Participant Toolkit

Lead the way to a world without eating disorders

National Eating Disorders Association
1500 Broadway, Suite 1101, New York, NY 10036
The National Eating Disorders Association (NEDA) envisions a world without eating disorders - a world where education, prevention programs, and quality care are accessible to all. A world where no more lives are lost to these cruel illnesses.

Unfortunately, this is not yet our reality. Eating disorders have the second highest mortality rate of all mental health disorders - but even in the darkness, there is still hope. And with your help, we can brighten the future of our field.

Founded in loving memory of Grace Holland Cozine, Heal with Grace is a virtual event honoring those we have lost to eating disorders. On November 14th, supporters and advocates from across the country will gather online for a day of hope, healing, and connection. We will find strength and create change together.

Our goal is to raise $100,000 in honor of the lives we’ve lost to eating disorders. The funds raised will support prevention, education, and support resources as well as critical advocacy and research initiatives.

How to Participate

To participate in Heal with Grace, you will need to register online here. There is no registration fee to participate - you can help us reach our goal by making a personal donation and raising funds leading up to event day.

After you register for the event, personalize your fundraising page that we created for you. Share your story, honor your loved one, and express why raising money to support NEDA’s programs matters to you.

Next, set up a Facebook Fundraiser from your Participant Center. This is one of the easiest ways to raise funds. You can also share your fundraising page via email, text, and social media. We have sample donation letters to help you, too.

Keep sharing, raising, and advocating through November 14th - we need your help to reach our goal. Heal with Grace will be hosted live on Saturday, November 14th at 11:30 AM EDT. The event will feature guest speakers, a heartwarming musical performance, and a special tribute to all of the lives lost to eating disorders. You will receive a unique link to log into the virtual event closer to event day.

Questions? Please contact walks@nationaleatingdisorders.org
Make a difference.

**Personalize your fundraising page with a photo and story**
When you sign up for Heal with Grace, a personal fundraising page will be created for you. Use this space to share your story, why this event is so important to you, and how reaching your fundraising goal will bring us closer to a world without eating disorders. To edit your personal page, log in to your participant center by visiting nedawalk.org/healwithgrace and clicking the “Participant Center” button.

**Set a personal fundraising goal of at least $150**
The funds you raise will support NEDA’s prevention, education, and support resources - like our Online Screening Tool, Helpline, and The Body Project. The funds you raise will also support critical advocacy and research initiatives - efforts that will change the future of our field.

**Start your personal fundraising by making a self-donation**
“The most powerful leadership tool you have is your own personal example.” Whether you can contribute $5 or $500, start of your fundraising efforts by making a donation to your personal fundraising page. Your friends and family will excitedly follow suit with a donation when they see your personal investment toward your fundraising goal.

**Connect your Heal with Grace Fundraiser to Facebook**
Log into your participant center and click "Connect to Facebook." You can also share your fundraising page link on Facebook, Twitter, Instagram, and any of your other social networks. Social media is an easy way to share your participation and ask your friends and followers to donate.

**Ask others to support you through a donation**
Ask your family and friends to donate to your fundraising goal. If you can’t ask face-to-face, you can make a phone call or send an email. There are so many ways to ask for a donation – the important thing is just to ask. Keep reading this participant guide for additional fundraising tips.

**Find strength and support in our community**
Heal with Grace will be a special day honoring those we’ve lost to eating disorders. The event will feature guest speakers, a heartwarming musical performance, and a special tribute to all of the lives lost to eating disorders.
Submit a Tribute

Heal with Grace, hosted in partnership with the Grace Holland Cozine Foundation, was founded to honor all lives lost to eating disorders.

Honor the life and memory of your loved one by submitting a tribute to be included in Grace's Butterfly Garden on the event website. Your tribute may also be featured during the live event.

