

# Help Find a Cure for All Those with Duchenne

Tis the season for giving, so CureDuchenne is reaching out to the community to find a cure for your son/loved one and all those with Duchenne. With your help, the first treatment for Duchenne muscular dystrophy was approved by the FDA this year. This treatment, a CureDuchenne funded project, will help 13% of children with Duchenne. We are thankful and hopeful, but as our name states, we must remain focused until we find a CURE for everyone affected by Duchenne. Every child and young adult with Duchenne deserves a treatment. You can give hope to the 87% of patients without an approved treatment. You can make an impact!

We need the community's support. Join the "I Am The 87%" campaign. Take action by helping us fund critical research to save the lives of all those impacted by Duchenne. You can help by:

## Creating a personal fundraising page

- Design a fundraising page on <https://www.crowdrise.com/87percent>
  - Click "Set up your fundraiser"
  - Select "Start a new fundraiser"
  - Create your fundraiser
    - Add a title
    - Goal (optional)
    - A description on your Duchenne story. Hit submit
    - Add a photo - JPG, GIF, or PNG file. Hit submit
    - Your page is now live!
  - Encourage family and friends to donate by sending the URL through email or social media

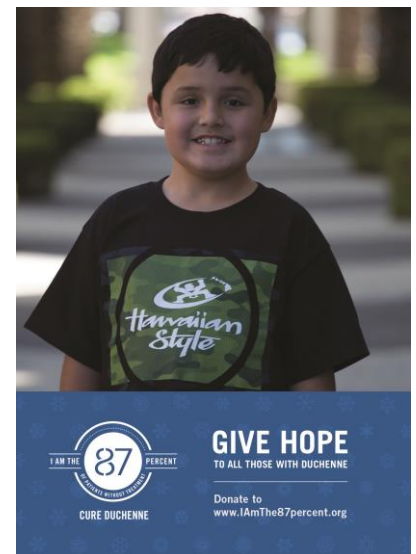


## Sending Personal Emails

- Let friends and family know what it means to have a loved one with Duchenne and instill the sense of urgency this community has for a cure
- Encourage donations to your Crowdrise page or [www.IAmThe87Percent.org](http://www.IAmThe87Percent.org)
- Contact your workplace to see if your company offers matching gifts

## Using social media

- Send us a photo of your loved one, and we will add it to our digital frame
- Here is a sample social media post to use with the photo:
  - My son/loved one is part of the 87% of patients without treatment for Duchenne. Give hope to my son/loved one and the 87% of patients without a treatment. Donate today at [www.IAmThe87Percent.org](http://www.IAmThe87Percent.org)
  - My son/loved one is part of the 13% of Duchenne patients with an approved treatment. All patients with Duchenne deserve a treatment. Give hope to the other 87% of patients by donating today at [www.IAmThe87Percent.org](http://www.IAmThe87Percent.org)
- Incorporate trending hashtags #IAmThe87Percent and #CureDuchenne
- Tag @CureDuchenne on Twitter, @CureDuchenne on Facebook, and @CureDuchenneMD on Instagram
- Share social media posts with your loved ones' story, encouraging family and friends to join the movement



## Designing your own community fundraiser!



Together, we can CureDuchenne!  
Have your own idea, or need ideas? Contact Alicia:  
949-872-2552 or [Alicia@CureDuchenne.org](mailto:Alicia@CureDuchenne.org)