

8<sup>th</sup>

**ANNUAL  
SEPSIS**

# **SUPERHERO**

**CHALLENGE**



**FUNDRAISING TOOLKIT**

**SEPSISSUPERHEROES.ORG**



**SEPSIS**  
ALLIANCE

# **You're the hero we need**

Thank you for joining advocates around the globe for the 8th annual Sepsis Superhero Challenge! Go the extra mile to raise sepsis awareness and honor those affected by sepsis. However you choose to complete your mile, you will be one of the Sepsis Superheroes the world needs.

## **3 EASY STEPS:**

**Choose your mile**

**Create a fundraising page**

**Spread the word**

Raising money doesn't have to be hard or scary! This guide will help you with tips and ideas. Though highly encouraged, fundraising is not a necessary part of the Sepsis Superhero Challenge and you are still welcome and encouraged to participate and do your mile to raise awareness!

# Choose your mile

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To become a Sepsis Superhero, the first step is to choose your activity. Below are a few ideas to get you started, but feel free to think outside the box! The most important part of your mile is to raise funds and awareness for sepsis.

**RUN:** Hosting a 1 mile sprint for your neighborhood or community

**WALK:** Create a sepsis remembrance walk for one mile

**BIKE:** Partner with a cycling club or spin class to host a bike ride

**SWIM:** Swim teams can collect donations for each mile they swim

**HIKE:** Get a group together to do a mile hike

**CLIMB:** Host a sepsis night at your local climbing gym

**DANCE:** Invite the community to join in a dance party

**DRAW:** Ask your neighborhood to use sidewalk chalk to create a mile-long mural

**ONE MILE MAKES A DIFFERENCE!**

# Create a Fundraising Page

After deciding on your mile, create a fundraising page to encourage friends and family to donate. You can create a team for your group or share your personal page during the event for others to contribute.

## How do I register?

### New Sepsis Superheroes

1. Go to <https://sepsissuperheroes.funraise.org/>
2. Click on Sign Up on the front page.
3. This will redirect you and ask for you to register as an Individually or Create a Team.
  - a. If you select a Team, follow prompts, and enter team details which includes team name.
  - b. If you select an Individual, follow prompts and enter your details.
4. Customize your team/individual page, with photos and text.
5. Share your link with your friends and family via social media, text, and email. If you created a team, ask your friends and family to join you by sending them your personal link.

### Returning Sepsis Superheroes

1. Go to <https://sepsissuperheroes.funraise.org/>
2. Sign In to your Funraise account. If you forgot your password, select 'Forgot Password'.
3. Once logged in go to Settings.
4. Then select My Team.
5. Then select either Create a Team or Join a Team

**[CLICK HERE TO GET STARTED](#)**

# Create a Fundraising Page

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## When should I host my mile?

September is Sepsis Awareness Month. You can choose any day in September to host your event. We recommend you take into consideration other fundraisers, community events, and holidays that might impact your event. World Sepsis Day is September 13, and is a popular day to host an event. We also recommend the last weekend in September, to give yourself plenty of time to gather your team and fundraise.

## How can I earn incentives?

Sepsis Superheroes are able to earn incentives by reaching different fundraising goals. Currently the incentive levels are \$100, \$500, and \$1,000. Incentives will be posted on SepsisSuperheroes.org. Past incentives have included hats, bags, waterbottles, and more!

## Can I create a Facebook/Instagram fundraiser?

You can automatically create a Facebook or Instagram fundraiser through your Funraise.org campaign. [Here's an article](#) that can help you set up your fundraiser, and [here's an article](#) that help you if you run into any issues. If you have any problems, you can always reach out to [info@sepsis.org](mailto:info@sepsis.org) and we will be glad to help!

**[CLICK HERE TO GET STARTED](#)**

# Spread the Word

## Social Media

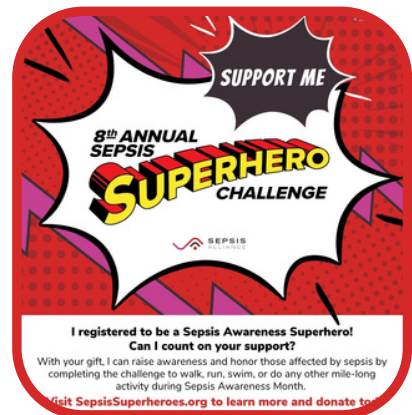
Here's a few sample social media posts to get you started! Remember to tag [@SepsisAlliance](#) and use the hashtags [#SepsisSuperheroChallenge](#) and [#SAM2024](#) when you post!

