



UNITED WE BRUNCH TOOLKIT

Hosting a “United We Brunch” event for Prader-Willi Syndrome Association | USA (PWSA | USA) during Prader-Willi Syndrome (PWS) Awareness Month in May is a simple and powerful way to raise awareness and funds. Here's a tailored guide to help you organize a successful brunch event.

1. Create Your Event

- **Create your event page by clicking [HERE](#).**
- **Event Name, State, and Date**
 - Example: Magnolias & Mimosas / Colorado / April 26, 2025
- **Time and Location:** Choose a venue that will fit your anticipated group size. This can be your home, a friend's, a church hall, a park, etc. Be sure to select a convenient time that doesn't conflict with anything else (holidays, school events, etc.)
- **Set Clear Goals:** How much do you want to raise? (PWSA | USA recommends a minimum of \$500)

2. Event Promotion

- **Invite Guests to attend using your event link.** Rather than purchasing a ticket, you are asking them to go to your event page and make a donation (minimum donation is \$15/person), but they can donate whatever they'd like.
- **Consider inviting friends and family who live at a distance.** Encourage them to donate in lieu of attending to show their support from across the miles.
- **RSVP to the event:** Ask guests to note in the comment section if they will be attending to use as an RSVP to the event since there are no tickets.

2. Event Promotion (Cont.)

- **Create a custom QR code** that you can also share, directing people to your United We Brunch page!
 - You can find a variety of free QR code generator websites online, including <https://www.qrcode-monkey.com/>.
- **Create (or customize) Promotional Materials:** Flyers, posters, invitations, emails, etc.
- **Utilize Social Media:** Share event information on Facebook and Instagram. Be sure to utilize other digital media channels as well (email, text, etc.).
- **Hashtags:** Please use the hashtag #UnitedWeBrunchPWS and #PWSAwareness.
- **Engage Local Media:** Reach out to local media to promote the event if you'd like. Feel free to utilize PWSA | USA's Media Kit [HERE](#).
- **Guests:**

3. Event Logistics

Your time, imagination, and budget are the only limitations when it comes to the execution of your event. Whether you buy a dozen muffins and put on a pot of coffee in your living room, or you take over a church hall and decorate it for a high tea, the focus is on gathering your village to raise awareness and funds to support the PWS community. We encourage you to create a plan that is attainable to your bandwidth and resources. Feel free to enlist the help of family and friends - they want you to succeed!

- **Refreshments:** Keep it simple with coffee and snacks or do it up big with a themed brunch filled with your favorite treats. Make it all yourself, solicit donations from a local bakery, or hire a caterer - whatever works best for you. *See pages 8-11 for inspiration.*
- **Décor:** Pick some flowers from your yard and grab a plastic tablecloth, or create an ambitious Pinterest-worthy tablescape. Whatever feels right in your space!
- **Awareness-raising Activities:** From PWS Awareness lawn signs to PWS daily fact graphics, you can incorporate these and other awareness-raising activities into your brunch program. [Click here](#) to see all of our resources.
- **Speakers:** Plan to make personal remarks or invite another nearby PWS family to tell their story at your event. Keep it short and sweet (3-5 minutes) and be sure to thank everyone for gathering to learn more about PWS. If you are not comfortable speaking, engage a close friend or family member who has been a part of your journey and enlist them to help tell your story. *Remember - it's okay to be emotional when you tell your story. People who are attending want to learn and be a source of support!*

3. Event Logistics (Cont.)

- **Share the impact/difference that donations will make** to your family and others across the U.S. who have loved ones with PWS. [See our site for sample language and resources.](#)
- **Other Fundraising Tactics:** In addition to a suggested donation to attend, attendees are encouraged to give generously at the event. Feel free to have items donated and sell raffle tickets, or to have a small silent auction at your event. Remember the size of your crowd when adding these tactics so that you have the right amount of additional opportunities. [Click here](#) for a sample letter you can customize to request donations (refreshments, raffle items, etc.).
- Utilize these customizable donation request letters to help get donations for your event! Download our [Microsoft Word Document Auction Request](#) document, or [Click here](#) for a PDF version.

