Team PFF
Event Leader Guide
WELCOME TO TEAM PFF!

Thank you for hosting an event to benefit the pulmonary fibrosis (PF) community! Team PFF Event Leaders are among the Pulmonary Fibrosis Foundation’s (PFF) most dedicated volunteers and your support is crucial to achieving our vision: a world without PF.

Team PFF Event Leaders host more than 100 events each year in cities across the country. Our goal is to raise $400,000 in 2018 and we know we can make it happen with your help! Your dedication will make a difference in the fight to find a cure. Funds from Team PFF events support research, advocacy, awareness, education, and important programming for the PF community including:

- The PFF Care Center Network (CCN) offers patients access to high-quality, customized care from experienced medical professionals who understand their disease and can help manage their health. There are 42 CCN sites across the country.
- The PFF Patient Registry is a collection of anonymous information about PF patients, including their diagnosis and how it was made, test results, medications taken, and medical outcomes. The PFF Patient Registry serves as a valuable resource to clinicians and researchers in the discovery of new treatments.
- The PFF Patient Communication Center (PCC) is a trusted resource within the PF community and offers guidance for those affected by PF. The PCC staff is available to answer questions about the disease, treatments, insurance and assistance programs, the PFF Care Center Network, and support groups.
- The PFF Support Group Leader Network provides a forum for pulmonary fibrosis support group leaders to interact, exchange ideas, and discuss best practices. Support groups offer a unique opportunity for patients, caregivers, and families to share their experiences with peers who understand what it’s like to live with PF.

On behalf of the PFF and the PF community, thank you for your efforts. We look forward to working with you as you begin your Team PFF adventure, and we are here to support you!

To get started, please contact Jackie Williams, Development Manager, at 312.224.4667 or jwilliams@pulmonaryfibrosis.org.

We imagine a world without pulmonary fibrosis. Thank you for leading the way!
5 SIMPLE STEPS FOR A SUCCESSFUL FUNDRAISER

Hosting a fundraising event as a Team PFF Event Leader is simple! Follow the steps below and you’re sure to have a great event:

1. CREATE YOUR FUNDRAISER
Combine something that is fun and meaningful to you and your family that will also be engaging for your community. Turn the page for some initial ideas.

2. REACH OUT TO US
Register your event online with the Foundation and tell us a little bit about what you’re planning so we can connect you with our resources and support your efforts.

3. COMPLETE YOUR CAMPAIGN PLANNER
This guide will help you determine each step of your event planning and provide an outline of how to create a successful event.

4. CUSTOMIZE YOUR ONLINE FUNDRAISING PAGE
Share your story - include your connection to pulmonary fibrosis and why you chose to get involved. Add a photo or video to bring your campaign to life!

5. ENJOY!
Have fun! Please remember how much we appreciate your support and know that you’re making a difference for the patients and families affected by pulmonary fibrosis.

We are here to help. Reach out to Jackie Williams, Development Manager, at 312.224.4667 or jwilliams@pulmonaryfibrosis.org if you have questions or need support with any of these steps!
STEP 1: CREATE YOUR FUNDRAISER

You can’t go wrong when it comes to hosting a Team PFF Event – if you can think of it, you can use it to help the pulmonary fibrosis community. From 5Ks to golf tournaments to bake sales and everything in between, a fundraiser is a great way to share your passion and raise funds at the same time. Below are some event ideas to get you started:

**5K WALK/RUN**
Gather your friends, family, neighbors, colleagues, and community for a walk or run event! Contact your local park to get more information about selecting a date and if you’ll need permits or insurance for the event. You can make this a large-scale event and get your community involved or keep it more personal and do a small picnic.

**GOLF OUTING**
Fore! Golf tournaments and scrambles are another popular event choice that can take on many forms. Full tournaments take more planning and can include meals, drinks, sponsors, giveaways, and a raffle or silent auction. A scramble or a hole-in-one contest is a great place to start!