Click here to fill out our Heal with Grace Tribute Form, or email a photo and personal message to Jessica Hickman at jhickman@nationaleatingdisorders.org. Please use the subject line "Heal with Grace Tribute" if you choose to submit by email.

About GHC Foundation

The Grace Holland Cozine Foundation has been established to honor the life and memory of Grace Holland Cozine. Grace was an amazing young woman who struggled with an eating disorder from the age of 12. Throughout her journey, she was committed to bringing the light of truth of this misunderstood disease to her vulnerable peers and public. This foundation created in her name is a response to her vision. The GHC Foundation is working with existing organizations and charities including the National Eating Disorders Association (NEDA) to establish and support programs that foster strength and well-being for young people at risk. They provide grants to charities and initiatives connected to eating disorders’ education, advocacy, and mental health.
Display your support.
Display a yellow heart in your window or home in honor of your loved one. Cut out extra hearts to offer your donors. They will want to display their support, too.
Fundraising Tips

Brighten the future.

START WITH YOUR INNER CIRCLE
The best people to ask to support your fundraising efforts are those closest to you. Start by asking for donations from family, friends, coworkers, classmates, neighbors, etc. Your network will love to support a cause they know is so important to you. Additionally, all gifts are tax-deductible.

SHARE ON SOCIAL MEDIA
Connect your Heal with Grace fundraising page to Facebook by logging into your participant center and clicking "Connect to Facebook." Social media is the easiest way to jump-start your fundraising journey. Share your fundraising link on your social media often - you never know who might click and give.

FACETIME
Asking face-to-face is the most effective way to gather support. Technology make it easy to ask face-to-face even if you can’t physically be together. Use FaceTime or any video conferencing platform to check in with your loved ones and let them know why you are fundraising for NEDA.

EMAIL BLAST
Use email to contact family, friends, and larger groups. Make your donation requests personal by sharing why you are passionate about the cause. Include a hyperlink to your personal fundraising page so people can easily click to donate.

GET CREATIVE
Organize a virtual game or movie night and invite your friends to participate with a small donation. Teach an online class for a fee. The possibilities are endless.

EXPERT TIP:
You can now share your Facebook Fundraiser to Instagram. Keep reading to learn how to optimize your fundraising efforts.

Wear your support to spread awareness

When you fundraise for Heal with Grace, you can earn special NEDA items. You wear your support to spread awareness of eating disorders all year-round.

This is a small thank you for all of the big things you are making possible.

Learn more: nedawalk.org/hwg-tools

Raise $250
Raise $500
Raise $1,000
Dear Family and Friends,

On November 14th, I am participating in Heal with Grace to honor those we have lost to eating disorders. Through this event, I am raising money for the National Eating Disorders Association (NEDA), the leading nonprofit supporting individuals and families affected by eating disorders.

Supporting NEDA and those affected by eating disorders is important to me because [write personal reason here].

Many people don’t know this, but eating disorders have the second highest mortality rate of all mental health disorders. And despite their increasing prevalence, eating disorders are widely misunderstood and support options are often inaccessible. That’s where NEDA comes in - through their programs and services, NEDA raises awareness, builds communities of support and recovery, funds research, and puts life-saving resources into the hands of those in need.

So as I get ready for the virtual event on November 14th, I am asking you to support my commitment of raising money for a world without eating disorders. You can make your tax-deductible donation online by using this link to my personal page and clicking “Donate Now” or, if you would prefer, you can send your contribution to the address listed below. Just remember to include my full name on the check memo.

National Eating Disorders Association  
Attn: Heal with Grace  
1500 Broadway, Suite 1101  
New York, NY 10036

Thank you for your support,  
[Your Name Here]

P.S. For information about NEDA’s work, you can visit www.nationaleatingdisorders.org
Facebook Fundraising

Fundraising has never been easier now that you can link your personal page to a Facebook fundraiser! You’ll reach your fundraising goal in no time.