4. Event Reminders

- Plan ahead for parking, coats, seating, food safety (if loved ones will be around), and trash removal
- Make giving easy and cash-free (put your event QR code on everything to encourage online giving, or ask for people to donate by check made out to PWSA | USA).
- Take pictures and encourage guests to share theirs. Send your best photos to development@pwsausa.org so that we can inspire others with your event's success.
- Consider having a volunteer from your family or inner circle stationed at the door to greet your guests upon arrival and to thank them as they are leaving.
- Remember to have FUN!

After your event:

- **Thank You Notes:** Consider sending personal thank-you messages to attendees, volunteers, and donors by text, facebook, or email.
- **Share the Impact:** Communicate the funds raised and how they will support PWSA | USA's mission.

Find sample social media captions, email language, fundraising tips, menus, and decor ideas on the next several pages of this toolkit.

Social Media Caption Ideas:

(Example 1 / CALL TO ACTION)

Join me in on <<May __>> for United We Brunch to celebrate PWS Awareness Month and support PWSA | USA! Your donation helps improve lives through advocacy, education, and resources for families affected by #PWS. Let's raise awareness and make a real impact together! 💙

#UnitedWeBrunchPWS #PWSAwareness

[Insert donation link]

(Example 2 / MOMENTUM)

This May, I'm hosting a United We Brunch event to celebrate PWS Awareness Month and raise funds for PWSA | USA! Your support helps make a real difference for [loved one's name] and others affected by #PWS. Every donation brings us closer to a world where individuals with PWS have the resources and support they need. Your generosity means everything to us—thank you for being part of this important cause! 💙

#UnitedWeBrunchPWS #PWSAwareness

[Insert donation link]

(Example 3 / WHY)

I support PWSA | USA because they play a critical role in advocating for those affected by #PWS, providing vital family support, and funding important research to improve the lives of <<loved one's name>> and others living with PWS. YOU can help! Join me in supporting this amazing cause! 💙

#UnitedWeBrunchPWS #PWSAwareness

[Insert donation link]

Recognition / Thank You Shout-Out

Big thanks to [tag donor(s)] for your generous support of United We Brunch! 💙

Your donations are making a real difference for those affected by PWS. 🙌 It's not too late to join us—let's keep spreading awareness together!

#UnitedWeBrunchPWS #PWSAwareness

[Insert donation link]

Sample Email Language - Invitation

Subject:

Join Us for *United We Brunch*: Supporting PWS Awareness Month

Body:

Dear Friends,

As many of you know, [child's name] was diagnosed with Prader-Willi syndrome, and from that moment, our lives have been filled with both challenges and incredible hope. Though PWS brings its share of difficulties, we remain optimistic about the future and committed to making a difference.

This May, in honor of PWS Awareness Month, we're hosting United We Brunch, a special event to raise awareness and funds for PWSA | USA. Our event called <<insert name>>, taking place on <<insert date/time/location>>, is our way of helping to raise awareness and funds here in <<name of state>>. PWSA | USA's critical work in advocacy, family support, and research is helping families like ours every day. Through their efforts, we're seeing progress in treatments and creating a stronger support system for those impacted by PWS.

Every donation made will help fund the important work PWSA does—whether it's supporting families, advancing research, or advocating for those with PWS. We believe that with increased awareness and community support, a more independent life for <<child's name>> is possible.

If you're able, please consider attending in person, or joining us in this effort by making a donation. Together, we can bring greater awareness and create real change for individuals with Prader-Willi syndrome.

Thank you so much for your continued love and support.

Warmly,
[Your Name(s)]

To donate, please visit my personal fundraising page: [Insert link to fundraising page]

Sample Email Language - Following-Up

Subject:

YOU can create HOPE & HELP for <<insert child's name>>

Body:

Dear Friends,

I'm reaching out again to thank you for your continued support and remind you about our United We Brunch event this May for PWS Awareness Month. We are so grateful for everything PWSA | USA has done for our family throughout our PWS journey. Their advocacy, resources, and research have been life-changing, and we are excited to give back by raising funds for this incredible cause.