**ONLINE LETTER WRITING CAMPAIGN**
Start an online fundraising page and reach out to your friends and family asking them to donate. You can ask for donations in lieu of gifts for birthdays or anniversaries, in honor of Rare Disease Day, PF awareness, and more!

**JEANS DAY**
Get your company involved with a dress down day, week, or even month! For a set donation amount, co-workers can #BlueUp4PF and wear denim or as much blue as they can. Tie it into a sporting event, company appreciation day or holiday party to make it even more fun! Talk to your HR department or manager to begin the process.

AND SO MUCH MORE...

- Marathons/half marathons, 5Ks, triathlons
- Bake sale, garage sale, art sale
- Block party
- Food, beer, wine tasting
- Open mic, karaoke party
- Bowling party
STEP 2: REACH OUT TO US

Register your event online here. This will give us some more information about what you’re planning and will help us provide you with the tools and resources you need to be successful!

We are here to support you every step of the way! Please contact Jackie Williams, Development Manager, at:

jwilliams@pulmonaryfibrosis.org
312.224.4667

MEET OUR TEAM

Amy Wardzala
Senior Director, Development
312.878.2351
awardzala@pulmonaryfibrosis.org

Jackie Williams
Director, Development and Special Events
312.224.4667
jwilliams@pulmonaryfibrosis.org

Sarah Eiden
Coordinator, Special Events
312.265.6909
seiden@pulmonaryfibrosis.org
STEP 3: COMPLETE YOUR CAMPAIGN PLANNER

Event Name/Description: 

Date(s):  
My PFF Staff Contact: 

6-8 MONTHS OUT
Date to be completed by: 

☐ Secure event location and date
☐ Set fundraising goal with the help of our Team PFF Budget Worksheet. This will help you determine a strategy to reach your goal, and develop a plan to cover costs associated with the event.
☐ Prepare materials to meet your event needs
  ☐ Begin crafting promotional materials including save the dates and flyers
    ☐ Pro Tip: check out Canva.com, this is a free graphic design website you can use to create flyers, invitations, and save the dates. It is very easy to use and will be a great resource for marketing and promotion.
  ☐ Create prospect list of individual donors, corporate sponsors, and in-kind donors
  ☐ Prepare solicitation letters and custom sponsorship packages as needed
    ☐ Refer to Sample Sponsorship Package and Sponsorship Request Letter
☐ Make an ask to your friends, family, and co-workers to join you in the fight against pulmonary fibrosis
  ☐ Refer to the Who Do You Know tool
☐ Start promoting the event with via email, Facebook, flyers, and word of mouth
☐ Send out sponsors solicitation letters to potential sponsors and in-kind donors

3-5 MONTHS OUT
Date to be completed by: 

☐ Follow-up with your friends and family who have not yet registered or purchased tickets as well as sponsors you have solicited.
  ☐ Don’t be discouraged if you haven’t heard from supporters, it takes on average THREE asks before someone will make a contribution.
☐ Send an electronic save-the-date as a second touch point. Continue to post on social media
  ☐ Refer to Social Media 101 for examples
☐ Create list of in-kind needs and solicit these donations

1-2 MONTHS OUT
Date to be completed by: 

☐ Recruit volunteers to meet your day of event needs
  ☐ Refer to Volunteer Resource Guide
☐ Continue to solicit donations from sponsors and in-kind donors.
☐ Determine day of set-up and layout
STEP 3: COMPLETE YOUR CAMPAIGN PLANNER

- Request any necessary educational materials from the PFF team
- Prepare speaking points, power point presentation and/or program
- Print event signage
- Order event SWAG and/or giveaways

2 WEEKS OUT
Date to be completed by: ________________

- Finalize day of event schedule
- Send out confirmations to:
  - In-Kind donors
  - Sponsors
  - Walk Site
  - Logistics
  - Volunteers
  - Entertainment
- Update your website to include any information that may be useful to volunteers and attendees (parking, day of roles, what to wear) We encourage you to send this information via email as well.