**Step 1:** Log into your Participant Center on the Heal with Grace website.

**Step 2:** Click "Connect to Facebook"

**Step 3:** You will receive a pop-up asking to continue to Facebook. Click "Continue as [your name]"

**Step 4:** You will then be asked to give NEDA permission to manage your fundraiser. Select "OK," and you will be redirected to your new Facebook Fundraiser!

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*Image and instructions for each step.*
Connect your Facebook Fundraiser to Instagram Stories

Facebook and Instagram recently launched a new way to share your fundraisers with your network. Follow the steps below to share your Facebook Fundraiser on Instagram!

1. Open your Facebook Fundraiser on your Facebook mobile app. Click "share."
2. Choose "Share to Your Instagram Story."
3. Facebook will ask you to open Instagram. Click "open." Instagram will open your stories with the fundraiser already there!
4. Make sure your followers know how to donate! They will need to click the "Donate on Facebook" button under your name.

Expert Tip:
If you search "NEDA" in the gifs section of Instagram stickers, you'll find some NEDA branded stickers that will make your Instagram story stand out!
Frequently Asked Questions

Registration

How do I register for Heal with Grace?
To register for the Heal with Grace event, please visit nedawalk.org/healwithgrace. Next, click "register."

Is there a registration fee for participating in Heal with Grace?
There is no fee to participate. A self-donation is encouraged in order to jump-start your personal fundraising journey. All participants are encouraged to fundraise for the event.

Do I need to register before the event?
Yes. In order to participate in Heal with Grace and access the live event, you must register for the event before the deadline listed on the event website.

Fundraising

Why is fundraising so important?
Your fundraising efforts enable NEDA to grow and provide our programs like our Helpline, Online Screening Tool, regional NEDA Conferences, legislative advocacy efforts, research grants, and more. The funds you raise bring us closer to our goal of making eating disorders services available to people of all genders, ages, races, ethnicities, and backgrounds in every zip code in the U.S.

Is there a minimum fundraising requirement to participate?
Our suggested minimum amount is $150. You can set your own fundraising goal, too. Fundraising is optional but strongly encouraged.

How can donations be made?
Donations can be made online with a credit card, or by mailing a check. All checks should be made payable to NEDA. If you are mailing a check please include our Offline Donation Form and mail to the below address:

NEDA
Attn: Heal with Grace
1500 Broadway Suite 1101
New York, NY 10036
Frequently Asked Questions

Heal with Grace

What is Heal with Grace?
Heal with Grace is a virtual event honoring those we have lost to eating disorders. On November 14th, supporters and advocates from across the country will gather online for a day of hope, healing, and connection. Our goal is to raise $100,000 to support prevention, education, and support resources as well as critical advocacy and research initiatives.

How do I submit a tribute in honor of my loved one?
Please click here to fill out the Heal with Grace Tribute Form, or email Jessica Hickman at jhickman@nationaleatingdisorders.org.

Do I need to participate in honor of a specific person?
No. Everyone is welcome to join Heal with Grace to honor all of those we’ve lost to eating disorders.

How do I access to the live event?
The day before the Heal with Grace event, you will receive an email with a confirmation link. Click this link and follow the prompts to confirm your attendance. You will then receive your live event login link. Please do not share the link as it is unique to your participation.

How long is the event?
Heal with Grace is anticipated to be 1.5 hours long.

What online platform is used for Heal with Grace?
NEDA is currently using GoToWebinar to host all virtual events. You can download GoToWebinar for free on your computer or mobile device. You will receive additional instructions closer to the event.

Can I participate in the event from my cell phone?
Yes! You can download the GoToWebinar app in the app store. For optimal sound quality we recommend using headphones.

What if I can’t attend the live event?
A recording of the virtual event will be sent out via email after to view.

Can other people at the event see or hear me?
No. For privacy and safety precautions, only guest speakers and entertainers will have camera and microphone access.

For all other questions, please contact us at walks@nationaleatingdisorders.org