The word "pulmonary" means lung and the word "fibrosis" means scar tissue. The word "idiopathic" means of unknown cause. No single treatment of PF is right for everyone. Each case is unique. Low oxygen levels can trigger cough. It can be challenging for doctors to find out what causes PF. The most common symptoms of PF are dry, hacking cough, and shortness of breath. Other symptoms include fatigue and weakness, and loss of appetite. Nearly 50,000 new cases of IPF are diagnosed annually. Once your doctor recognizes that you might have PF, the next step is to diagnose the specific kind you have. There are more than 200 different kinds. PF can sometimes run in the family. Anywhere from 3% to 20% of people with PF have another family member with the disease. The risk of developing pulmonary fibrosis is influenced by the genes you inherit from your parents. Supplemental oxygen can help reduce breathlessness, increase your ability to maintain an active lifestyle, and reduce stress on other organs. Doctors have a number of ways to treat...
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
#PulmonaryFibrosis
#MakeEveryBreathCount
#NotEveryoneBreathesEasy
BRANDING GUIDELINES

When reproducing the logotype for printed materials, only use master art files. For websites, emails, social media and other digital platforms, use PNG or JPEG files.

The logotype was designed to be distributed in the original five colors whenever possible. In one-color situations, use a black logo on a white background or a white logo on a solid colored background. You may alter the logo to add your business logo ONLY in the space provided. Do not exceed the dotted line. No other alterations to the logo may be made.

Use of the Pulmonary Fibrosis Foundation and Pulmonary Fibrosis Awareness Month logotypes and other trademarks are granted solely for the purposes outlined above. Other than as expressly stated herein, user shall not use Pulmonary Fibrosis Foundation’s marks, codes, drawings or specifications without the prior written permission of the Pulmonary Fibrosis Foundation. No ownership rights are granted by this permission.

All final logos must be approved prior to public distribution. For questions and approvals, please reach out to Samantha Simmons at ssimmons@pulmonaryfibrosis.org.

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**NORMAL LOGO**
- RGB: 0.160.175
- CMYK: 100.0.31.7
- HEX: 00A0AF
- PMS: 320

**WHITE LOGO**
- RGB: 119.161.64
- CMYK: 45.0.100.24
- HEX: 78A22F
- PMS: 377

**BLACK LOGO**
- RGB: 193.216.47
- CMYK: 29.0.100.0
- HEX: C1D82F
- PMS: 382

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#PFMonth #BlueUp4PF  
@pforg  
pulmonaryfibrosis.org
CORPORATE PARTNERSHIP OPPORTUNITIES

As a Pulmonary Fibrosis Awareness Month sponsor, you will receive the following benefits. This an opportunity to gain exposure with patients, caregivers, and the leading health care providers across the United States.

GOLD LEVEL: $10,000

- Special thank you in email to all constituents
- Logo on PF Awareness Month webpage of Foundation website
- Recognition in five unique social media posts throughout the month
- Logo placement on PFF Facebook profile banner during September campaign

SILVER LEVEL: $5,000

- Special thank you in email to all constituents
- Logo on PF Awareness Month webpage of Foundation website
- Recognition in three unique social media posts throughout the month

BRONZE LEVEL: $2,500

- Special thank you in email to all constituents
- Logo on PF Awareness Month webpage of Foundation website

PF AWARENESS MONTH: BY THE NUMBERS (2018)

<table>
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<th>Platform</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
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</tr>
<tr>
<td>Instagram</td>
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</tr>
<tr>
<td>Twitter</td>
<td>73,000+</td>
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<table>
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<td>Email</td>
<td>17,000+</td>
</tr>
<tr>
<td>Website Hits</td>
<td>2,300+</td>
</tr>
</tbody>
</table>

#PFMonth  #BlueUp4PF  @pfforg  pulmonaryfibrosis.org
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? Send an email to socialmedia@pulmonaryfibrosis.org and we’ll post your story on our channel as a part of the Portraits of PF series.
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.

Show your support to the community by making a donation to the PFF on September 30, the PFF’s new Day of Giving. On this day, we will celebrate the culmination of PF Awareness Month by hosting a 24-hour giving challenge. Our goal is to raise $25,000 to sustain vital research and programs. Follow us on social media for weekly updates about the challenge, and 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

September is the perfect time for you to join the PFF Walk in-person or virtually! Join the PFF Walk in Chicago on Saturday, September 14 to unite, celebrate, and walk for those who have been impacted by pulmonary fibrosis. Can’t make it? No problem. You can participate any day in September by walking virtually in your community. Visit PFFWalk.org for more information.

Step 7: Host an Event or 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 spread awareness and get your friends and family involved with your efforts. Follow these steps to set up your fundraiser today.

You can also turn your fundraising campaign into an 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.

Are you ready? Join us and let the world know.

#PFMonth  #BlueUp4PF  @pfforg  pulmonaryfibrosis.org