EVENT WEEK
Date to be completed by: ________________

- Follow up on any outstanding needs
- Pack any day of event necessities
- ASK, ASK, ASK! Now is the time to make your final ask for donations. Ask friends and family who are not able to attend the event to make a donation instead.

POST-EVENT
Date to be completed by: ________________

- Share your success with all event participants by sending out a post event email.
- Write thank you notes and distribute to donors, volunteers, in-kind supporters, and sponsors
- Contact the PFF and let us know all about your event! Please also include pictures so we can celebrate with you!
- Start planning for next year!

*This timeline can be adjusted based on your specific needs. The sample we’ve provided as an outline of best practices.*
STEP 3: COMPLETE YOUR CAMPAIGN PLANNER

NOTES
STEP 4: CUSTOMIZE YOUR ONLINE FUNDRAISING PAGE

Your online fundraising page is where you will direct your friends and family to support your efforts and learn about your campaign. Use the following easy steps to make your page stand out and motivate people to donate!

**STEP 1:** Share your story. Weave together a narrative that illustrates how PF has affected you and your family while requesting support for a cause that is important to you.

**STEP 2:** Include a picture to connect your story with a face and bring your campaign to life!

**STEP 3:** Add a video to further articulate your story and motivate people to donate.

**STEP 4:** Link your social media accounts to your page so you can easily share with your online network.

**STEP 5:** Make a self-donation. This is a great way to get started and jump-start your fundraising!

**STEP 6:** Update your goal. Donors are more likely to give when they know they’re helping you reach a goal, so be sure to share how much you’re trying to raise. When you meet your goal, don’t forget to increase it!
STEP 5: ENJOY!

TIPS FOR A SUCCESSFUL TEAM PFF EVENT:

• **Be creative and have fun!** Your event should be unique to you and something you would want to attend!
• **Inspire others to get involved by sharing your story.** Tell them why you are part of Team PFF, and ask for their help in reaching your goal.
• **Establish goals and set a budget.** Determine how much you plan to raise and how you can reach that goal. Develop a plan to cover the costs associated with the event.
• **Spread the word about your efforts and invite your network** in as many different ways as possible:
  - Emails
  - Texts
  - Personal phone calls
  - Social media
  - Flyers/posters
  - Your local newspaper or television station – check out our Sample Press Release for an easy way to share event information with your local media
• **Think about who you know.** Find friends who have a skill or connection that can help you save money on your event. Do you know someone who is a photographer or caterer? Maybe they can help with your event pro-bono (they get exposure and publicity) or at a reduced rate.
• **Ask local businesses to sponsor your event** or to donate in-kind goods, services, or space.
• **Does your employer match your donation?** Many employers offer matching programs. This is an easy way to get your company involved in your efforts, and in many cases, instantly double your donation and impact!
• **Host an auction or raffle** to raise additional funds and give your guests the opportunity to leave with something tangible.
• **Send personal thank yous** to everyone who gets involved with your event (donors, vendors, in-kind donors, etc.).
• **Get help from us!** Please register your event so we can provide you with appropriate support. Don’t hesitate to reach out to Jackie Williams with any questions or concerns at 312.224.4667 or jwilliams@pulmonaryfibrosis.org.
RESOURCES: TABLE OF CONTENTS

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2. Team PFF Budget Worksheet
3. Sample Sponsorship Package
4. Sponsorship Request Letter
5. Social Media 101
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8. Prize Donation Form
9. Volunteer Recruitment
10. Sample Press Release
11. Sample Thank You Letter
### TEAM PFF BUDGET WORKSHEET

**Event Name:** 

**Organizer Name:**

**Event Date:** Location:

**Contact Phone:** Email:

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#### REVENUE | NUMBER | PRICE | TOTAL
--- | --- | --- | ---
**SPONSORSHIPS**
Sponsor Level I  
Sponsor Level II  
Sponsor Level III  
Other

**TOTAL SPONSORSHIPS**

**ADDITIONAL REVENUE**
Individual Tickets  
Raffle  
Live Auction  
Silent Auction  
Sale of Merchandise  
General Donations  
Other

