraising page and set your fundraising goal!

4

Meet your fundraising goal, and challenge yourself to face your fear!

BE A **FEARLESS** FUNDRAISER

WHY FUNDRAISING MATTERS

The funds you raise enable NEDA to grow and provide our life-saving programs and services like the Helpline, Online Screening Tool, early intervention programs, our advocacy program, research grants, and more. Your fearless story helps NEDA further our mission of supporting the millions of lives affected by eating disorders.

BRING IN YOUR INNER CIRCLE

The best people to support your fearless cause are those closest to you! Start by asking for donations from friends, family, significant others, classmates, and coworkers. Your network will love to support you and the charitable causes that are important to you!

ASK FACE-TO-FACE

The most effective ask way to get donations is by making the ask in person. Not only is it more personal, but it's harder to say "no" to someone in person.

TAKE TO SOCIAL MEDIA

Social media is a great way to tell your story. No matter what platform, social media is an effective way to tell people what you're doing and how they can support you. Social media is also a great way to encourage others to make a fundraising page and join in the fearless fun!

EMAIL BLAST

Not everyone has social media, but never fear, email is here! You can use email share why you're passionate about the cause. Email is also a great way to contact out-of-town family and friends, businesses, and larger groups. The sky is the limit!

GET CREATIVE

Host a party, bake sale or yoga class, or get creative with your own idea. Creativity and innovative ways of fundraising are key to making this challenge a success!

BE **FEARLESS** ON SOCIAL MEDIA

Being fearless and telling your story on social media is the easiest way to show people what you're doing and why it matters! Social media has the power to move people to donate and join in the fearless fun! Below are some ideas on how to maximize your fearless efforts and help you meet your goal.



MAKE A VIDEO! The easiest way to explain what you're doing, how people can donate, and how they can join in the fearless fun is by making a short video explaining your fearless adventure.



SHARE YOUR HERO! Whether it's a family member, friend, coworker, public figure, or someone who's out to change the world, share a story about the people that inspire you most!



INVITE YOUR FRIENDS TO JOIN! Participation is key to raising money, and raising awareness for NEDA! Have your friends create their own page and face your fears together!



DON'T FORGET TO SHARE YOUR FUNDRAISING LINK! Your fundraising page is your go-to for tips, tricks, and sharing your story. Don't forget to share it with your social media posts to increase your donations!

#FUNDMYFEARLESS

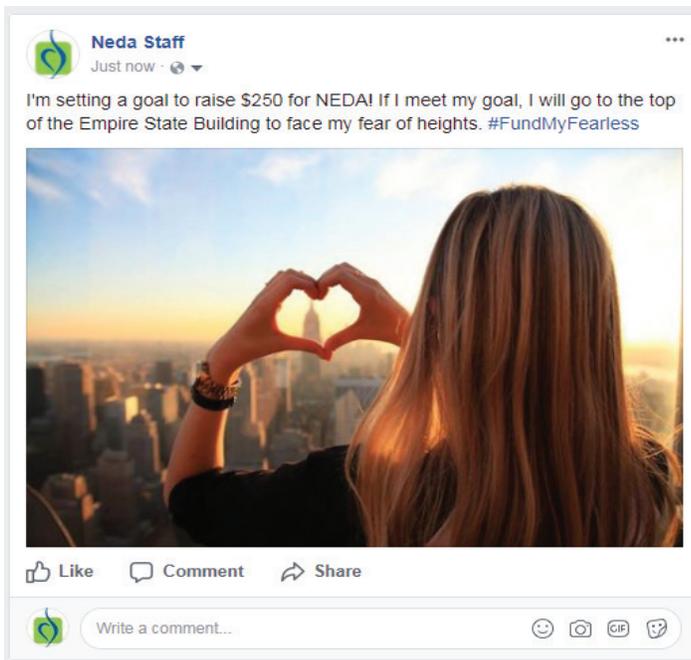
SOCIAL MEDIA IN ACTION



"I'm setting a goal to raise \$250 for NEDA! If I do, I'll go to the top of the Empire State Building to conquer my fear of heights. Help support NEDA by donating to the link below!
#FundMyFearless



Individuals will use Instagram to tell their stories, highlight people who make them feel fearless, and create conversation around confidence, beauty, and inner strength!