I'm joining the [#SepsisSuperheroChallenge](#)! Will you join me in spreading sepsis awareness by making a donation to my team? [INSERT YOUR LINK HERE](#)

1.7 million people in the U.S. suffer from sepsis each year, and rapid recognition and treatment are crucial to their survival. Help me raise money for sepsis education: [LINK HERE](#)  
[#SepsisSuperheroChallenge](#)

Join our [EVENT NAME](#) on [EVENT DATE](#)! Include info about your event here. You can make a difference by giving today: [LINK HERE](#). [#SepsisSuperheroChallenge](#)

- Ask friends for a donation - make sure to say why you are raising awareness and funds.
- Individually thank your donors by tagging them in a post. This allows you to spread your message by thanking someone instead of asking for contributions.
- Update friends on your progress. You can update them on your training (Run 6 miles? Let everyone know it!), or update them on your fundraising progress and take the opportunity to thank everyone who has supported you so far.
- Talk about your progress and how grateful you are for everybody's support on your Instagram story.
- Share Sepsis Alliance resources and posts on social media, to show your supporters the impact their gift is making.



Find a variety of social media graphics to download and share at [SepsisAwarenessMonth.org](#).

## Emails

Customize the email template below to send to friends and family asking for their support:

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Dear FIRST NAME,

Have you ever heard of sepsis? Many people have not – only 65% of Americans recognize the word “sepsis” and less than 12% can identify any of the symptoms that would lead them to seek emergency care for this potentially deadly condition. That’s why I’m joining the Sepsis Superhero Challenge by (insert your event info here, such as running a mile to raise funds for Sepsis Alliance!)

My goal is to raise (Amount Here). Will you consider making a donation here: (insert YOUR Sepsis Superhero Challenge giving link!)?

Sepsis is the body’s overwhelming and life-threatening response to infection that can lead to tissue damage, organ failure, and death. In other words, it’s your body’s overactive and toxic response to an infection. Sepsis takes more children’s lives than cancer, yet it is often preventable and treatable. As many as 80% of lives can be saved with early recognition and treatment. I am passionate about raising sepsis awareness because (insert YOUR story here!).

I’m asking for your help in this mission to reduce the devastating impact of sepsis on patients and families in our community and beyond. By giving to Sepsis Alliance, you’ll help provide webinars, resources, education, and training for healthcare providers so that they can recognize the symptoms and act quickly if sepsis is suspected. Sepsis Alliance is able to create and share these extremely valuable resources thanks in large part to funds raised by advocates like us!

If you’d like to learn more, please visit [sepsis.org](https://sepsis.org) for a comprehensive overview of what sepsis is, who it affects, and how we can help. You can help support me and Sepsis Alliance by giving here: (insert YOUR Sepsis Superhero Challenge giving link!).

And of course, please do not hesitate to reach out to me for any reason at (phone/email). I’m passionate about sharing information about sepsis, and I’d love to tell you more about my Sepsis Superhero Challenge.

Thank you for your support!

# Spread the Word

## For groups, hospitals, and corporations

We're so excited for clubs, hospitals, businesses, or other groups to join the Sepsis Superhero Challenge! To help support your team, here are a few tips to help you raise support and funds.



Set a goal as a team! Your goal can be 100% employee participation, 20 donations, or raising over \$10,000. This goal should be challenging, fun, and also attainable for your group. Setting a goal together will help encourage participation, so make sure to include everyone and ask for opinions and feedback. Lastly, send out an email announcing your goal and sharing the link to sign up under your team for the Sepsis Superhero Challenge!



Encourage your team by providing weekly updates, including progress towards your team goal, shoutouts to those who have been involved, and sepsis information (that you can find on our [Sepsis Awareness Month](#) website). Each email should be a quick update and will help keep your event at the top of everyone's mind (and inbox!).