**TOTAL ADDITIONAL REVENUE**

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**TOTAL GROSS REVENUES:** $__________________________

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#### EXPENSES | NUMBER | PRICE | TOTAL
--- | --- | --- | ---
Food  
Beverages  
Giveaways (tshirts, pens, etc)  
Entertainment  
Audio/Visual  
Decorations  
Site Fees  
Supplies/Equipment  
Postage  
Printing  
Other:  
Other:  
Other:

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**TOTAL REVENUE:**  
**TOTAL EXPENSES:**  
**NET REVENUE:**  
**Cost Ratio:**  
**Funds Provided to the PFF:**
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR  $10,000

- Ten tickets to the event
- Speaking opportunity during program with formal recognition of sponsorship
- Placement of logo on Facebook event page
- Mention of sponsorship in event press release and in any on-air opportunities
- Inclusion of logo and clickable link on all event related eblasts
- Signage at the event
- Logo placement on all printed event marketing materials
- Logo placement on t-shirt (if applicable)
- Acknowledgment of sponsorship on event website with clickable link to company’s website.
- Capability to distribute promotional insert and/or giveaway during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website.

PLATINUM SPONSOR  $5,000

- Six tickets to the event
- Formal recognition during the event
- Mention on social media of sponsorship for event
- Inclusion of logo and clickable link on all event related e-blasts
- Signage at the event
- Logo placement on all printed event marketing material
- Logo placement on t-shirt (if applicable)
- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website.

GOLD SPONSOR  $2,500

- Four tickets to the event
- Inclusion of logo and clickable link on all event related eblasts
- Signage at the event
- Logo placement on all printed event marketing materials
- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website.
SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR $1,000

- Two tickets to the event
- Logo placement on the following marketing materials: formal invitation and poster
- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website

BRONZE SPONSOR $500

- Acknowledgment of sponsorship on event website with clickable link to company's website
- Capability to distribute promotional insert and/or giveaway during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website

thank you for your support!
SPONSORSHIP COMMITMENT FORM

LEVEL
☐ PRESENTING  ☐ SILVER
☐ PLATINUM  ☐ BRONZE
☐ GOLD

COMPANY NAME __________________________________________________________

CONTACT NAME AND TITLE ________________________________________________

ADDRESS ______________________________________________________________________

CITY ___________________________  STATE ___________  ZIP _________________________

PHONE ___________________________  EMAIL ________________________________

CREDIT CARD TYPE  ☐ VISA  ☐ MASTERCARD  ☐ AMERICAN EXPRESS  ☐ DISCOVER

CREDIT CARD NUMBER ________________________________  EXPIRATION DATE __________

CCV ________________________________  AMOUNT TO CHARGE ________________

SIGNATURE _______________________________________________________________________

Credit card payments are also accepted over the phone by calling Jackie Williams, Development Manager, at 312.224.4667. Payment by check can be sent to:

Pulmonary Fibrosis Foundation
Team PFF
230 East Ohio Street, Suite 500
Chicago, Illinois 60611

The PFF is a 501(c)(3) nonprofit public benefit corporation and your contribution is tax deductible to the extent allowed by law. No goods or services were provided to you in exchange for your generous gift.
Dear (Salutation),

(EVENT NAME) will take place on (EVENT DATE) at (EVENT LOCATION). This event benefits the Pulmonary Fibrosis Foundation (PFF) and seeks to raise funds and awareness for pulmonary fibrosis (PF), a fatal lung disease with no cure. We invite you to support as a sponsor of (EVENT NAME).

Pulmonary fibrosis (PF) is a condition in which lung tissue becomes thickened, stiff and scarred. As the lung tissue becomes scarred and grows thicker, the lungs lose their ability to transfer oxygen into the bloodstream, making everyday activities, like breathing and walking, extremely difficult. It is a progressive disease, which means it tends to worsen over time. Every individual diagnosed with pulmonary fibrosis has a unique experience with the disease and there is no “standard” or expected clinical course. Some people with PF remain stable for extended periods of time, others experience a stepwise deterioration over time, fluctuating between periods of stability and worsening symptoms, and a number may experience a rapid progression of symptoms. PF treatment strategies are highly individualized, based on a person’s medical history.

