



CLAYTON, NORTH CAROLINA



FAIRFAX, CALIFORNIA



KIHEI, HAWAII



SUWANEE, GEORGIA



BELLE MEAD, NEW JERSEY



MIDLOTHIAN, VIRGINIA

PULMONARY FIBROSIS FOUNDATION

# VIRTUAL WALKER guide



PFFWALK



Pulmonary  
Fibrosis  
Foundation

## Dear Fellow Walker,

Thank you for registering for the PFF Walk — I am delighted to have you join us! As a walker, you are inspiring hope for those living with pulmonary fibrosis (PF) and their families, and I can't thank you enough.

Your participation supports families like mine. As the son of someone who was diagnosed with pulmonary fibrosis, and who knows the horrible shock and pain of the disease, I, like you, am committed to helping find a cure. My father was fortunate in that he was one of the 1% of patients who received a lung transplant and he was an inspiration to us and many other affected by PF and my family looks forward to walking in his memory each year.



I started what is now the PFF Walk - NYC in 2008 to raise awareness and to support the important initiatives and research of the Pulmonary Fibrosis Foundation. By walking and fundraising with us, you are making an impact by ensuring that patients and their families have things like:

- A network of support they can turn to when going through diagnosis, treatment, and beyond in their journey with PF, through our over **150 support groups**.
- Hope for new treatments and a cure with our research initiatives including **PFF Scholars** and the **PFF Registry**.
- Access to a comforting voice that provides support and resources through our **PFF Help Center**.

As we continue to work together in our search for a cure, everyone at the PFF is committed to supporting your fundraising efforts! In this guide, we have compiled all of our best tips, tools, and resources to help you have a successful fundraising campaign. This guide is meant to be a workbook and ongoing resource throughout the process, so please save it, fill it out, and reference it frequently!

Our team is here to support you, so please contact us with any questions or if there's anything we can help you with. Our goal is to make fundraising as easy and fun as possible and we know that together, we can reach our shared goal of a world without pulmonary fibrosis. We can't wait to connect with you!

Thank you,

Terence Hales  
PFF Board Member, PFF Walk - NYC Event Chair



# LET'S GET STARTED: TIPS FOR SUCCESS



## Build Your Fundraising Toolbox

Before reaching out to your network for support, use the **PFF Walk Resource Bank** and your personal fundraising page to successfully plan your fundraising campaign.



## Tell Your PFF Story

Personalizing your fundraising page with your PFF story and photos makes your page more engaging and encourages donors to support you. Fundraisers who personalize their page with their PFF story raise 3x more than those who don't.



## Set Your Goal

Fundraising goals are automatically set at \$250. Every dollar you raise supports vital research and programming for individuals with PF and their families. Already met this goal? Congratulations! Keep your donors motivated by increasing your goal.



## Kickstart Your Fundraising

The key to a successful fundraising campaign starts with you! Show your dedication and get a jump-start on your fundraising goal by making the first donation.



## Connect to a Facebook Fundraiser

Spread the word and get your friends and family involved with your fundraising efforts by linking your official PFF Walk fundraising page to a Facebook fundraiser. Follow the prompts on Qgiv to get started using this easy, powerful tool!



## Ask Your Network for Support

Use your Fundraising Toolbox to contact donors in person, via email, text, social media, or by phone. Example templates are available in the **PFF Walk Resource Bank**.



## Follow-Up with Your Network

A few weeks after you make the initial ask, follow up with the members of your network who have not yet made a donation. Remember, it takes prospective donors 3-5 times to take action.



## Prepare for Walk Day

Ask your network for one final donation and use the PFF's Know Before You Go emails to verify logistics for an exciting Walk Day.



## Interact With Us

We want to hear from you! Send your photos and videos to **pffwalk@pulmonaryfibrosis.org** to show us the creative ways you are participating in the virtual PFF Walk.



## Say Thank You

Make your donors feel appreciated by sending them a thank you note via mail, email, or social media both after they donated and upon the completion of the walk.





# BUILD YOUR FUNDRAISING TOOLBOX

Now it's time to build your Fundraising Toolbox in preparation to ask your network for support. Select photos, build emails, create social media posts, and get ready to fundraise!



## Tool #1: PFF Walk Resource Bank

The **PFF Walk Resource Bank** includes photos, videos, social media posts, email templates, and more to help you reach your donors. When you are ready to use them, simply replace the highlighted section with your PFF story and send them to your donors.



## Tool #2: Your Fundraising Page

**Tell your PFF story** and add photos from past walks, pictures of loved ones you're walking for, or photos from the **Resource Bank** to personalize your fundraising page.



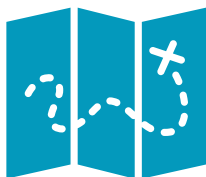
## Tool #3: Social Media

Social Media is a great way to quickly share your story and contact donors! Remember to include **your PFF story** and personal photos to make your post more engaging. Find customizable social media templates in our **PFF Walk Resource Bank**.



## Tool #4: Personalized Emails

Replace the highlighted sections of emails from the **PFF Walk Resource Bank** with **your personal story** and why you decided to lead the way toward a world without pulmonary fibrosis. Simply copy and paste these emails into your email provider to easily send them out to your donors.



## Tool #5: Your Fundraising Roadmap

Use this tool to plan your fundraising strategy, including who you're going to ask for support, how, and what amount. Continue to refer back to this tool throughout your fundraising campaign to track your progress!



# CREATE YOUR FUNDRAISING ROADMAP

Create your Fundraising Roadmap to identify people you can ask for support. Start with your inner circle of family and friends and then think beyond that to acquaintances, personal vendors, and others in your community! Keep track of your progress within this roadmap and follow up with contacts who haven't donated yet! Use the **PFF Walk Resource Bank** for initial and follow-up email templates, social media posts, and more!