As we work toward our fundraising goal of <<insert goal amount>>, I'm asking for your help. Every donation counts, no matter the size, and will directly support PWSA | USA's mission to improve the lives of those impacted by Prader-Willi syndrome.

While the United We Brunch event is on [insert date], our fundraising page will remain open to receive donations until July 31, 2025. This gives us extra time to reach our goal, so please consider donating if you haven't already. Every bit of support helps us get closer to a world of greater resources and opportunities for those living with PWS.

Thank you for your generosity and support, it truly means the world to us.

Warmly,

[Your Name(s)]

To donate, please visit my fundraising page: [Insert link]

Fundraising Tips!

Tips for Successful Fundraising for PWSA | USA

Fundraising for a cause as important as PWSA | USA can feel like a big task, but with the right approach, it can be fun and rewarding. Here's how you can boost your efforts and make the biggest impact!

Reach Out to Your Community

Think about the people around you—family, friends, coworkers, classmates, or members of any group you're a part of (like a volunteer team, your spiritual community, or a social club). These are the folks who will want to support you!

Use whatever method works best—email, social media, or even good old-fashioned snail mail (we can help you create a QR code for postcards, flyers, or letters). Just don't forget to follow up! Sometimes, people intend to donate but forget, so a friendly reminder goes a long way.

Follow Up, Follow Up, Follow Up!

It's easy for emails and social media to get lost in the shuffle. But here's a key tip: fundraisers who share their message 3-5 times within the first several days tend to raise up to three times more than those who don't. So, keep spreading the word early and often!

Set Your Goal & Share It

Let your friends and family know what your fundraising goal is! When they know what you're working toward, they'll be more motivated to help you reach it.

Make the First Donation Count

Kick things off with the first donation yourself! It's a great way to show your commitment, and it helps build momentum. Plus, it'll get your fundraising thermometer moving!

Personalize Your Message

People want to know why this cause matters to you. While we have templates you can use, your story (your words, your photos) will make the biggest impact. Share why you're fundraising and what finding treatments for PWS means to you and your loved ones.

Fundraising Tips (Cont.)!

Say Thank You, Again and Again

It's so important to show appreciation. After someone donates, take the time to thank them personally—whether by email or a handwritten note. And don't forget to send a final thank you once you hit your fundraising goal. Share the total amount raised and let them know how much their support means to you. You can never say "thank you" too often!

Bonus tip: Tag and thank your donors on social media! It's a great way to show gratitude while encouraging others to get involved.

Believe in Yourself

Fundraising is all about persistence and creativity. It may take time, but you've got this! And don't worry—no experience is necessary. The team at PWSA | USA is here for you every step of the way, so if you ever need help or have questions, just reach out to us at development@pwsausa.org.

You can do it! Together, we're making a difference in the lives of those with Prader-Willi syndrome.

Sample Brunch Theme/Menu/Décor Inspiration

BRUNCH IDEAS

1. **Garden Party Brunch** - Floral decor, pastel colors, and fresh garden-to-table dishes.
2. **Jazz & Mimosas Brunch** - Live jazz music and a mimosa bar.
3. **Southern Comfort Brunch** - Biscuits, gravy, shrimp & grits, and sweet tea.
4. **Parisian Cafe Brunch** - Croissants, crepes, and café au lait with a chic French atmosphere.
5. **Around the World Brunch** - Food stations featuring brunch items from different countries.
6. **Pajama Brunch** - Guests wear cozy PJs while enjoying classic comfort foods.
7. **Farm-to-Table Brunch** - Locally sourced, organic foods with a rustic setting.

Sample Brunch Theme/Menu/Décor Inspiration

BRUNCH IDEAS (Cont.)