With no known cure, the disease is often fatal within three to five years of diagnosis and affects more than 200,000 people in the United States alone.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. By making a donation, you are contributing to vital PF research, advocacy, awareness, education, and crucial patient care programs.

Progress in the fight against PF is being made, but your support is essential to continue our efforts.

By sponsoring (EVENT NAME), you’ll receive exposure in front of a captive audience of (EXPECTED ATTENDANCE NUMBER) professionals and PF supporters. Enclosed you will find a list of sponsorship opportunities that provide your company with a number of benefits throughout the event. Your contribution helps those living with PF lead longer, healthier lives.

Thank you for your time and thoughtful consideration. If you have any questions, please contact me directly at (PHONE) or (EMAIL).

Sincerely,

(NAME)
Event Leader and Chairman
(EVENT)
GET SOCIAL: SOCIAL MEDIA 101

Social media is a great way to promote your event, recruit attendees, and offer your network the opportunity to support your campaign! Make the most out of these tools with some quick tips and sample posts:

• Encourage people to share your posts to reach outside of your network and into theirs. It’s like a virtual phone tree that can expand your reach far beyond your circle!
• Include a link to your fundraising page. If you’re asking for donations, be sure to make it easy for your friends and family to go to your fundraising page and donate by putting a link in your posts!
• Share your story! Don’t forget to share your connection to PF and why being part of Team PFF is important to you.
• Use our hashtags to connect with the PFF and PF community: #BlueUp4PF, #PFF, #TeamPFF
• Upload pictures and videos. Posts with pictures and videos are more engaging and are more likely to be seen.
• Thank your donors through social media. Write on their wall so their network can see it. Tie it all together with a picture too!
• Spread awareness and educate your network on the disease by including quick facts about PF in your posts.

SAMPLE POSTS

I’ve joined #TeamPFF and am raising funds for the Pulmonary Fibrosis Foundation. Your support would mean a lot to me and would help those living with pulmonary fibrosis lead longer, healthier lives! You can make a gift on my personal fundraising page at (PAGE URL).

Did you know pulmonary fibrosis affects more than 200,000 in the United States alone? I’m leading the way toward a world without PF as a Team PFF Event Leader and you can too! Join my team or make a donation at (PAGE URL)

Only (DAYS OR WEEKS) remain until (EVENT)! Now more than ever, I need your help to reach my goal of (GOAL). Lead the way toward a world without pulmonary fibrosis by making a donation today! (PAGE URL)

DON’T FORGET TO FOLLOW THE PFF TOO!

facebook.com/pfforg  
twitter.com/pfforg  
ingram.com/pfforg  
youtube.com/pulmonaryfibrosisfoundation
<DATE>

<RECIPIENT NAME>
<RECIPIENT ADDRESS 1>
<RECIPIENT ADDRESS 2>
<RECIPIENT CITY, STATE ZIP>

Dear Friends and Family,

This year I am excited to lead the way toward a world without pulmonary fibrosis as a Team PFF Event Leader. I invite you to join me in/at <NAME OF ACTIVITY> in <MEMORY/HONOR> of <NAME OF LOVED ONE>. I am making a commitment to raise funds and awareness for the Pulmonary Fibrosis Foundation (PFF) because <YOUR ANSWER HERE>.

Pulmonary fibrosis (PF) describes a condition in which the lung tissue becomes thickened, stiff, and scarred. As lung tissue becomes scarred and thicker, it is more difficult for the lungs to transfer oxygen into the bloodstream. As a result, the brain, heart, and other organs do not get the oxygen they need to function properly.

**Approximately 50,000 new cases are diagnosed and more than 40,000 Americans die from pulmonary fibrosis each year.**

The Pulmonary Fibrosis Foundation acts as the trusted resource for the pulmonary fibrosis (PF) community by raising awareness, providing disease education, and funding research.