When you reach your goal and host your fantastic mile for the Sepsis Superhero Challenge, make sure you celebrate! Thank individual participants and recognize those who went above and beyond.

# Sepsis Awareness Month

## Sepsis Superhero Challenge is part of Sepsis Awareness Month.

You can learn more about sepsis awareness, download graphics and language that you can share on social media, and find more ways to get involved at [SepsisAwarenessMonth.org](https://SepsisAwarenessMonth.org).



SepsisAdvocate



**SEPSIS** SAY SEPSIS  
**SEPTEMBER** SAVE LIVES  
SepsisAwarenessMonth.org

**SEPSIS TAKES A LIFE EVERY 2 MINUTES.**

**THIS SEPTEMBER, TAKE THE T.I.M.E. TO SAVE LIVES.**

Learn how at  
[SepsisAwarenessMonth.org](https://SepsisAwarenessMonth.org)

 **SEPSIS ALLIANCE**

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September is [#SepsisAwarenessMonth](https://SepsisAwarenessMonth.org). Sadly, in the 20 seconds it takes you to read this post, another person in the United States will be diagnosed with sepsis. For those 1.7 million people each year, rapid recognition and treatment are crucial to their survival. @SepsisAlliance is asking everyone to take the TIME to save lives. Learn how at [www.SepsisAwarenessMonth.org](https://www.SepsisAwarenessMonth.org). [#SAM2022](https://SepsisAwarenessMonth.org)

**SEPSIS** SAY SEPSIS  
**SEPTEMBER** SAVE LIVES  
SepsisAwarenessMonth.org

[Click here](#) to access the Sepsis Alliance poster and infographic library. All the graphics are FREE to download. You are welcome to print the posters and hang them in your hospital, office, and community.

Visit the Sepsis Alliance YouTube channel to view and share educational and personal experience videos about sepsis. [Click here](#).



**THESE ARE THE FACES OF SEPSIS™**

**Presta Atención a las Infecciones**  
Bug dice, "Aprende a detener infecciones y cuándo hablar con un adulto si estás enfermo."

¿Te has cortado o arañado?  
¿Sientes malestar?  
¿Te sientes mal?

Anyone who has an infection is at risk.

When it comes to sepsis, IT'S ABOUT TIME™

**T** TEMPERATURE higher or lower than normal  
**I** INFECTION may have signs or symptoms  
**M** MENTAL DE confused, sleepy  
**E** EXTREME severe pain, dizziness

**CALL 911 OR**

Los síntomas de sepsis pueden aparecer de repente. Si tienes una infección, habla con un adulto si estás enfermo o si te sientes mal. Aprende a detener infecciones y cuándo hablar con un adulto si estás enfermo o si te sientes mal.

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# Key Sepsis Facts

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Sepsis is a public health crisis. Help educate the people in your life on the devastating impact of sepsis using the facts below.

-  More than 1.7 million people in the U.S. are diagnosed with sepsis each year.
-  In the United States, sepsis takes a life every two minutes.
-  350,000 adults die from sepsis every year in the U.S. This is more than opioid overdoses, breast cancer, and prostate cancer combined.
-  Sepsis is the leading cause of death in U.S. hospitals.
-  More than 75,000 children develop severe sepsis each year in the U.S. and 6,800 of these children die, more than from pediatric cancers.
-  Sepsis is the number one cause of hospital readmissions, costing more than \$3.5 billion each year.
-  Sepsis is the #1 cost of hospitalization in the U.S. Costs for acute sepsis hospitalization and skilled nursing are estimated to be \$62 billion annually.
-  Black individuals bear nearly twice the burden of sepsis deaths, relative to the size of the Black population, as compared to white individuals.
-  Black women are 3.3 times more likely to die from pregnancy-related causes than white women in the U.S. Native American and Native Alaskan women are 2.5 times more likely to die than white women.

Want to learn more? Access the entire library of Sepsis Alliance fact sheets by [clicking here](#).



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If you have questions about this toolkit, or would like more information about sepsis or Sepsis Alliance, please email us at [info@sepsis.org](mailto:info@sepsis.org).