8. **Mad Hatter's Tea Party Brunch** - Alice in Wonderland-inspired decor and whimsical dishes.
9. **Tropical Luau Brunch** - Pineapple, coconut, and tropical drinks with Hawaiian vibes.
10. **Decades Brunch** - A throwback theme featuring dishes and music from a specific era (e.g., 1920s Gatsby, 1950s diner, or 1980s brunch).
11. **Hollywood Glam Brunch** - Red carpet entrance, champagne towers, and classic Hollywood decor.
12. **Harvest Brunch** - Seasonal fall flavors like pumpkin, cinnamon, and apples with cozy autumn decor.
13. **Derby Day Brunch** - Fancy hats, mint juleps, and a Southern-inspired menu.
14. **Brunch & Bubbly** - A focus on sparkling drinks and elegant brunch dishes.
15. **Cereal & Cartoons Brunch** - Nostalgic cereal bar and classic Saturday morning cartoons.
16. **Art & Brunch** - Live painting, interactive art stations, and colorful foods.
17. **Flannel & Flapjacks Brunch** - Lumberjack-style decor with a pancake bar.
18. **Brunch at Tiffany's** - Classy, black-and-white theme with Tiffany blue accents.
19. **Book Lovers Brunch** - Literary inspired menu items and book-themed table settings.
20. **Sunflower & Bees Brunch** - Honey-infused menu with a bright, nature-inspired setting.
21. **Cafe Brunch & Live Poetry** - An intimate coffeehouse setting with live poetry readings.
22. **Charcuterie & Cheese Brunch** - Grazing tables with artisan cheeses, meats, and breads.
23. **Fiesta Brunch** - Churros, huevos rancheros, margaritas, and a lively Mexican theme.
24. **Wellness Brunch** - Healthy smoothie bowls, yoga sessions, and wellness talks.
25. **Hollywood Awards Brunch** - Guests dress to impress with awards for best outfits, best-dressed table, etc.

Sample Brunch Theme/Menu/Décor Inspiration

SAMPLE MENUS AND DÉCOR

Book Lovers Brunch - Literary Figures Theme

Sample Menu:

- Shakespeare's Scones & Clotted Cream
- Jane Austen's Tea Sandwiches (Cucumber, Smoked Salmon, Egg Salad)
- Hemingway's Espresso & Biscotti
- Emily Dickinson's Blueberry Muffins
- Tolstoy's Russian Blinis with Sour Cream & Caviar
- Virginia Woolf's Poached Pears with Honey Drizzle
- The Great Gatsby Mimosas & Sparkling Lemonade

Decor Ideas:

- Table Centerpieces: Stack classic books with candles and floral arrangements.
- Place Settings: Use vintage teacups and gold-rimmed plates with handwritten name cards in calligraphy.
- Themed Signs & Banners: Quotes from famous literary figures placed around the venue.
- Book Page Table Runners: Old book pages assembled as unique table decor.
- Library Lounge Corner: Cozy seating with classic novels for guests to browse.
- Photo Booth: A backdrop featuring a grand library or famous book covers.

Pajama Brunch Theme

Sample Menu:

- Fluffy Pancake Stacks with Assorted Toppings
- Waffle Bar with Whipped Cream, Syrups, and Fresh Fruits
- Scrambled Egg & Cheese Croissants
- Mini Breakfast Burritos with Avocado & Salsa
- Cinnamon Rolls & Assorted Muffins
- DIY Yogurt Parfaits with Granola & Berries
- Hot Cocoa, Coffee, & Fresh Orange Juice Mimosas.

Sample Brunch Theme/Menu/Décor Inspiration

SAMPLE MENUS AND DÉCOR

Pajama Brunch Theme (Cont.)

Decor Ideas:

- Cozy Atmosphere: Use blankets, plush pillows, and soft lighting to create a relaxed setting.
- Breakfast-in-Bed Style Tables: Arrange trays with mini vases and candles for a cozy feel.
- Pajama Dress Code: Encourage guests to wear their favorite PJs for a fun and laid-back vibe.
- Fluffy Slipper Party Favors: Provide guests with small, cozy slippers as keepsakes.
- Themed Signage: Fun quotes like "Brunch So Hard" and "Snooze & Mimosas" on chalkboards or banners.
- Self-Serve Coffee & Cocoa Bar: A cute station with different creamers, toppings, and syrups.
- Photo Booth: A backdrop with pillows, blankets, and oversized coffee mugs for playful pictures.

PWSA | USA's Development Team is available to assist you with any additional questions you have. They can also help you brainstorm different brunch theme ideas and bring them to life. Contact our staff at hopeunited@pwsausa.org.

[CLICK HERE TO GET STARTED!](#)