I’m asking for your support as I raise awareness and funds for the Pulmonary Fibrosis Foundation. My personal goal is to raise <FUNDRAISING GOAL> and every dollar makes an impact. Please help me reach my goal by making a contribution now.

Visit my personal online fundraising page at <INSERT QGiv URL> to make a secure gift online or call the Pulmonary Fibrosis Foundation at 312.265.6909. I invite you to join me in making a difference in the lives of those affected by pulmonary fibrosis.

Thank you in advance for your generous support.

Sincerely,

<EVENT HOST>
Dear (Salutation),

I am writing to request a contribution to (EVENT NAME) on (EVENT DATE) at (EVENT LOCATION). This event benefits the Pulmonary Fibrosis Foundation (PFF) and seeks to raise funds and awareness for pulmonary fibrosis (PF), a fatal lung disease with no cure. I would like to request your support of (INSERT ITEM or USE GENERIC “GIFT CERTIFICATE”).

Pulmonary Fibrosis (PF) is a condition in which lung tissue becomes thickened, stiff and scarred. As the lung tissue becomes scarred and grows thicker, the lungs lose their ability to transfer oxygen into the bloodstream making everyday activities, like breathing and walking, extremely difficult. It is a progressive disease, which means it tends to worsen over time. Every individual diagnosed with pulmonary fibrosis has a unique experience with the disease and there is no “standard” or expected clinical course. Some people with PF remain stable for extended periods of time, others experience a stepwise deterioration over time, fluctuating between periods of stability and worsening symptoms, and a number may experience a rapid progression of symptoms. PF treatment strategies are highly individualized, based on a person’s medical history.

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The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. By making a donation, you are contributing to vital PF research, advocacy, awareness, education, and crucial patient care programs.

**Progress in the fight against PF is being made, but your support is essential to continue our efforts.**

Our goal is to create thoughtful packages that will excite and appeal to the diverse tastes of our guests. With over (EXPECTED ATTENDANCE NUMBER) professionals and PF supporters at this event, we offer great product exposure in front of an energetic crowd. Your contribution helps those living with PF lead longer, healthier lives.

Thank you for your time and thoughtful consideration. If you have any questions, please contact me directly at (PHONE) or (EMAIL).

Sincerely,

(NAME)
Event Leader and Chairman
(EVENT)

sample auction item letter

www.pulmonaryfibrosis.org
Benefiting

PRIZE DONATION FORM

This is to verify that _____________________________ has donated the item(s) listed below to the <EVENT NAME> to benefit the Pulmonary Fibrosis Foundation to be used in conjunction with the Foundation’s fundraising activities. The item(s) donated have a retail value determined by the donor.

Item ______________________________________

Donation Value ______________________________________

List all conditions and exact dates, if possible ______________________________________

__________________________________________

Please complete the following information, so we may acknowledge your gift in our program. In addition, please enclose promotional material and brochures for display with your donation.

Please list name of donor as: ____________________________

Contact Name ______________________________________  Company/Organization ____________________________

__________________________________________  Phone ______________________________________

Address ______________________________________  Email ______________________________________

City/State/Zip ______________________________________

Delivery: Item(s) enclosed

__________ Will deliver item(s) to the event leader by _________

__________ Contact me to organize day/time for pickup

Please email his form or mail it with your donation to:

(EVENT NAME) C/O (EVENT LEADER)

(Address) • (City, State ZIP)

email(EMAIL) • phone(PHONE)
VOLUNTEERS FOR YOUR EVENT

There will be a lot of moving parts during your event and volunteers can play a critical role in your success! Below are a few ideas for volunteer roles:

- Set-up: Registration area, tables, chairs, tents, food, hang banners/signs
- Registration: Check people in, collect donations, pass out incentives (t-shirts, giveaways, etc.)
- Food Distribution: Distribute food to participants and replenish food items
- Route Marshalls: Direct people along the route

HELPFUL WEBSITES
volunteermatch.com
idealist.org
createthegood.org
allforgood.org
signup.com

CORPORATE VOLUNTEERS
Another great resource to use for volunteers are corporate volunteer programs. Many companies encourage their employees to give back and volunteer in their community. While each company has slightly different guidelines, some companies donate money after the employee volunteers for a certain number of hours. Other companies will provide you with volunteers, as well a grant, for hours employed! Ask your friends and family if their companies offer any of these programs!

