CELEBRATING
PF Heroes

Official Planning Guide
September 2020
JOIN THE CONVERSATION

Each September, the Pulmonary Fibrosis Foundation (PFF) celebrates Pulmonary Fibrosis Awareness Month. This initiative relies heavily on social media participation to spread the word about pulmonary fibrosis (PF) all over the world. One of the first steps you can take is to follow and interact with us on our social media channels.

Find us online with our handle @pfforg, and use the hashtags below to start getting social! For questions about PF Awareness Month or any of the steps inside this planning guide, contact us at socialmedia@pulmonaryfibrosis.org.

FIND US ON SOCIAL MEDIA AT

@pfforg

HASHTAGS
#PFMonth
#BlueUp4PF
#PFHeroes
HOW TO PARTICIPATE

Step 1: Share the facts.

One of the best ways to spread awareness about pulmonary fibrosis is to educate others about the impact of this devastating disease. Each September, the PFF launches 30 Facts In 30 Days via social media. This campaign shares trusted, medically accurate facts about PF. The Foundation encourages you to like, share, and comment on as many facts as possible to help gain momentum throughout the web.

Step 2: Tell your story and support others.

PF Awareness Month is a time when you can enter the spotlight. Each day, the Foundation will post stories from people living with PF, caregivers, transplant recipients, those who have lost a loved one, and healthcare professionals in the Portraits of PF series on Facebook. These heartfelt stories help others understand the many journeys people affected by PF have experienced.

Please like, share, and comment on the Portraits to show support. Do you have a story to tell? Visit the Share Your Story page on the PFF website to get started, and we may post your story on our channel as a part of the Portraits of PF series. Stories can be shared all year long.
Step 3: Go blue with #BlueUp4PF.

In September, there’s no limit to your creative ideas. Wear as much blue as possible, take a selfie, and tell the world why you support PF Awareness Month using the hashtag #BlueUp4PF. You may also use the downloadable selfie sign to tell the world where you are raising awareness. If you want to take #BlueUp4PF one step further, ask a building or landmark in your city to shine blue as a part of the campaign. Download the selfie sign and building letter of request here.

Step 4: Make a gift.

You can show your support to the PF community by making a donation to the Foundation. Throughout the entire month of September, the Foundation welcomes everyone who has been touched by the stories, facts, photos, and more to make a gift to help people everywhere who are living with pulmonary fibrosis. Make your donation here.

Step 5: Personalize your social media account.

Download custom profile photos, timeline images, shareables, and more to add to your profile to let your connections know about PF Awareness Month and how it affects you.
Step 6: Attend the PFF Walk

Fall is the perfect time for you to join the PFF Walk virtually! Sign up to walk virtually at-home in five locations:

- **Chicago**: September 12, Diversey Harbor
- **San Francisco**: September 19, Crissy Field
- **Virtual**: September 26 and 27
- **Washington DC**: October 10, National Harbor
- **Dallas**: October 24, Cypress Waters
- **New York City**: Spring 2021 (TBA)

For more information, email us at pffwalk@pulmonaryfibrosis.org, call 855.Walk.PFF (855.925.5733), or visit PFFWalk.org.

Step 7: Create a Fundraiser

Did you know you can create your own personal fundraiser right from your Facebook page? It only takes a few clicks, and it’s an easy way to raise awareness and get your friends and family involved with your efforts. Follow these steps to set up your fundraiser today.

Kick your fundraising up a notch by hosting your own event! Community events range from walks to bake sales and everything in-between. No matter how big or small your event is, we are here to help you along the way.

For resources and tips on how to get started, check out our Team PFF Event Leader Guide. or contact Jackie Williams (312.224.4667).