**Picnic Fundraiser Invitations**

One of the most effective ways to promote an event is through an online invitation tool. Whether using social media channels such as [Facebook](https://www.facebook.com/) or developing a specific event page in [Evite](http://www.evite.com/), sending invitations online is easy and allows you to quickly spread the word and keep track of attendance. You can also draft an email invitation in addition to using Facebook and Evite.

**Facebook Events**

Facebook remains one of the most popular online invitation mediums as it is easy to use and share. It’s a great option if most of your friends, family or connections that you plan to invite are on Facebook.

For a basic guide to creating events and answers to frequently asked questions on Facebook, click here: <https://www.facebook.com/help/events>.

Once the event has been created, you can assign administrative duties to various individuals, customize the event making it open or closed, monitor the RSVPs and much more.

**Evite**

Evite is an email distribution service with creative, pre-designed templates and visuals, and is simple and easy to use. This is a great option if your target invitees are not avid Facebook users.

To get started, go to <http://www.evite.com/gallery/> and select a design template. The site will then prompt you to fill in the event information (location, date, time, etc.). Once this is completed, you have a variety of ways to pool your address books depending on what email service you prefer (there is an option to login via Facebook and pool your contacts there as well). Simply select the individuals you want to invite and send off your invitation. The Evite will appear in the recipient’s inbox in a graphic email format, like this:

**Written Invitations**

Despite the ease and fluidity of promoting events online, there is still a lot of value in the traditional, written letter. You may choose to use this method to invite members of the community that are not within your immediate social circle. Below is a sample letter that provides a basic explanation of FSHD and overview of the FSH Society.

**Sample Invitation Letter**

DATE

NAME

ADDRESS

CITY, STATE, ZIP

Re: FSH Society Picnic Fundraiser

Dear NAME,

On DATE, my family and I will be hosting a [DESCRIBE EVENT] to support the research and treatment for a little known disease: FSHD, otherwise known as facioscapulohumeral muscular dystrophy. [YOUR PERSONAL CONNECTION TO FSHD, HOW IT HAS AFFECTED YOU OR A LOVED ONE.]

FSHD is a degenerative muscular dystrophy disease that affects approximately 500,000 people worldwide, causing a progressive loss, wasting and atrophy in all skeletal muscles. The severity of the disease can vary greatly as some patients are asymptomatic or have minimal symptoms while others become wheelchair bound. Triggered by an unusual genetic mechanism, FSHD affects both sexes equally and has no particular racial, geographic or ethnic distribution. Currently, there is no cure.

Many people and physicians are completely unaware of this disease, which is what the FSH Society aims to change. The non-profit is a world leader in combating FSHD and has helped raise millions of dollars to support scientific research and treatments for FSHD patients. The FSH Society has earned Charity Navigator’s prestigious four-star rating and designation as one of America’s “Ten Charities Worth Watching,” achieving near perfect scores in fundraising efficiency, accountability, transparency and more.

We want to do our part to help find a treatment and raise awareness. Please join us:

DATE:

LOCATION:

TIME:

CONTACT INFORMATION:

Donations of at least $25 will be accepted, all of which will go directly towards the FSH Society’s efforts to support FSHD patients and research. Refreshments will be served. Please RSVP with your donation amount and number of attendees in your party using the enclosed pre-paid envelope or contact me at EMAIL; PHONE.

Sincerely,