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exxon Mobile</td>
<td>$500 for over 20 hours</td>
</tr>
<tr>
<td>Microsoft</td>
<td>$25 per hour</td>
</tr>
<tr>
<td>Allstate</td>
<td>$500 for every 16 hours</td>
</tr>
<tr>
<td>Aetna</td>
<td>$300 for every 20 hours</td>
</tr>
<tr>
<td>Outerwall (Coinstar and Redbox)</td>
<td>$15 per hour</td>
</tr>
<tr>
<td>ConocoPhillip</td>
<td>$500 for every 20 hours</td>
</tr>
<tr>
<td>Dell</td>
<td>$150 for every 10 hours</td>
</tr>
<tr>
<td>Best Buy</td>
<td>$500 per event, minimum 2 employees. Called the “Tag Team” program</td>
</tr>
<tr>
<td>Kohl’s</td>
<td>$500 for every four hours, minimum five volunteers</td>
</tr>
<tr>
<td>Blue Cross Blue Shield</td>
<td>Employee Volunteer Program</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Bring crafts to events</td>
</tr>
</tbody>
</table>
For Immediate Release
Media Contact: [Your Full Name]
[Your Phone Number]
[Your Email Address]

[YOUR NAME] OF [YOUR TOWN] TO RAISE FUNDS FOR THE PULMONARY FIBROSIS FOUNDATION FOR RESEARCH AND PATIENT PROGRAMS

[Include details about the event here – ex.- A Golf Tournament followed by a dinner and silent auction; a Pancake Breakfast to Honor Friend and PF Patient; etc.]

[City, State], [Date of Release] – [Your name or group] will [fill in activity] on [date] as a member of Team PFF, benefitting the Pulmonary Fibrosis Foundation (PFF).

[Your name] aims to raise [fundraising goal] or more to help the PFF fund critical research and sustain vital programs for patients and their families that help them live better lives. S/he is [describe activity here – include information on attending, how to make donations, etc. – BE SPECIFIC!].

“I chose to [activity] as part of Team PFF because [explain your story, connection to PF, and inspiration here], and I wanted to do something personally to support the Foundation and their important work. They provide crucial programs for patients and caregivers and fund cutting-edge research. I want to join the PFF in leading the way toward a world without pulmonary fibrosis,” said [Your Name].

About pulmonary fibrosis
Pulmonary fibrosis, a devastating lung disease resulting from progressive scarring of the lungs, affects 200,000 Americans and causes more than 40,000 deaths annually. Fifty-thousand new cases are diagnosed each year. There is no known cure.

About the Pulmonary Fibrosis Foundation
The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. The PFF collaborates with physicians, organizations, patients, and caregivers worldwide. The Pulmonary Fibrosis Foundation has a four-star rating from Charity Navigator and is a Better Business Bureau accredited charity. For more information, visit pulmonaryfibrosis.org or call 844.TalkPFF (844.825.5733) or 312.587.9272 from outside of the U.S.
<RECIPIENT NAME>
<RECIPIENT ADDRESS 1>
<RECIPIENT ADDRESS 2>
<RECIPIENT CITY, STATE ZIP>

Dear <GUEST>,

Thank you for attending my event to benefit the Pulmonary Fibrosis Foundation (PFF). Your participation helps the PFF raise awareness, fund critical research, and sustain vital programs that help patients and their families live better lives.

Events like <NAME OF YOUR EVENT HERE> are essential to raise much needed funds and awareness for the pulmonary fibrosis community and help accelerate the PFF’s mission forward. I couldn’t have done it without you – thank you.

I appreciate your participation and hope to see you at next year’s event!

Sincerely,

<EVENT LEADER NAME>