**Click on the open spaces below to start filling in your roadmap.**

Name	How to Contact	Amount Requested	Request Sent	Date Requested	Follow Up	Donation Received	Thank You Sent
Family and Friends: Mom, dad, siblings, aunts, uncles, cousins, friends, neighbors, etc.							
School/Work: PTA, teachers, classmates, alumni, co-workers, employers, etc.							
Activities: Gym, sports team, book club, place of worship, Junior League, Boy/Girl Scouts, golf club							
Community: Local businesses, community centers, neighborhood associations, civic clubs							
Total: Add the full amount requested to create your fundraising goal							
\$							



# TELL YOUR PFF STORY

To get started telling your story, consider the following questions. You can type your answers directly into the purple boxes below (make sure you're viewing this on a PDF reader!):

**Why are you walking?**

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**Are you fundraising in honor or memory of someone special?**

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**Why is the PFF important to you?**

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**How can people support your fundraising efforts (i.e. donate, spread the word, walk with you)?**

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**Read your responses and copy your favorite sentence from each question into the space below to form a paragraph. Edit the paragraph for transitions, spelling and grammar before adding it to your fundraising page.**

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# KICKSTART YOUR FUNDRAISING

The key to a successful fundraising campaign starts with you! Earn the self donation badge and jump-start your fundraising campaign by making the first donation.



**Pro Tip:** Walkers who make a self-donation raise 2X more than those who don't. The average Starbucks coffee costs \$5. Consider donating your coffee for the week as a self donation to kick start your campaign.



## ASK YOUR NETWORK FOR SUPPORT

Now that you have completed your fundraising toolbox, it's time to ask friends and family for their support! You can contact donors:

- In Person
- Via Email
- Via Text
- With a Phone Call
- On Social Media
- Be Creative!



**Pro Tip:** The #1 reason people do not donate is because they were never asked. Give everyone the chance to support a cause that is important to you!

Use your **Fundraising Roadmap** to keep track of people you have contacted and how you contacted them to track your progress. Earn the "5 donors" badge when you receive five donations.

### Raise money, get cool prizes

Fundraising has its perks! Earn exclusive PFF Walk gear by raising funds for our Virtual Walk Day.





# NATIONAL WALK DAY AGENDA

## September 24, 2022



### CHECK OUT THE PFF WALK EMAIL SERIES KICKING OFF AT 10:00 A.M. CST

Hear inspiring messages from fellow walkers and surprise guests as you get ready to walk.



### LACE-UP YOUR SHOES AND WALK IN YOUR NEIGHBORHOOD

Gather your team and walk in your neighborhood.. You can walk one mile of a 5k like the traditional PFF Walk options or make your own route!



### LISTEN TO THE PFF WALK PLAYLIST

Listen to the PFF Walk Spotify playlist curated by fellow walkers. Submit your favorite pump-up song [by clicking here](#).



### CONNECT WITH US ON SOCIAL MEDIA

Submit photos or videos of your team or walk activity to [pffwalk@pulmonaryfibrosis.org](mailto:pffwalk@pulmonaryfibrosis.org) for a chance to be featured on social media.

### QUESTIONS?

Connect with a member of our team at [pffwalk@pulmonaryfibrosis.org](mailto:pffwalk@pulmonaryfibrosis.org) or **855.925.5733**. Register today at [pffwalk.org](https://pffwalk.org).





## GET SOCIAL WITH US

We want to hear from YOU and see how you are walking this year! Send photos or videos to [pffwalk@pulmonaryfibrosis.org](mailto:pffwalk@pulmonaryfibrosis.org) for a chance to be featured. As you are snapping photos and capturing your videos, here are a few quick tips to keep in mind:

- Hold the phone horizontally rather than vertically so that it can work well across multiple platforms (Facebook, Instagram, Twitter, YouTube).
- Make sure to look at your camera lens, not “yourself” in selfie mode
- Face a light source so that everyone can see you easily. Be aware of where your cellphone’s shadow is falling. Try to avoid your arm/phone shadow from covering your face. Additionally, try to take photos or videos in a well-lit area with a lot of light.
- Make sure there is nothing noisy or distracting in the background. Choose a quiet, peaceful place where people can hear/see you clearly
- Please do not crop the photos or add filters, text, stickers, or any other enhancements. The full, original image is best so that our designers have enough “room” to work with when creating fun visuals with your photo.
- Have fun and make memories!

Follow the PFF on social media and you might see yourself featured!

### Coming Soon!

We are excited to announce that an all-new PFF Walk Social Media Kit will be available soon! You can use this Social Media Kit to help guide your social media activity throughout your PFF Walk participation while personalizing the content and sharing your own stories, photos, and experiences.

The Social Media Kit will include a Facebook profile picture frame and cover photo, sample social media captions, custom graphics, and more.



[facebook.com/pfforg](https://facebook.com/pfforg)



[@pfforg](https://www.instagram.com/pfforg)



[twitter.com/pfforg](https://twitter.com/pfforg)



[youtube.com/  
pulmonaryfibrosisfoundation](https://youtube.com/pulmonaryfibrosisfoundation)

Find us on social media using our handle [@pfforg](https://www.instagram.com/pfforg) and [#PFFWalk](https://www.facebook.com/pfforg) on Facebook, Twitter, and Instagram, and at [/pulmonaryfibrosisfoundation](https://youtube.com/pulmonaryfibrosisfoundation) on YouTube. If you have any questions, contact a member of our team at [pffwalk@pulmonaryfibrosis.org](mailto:pffwalk@pulmonaryfibrosis.org) or at **855.Walk.PFF** (855.925.5733).