DRAG-AND-DROP SOCIAL MEDIA

BELOW ARE SOME GREAT IDEAS FOR SOCIAL MEDIA POSTS, CONTENT, AND CAN EVEN BE CUSTOMIZED AND DROPPED RIGHT ONTO YOUR OWN SOCIAL MEDIA CHANNELS!

● This January, I'm being fearless for @NEDA! If I raise [\$xxxx] I will face my biggest fear of [INSERT FEAR] and [INSERT TASK]. Help me reach my goal by following the link below! [INSERT FUNDRAISING LINK] #FundMyFearless

● As part of @NEDA's fearless challenge, I'm publicly challenging my friend [TAG FRIEND] to join me in facing your fear! Create a video, make a fundraising page, and share the love by challenging one of your closest friends! #FundMyFearless

● I'm halfway through The Fearless Challenge, and halfway to my fundraising goal of [\$xxxx]! Help support me and @NEDA by following the link below. No donation is too small! [INSERT FUNDRAISING LINK] #FundMyFearless

● The best part about The Fearless Challenge, is that anyone can participate! Join me, and the rest of @NEDA's fearless warriors, create a fundraising page, and channel your inner strength! [INSERT FUNDRAISING LINK] #FundMyFearless

#FUNDMYFEARLESS

DRAG-AND-DROP EMAILS

Dear Family and Friends,

In the spirit of “new year, new me,” I am participating in the National Eating Disorders Association’s “Fearless Challenge.” Over the next month, I am challenging myself to embrace my biggest fear, **[INSERT FEAR HERE]**, and raise money for NEDA! Help me raise **[\$XXXX]** by February 2nd, and I will **[INSERT CHALLENGE]**. Please follow the link below to donate!

[INSERT FUNDRAISING LINK]

By supporting me, you’re making a greater contribution to lifesaving resources provided by NEDA. NEDA’s programs like their helpline and early intervention program, *The Body Project*, and their research grants help people become more fearless every day to speak out against eating disorders and body dissatisfaction, and the intense stigma that surrounds them.

Please support me by making a donation, and know that you’re helping so many people channel their fearless selves by doing so. NEDA likes to say “everybody knows somebody who’s been affected by an eating disorder,” and because of NEDA, <http://the-fearless-challenge.everydayhero.do/> there is hope for prevention, cures, and improved access to quality care. Every dollar makes a difference in the fight against eating disorders.

Thank you!

[YOUR NAME HERE]

WHAT WOULD I DO IF I WAS
NO LONGER AFRAID?

ABOUT NEDA

NEDA is the largest nonprofit combating eating disorders. In the US, 30 million people will struggle with an eating disorder at some point in their lifetime. NEDA's mission supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures, and access to quality care.

THE NEDA INFORMATION & TREATMENT OPTION HELPLINE

is a toll-free, confidential national helpline (800-931-2237) that provides treatment options, insurance guidance, and many more resources to those in need.

NATIONAL EATING DISORDERS AWARENESS WEEK

provides information, resources, and messages promoting early intervention, hope, and recovery for the largest eating disorders outreach effort in the nation.

THE REGIONAL NEDA CONFERENCES

bring together families, people in recovery, and professionals to learn, connect, and support one another.

THE BODY PROJECT

is an early intervention program for high school and college-aged women that provides tools and skills to confront unrealistic beauty ideals and develop healthy body image and self-esteem.

THE FEEDING HOPE FUND FOR CLINICAL RESEARCH

provides grants to clinical researchers focusing on innovative treatment, prevention, and training research

NEDA WALKS

unite communities and raise awareness and vital funds to support NEDA's programs and services.

NEDA TOOLKITS

provide accessible information and resources on a variety of issues surrounding eating disorders.

THE NEDA ADVOCACY PROGRAM

advocates and encourages others to advocate for eating disorders legislation at the state and federal levels.

THE ONLINE EATING DISORDER SCREENING

assess warning signs of an eating disorder. This screening is not a replacement for clinical evaluation.

THE LOSS SUPPORT NETWORK

connects those who have lost a loved one to an eating disorder to provide support to each other.

THE PARENT, FAMILY & FRIENDS NETWORK

offers encouragement, support, and hope to those whose loved ones are struggling with an eating disorder.