



## Individual Fundraising Pages

Individual Fundraising Pages enable people to help build awareness and fundraise online. People like you visit our website, set up a page quickly and easily, and then invite friends, family members, and colleagues to support the RPGRIP1 Gene Therapy Program.



## How Does It Work?

You can use the tool from our partner, every.org, to set up a personal fundraising page. Visit [this link](#) to get started setting up a page OR complete [this form](#) and we'll set up a page for you.

People can support the RPGRIP1 Program by making donations via credit card, cash app, or bank transfer. They will automatically be sent receipts and all the donations will be tracked in your progress towards your goal. You can also use it to send out updates and personal thank you notes to your supporters.



## Best Practices

- Set a goal – let people know how much you would like to raise and if you have an end date in mind. Know that every donation WILL make a difference and will be used for the RPGRIP1 Program.
- Let people know WHY you are raising money for this project. Are you, or someone you know, impacted by RPGRIP1? What does it mean to you and why is it important to you?
- Tell everyone you know. Post it on your social media and send emails to your contacts.
- Make it fun - start a little friendly competition. Do you think you can raise more money than your sibling? Would you be willing to do something silly if you reach your goal?
- Give options – some people may not be able to make a donation, suggest they sign up for the [Odylia newsletter](#) at [odylia.org](#). The more people who know about RPGRIP1 and rare diseases, the better. Retinal dystrophies caused by RPGRIP1 mutations, such as LCA6, CORD13, and some forms of juvenile Retinitis Pigmentosa are under diagnosed.
- "THANK YOU!" Be sure to let everyone know how much you appreciate their support. Donations are vital to developing this treatment and we couldn't do it without you and your supporters!

Ready, set up your fundraising page [HERE](#).

Got questions? Contact Odylia's Director of Development at [hgreene@odylia.org](mailto:hgreene@odylia.org).

# Individual Fundraising Page

## Step by Step Instructions

Setting up a personal fundraising page is easy. Follow these steps. For questions, email [hgreene@odylia.org](mailto:hgreene@odylia.org).

### Step 1 - Register

Visit [this page](#) on our partner's website. You will need to register on the every.org website. Click the green sign-up button at the top right and follow the instructions. You can create an account with your email and a password or use your Google account to login.

### Step 2 – Fundraising Page

Once you login, you should be on the main page for Odylia Therapeutics. Click the white button with green words – “Start a Fundraiser”

You can load a photo of yourself or someone you know with RPGRIP1 or even a graphic.

If you would like to use a short video instead of a photo, please email us at [hgreene@odylia.org](mailto:hgreene@odylia.org) and we can get it loaded for you. This is a great way to tell more of your story or share details about how RPGRIP1 touches you personally.

Create a Title for your Fundraiser – enter it into the title bar.

The Description area is where you tell your story. Why are you helping to raise funds for RPGRIP1? What would a treatment mean to you, your family, your friends? Use this space to let people know why they should donate.

Set a goal. Tell people what amount you'd like to raise. Click the circle next to “Set my own goal” and then enter your amount in the box below.

Enter some words of thanks to everyone who donates to your fundraiser. It is important that people know how much you appreciate their support.

Click the green 'launch' button at the bottom right corner of the page.

YOU DID IT!

### Step 3 – Share Your Page

Now it is time to let others know about your fundraising page

You can copy the link to your page and email it. Share it on social media using the share button on your Fundraiser Page. However you do it, let people know you are raising funds for the RPGRIP1 Program and why it is important to you.

### Step 4 – Pat Yourself on the Back

You are making a significant difference for people with RPGRIP1 vision loss. You are part of something that will change lives! We couldn't do it without you.

We are truly grateful.