

Roadmap to National Walk Day

Take the first step to fundraising success and embark on your journey to National Walk Day with this interactive game board. Complete the activities of your choosing at your own pace, and join us along the way for special events, opportunities, and challenges! Want to learn more? Match the number inside of each circle to the attached activity sheet to learn more about each.



Roadmap to National Walk Day (Activity Sheet)

- 1. Make a self donation** to kickstart your fundraising and show your commitment to your campaign
- 3. Customize your personal fundraising page** to tell others why supporting the PF community is important to you — share your connection, add photos, and make the page your own! Watch [this video](#) for more information on how to personalize your page!
- 4. Check out our Virtual Walker Guide** for all of the tools and resources you need for a successful walk and fundraising campaign!
- 7. Invite five people to join your team!** Use our [email](#) and [social media](#) templates to make recruiting your team simple and quick!
- 9. Connect your fundraising page to Facebook** and harness the power of social media to instantly boost your fundraising efforts.
- 10. Update your profile picture** to include our PFF Walk frame!
- 12. Take a selfie** with our [PFF Walk selfie sign](#) and send it to us at pffwalk@pulmonaryfibrosis.org.
- 13. Earn your 2022 PFF Walk t-shirt** — raise \$100 or more to receive this exclusive incentive mailed directly to you.
- 14. Join us for this year's ILD Day webinar presentation**, "Progressive Pulmonary Fibrosis: What Patients Need to Know" with internationally recognized ILD expert, Dr. Anna Podolanczuk of Weill Cornell Medicine. For more information, visit ILDDay.org.
- 15. Complete your Walk Day Planner** and get ready for Walk Day.
- 17. Donate your coffee money for the week** (an average of \$25) to your campaign and ask your friends and family to join you.
- 18. #BlueUp4PF at the PFF Walk** (decorate your house, clothing, hair, etc.) and send your photos to pffwalk@pulmonaryfibrosis.org.
- 19. Earn an incentive prize** by asking your network for support. Use one of our [email](#) or [social media](#) templates to quickly and easily ask for donations.
- 21. Submit your favorite song** for our National Walk Day Playlist [here](#). Complete your submission by September 19th to have your song included in the playlist sent out to all walkers.
- 23. Make a final request for donations** by posting your page to Facebook or sending a reminder email or text to your friends and family.
- 24. Get your friends and family together and walk with us for Virtual Walk Day!**
- 25. Double your impact through a matching gift!** Use [this tool](#) to see if your employer or any of your donors' companies offer matching gift programs - this is an easy way to instantly increase your impact.
- 26. Send a final walk reminder** to your team about your walk day plans and request their support if they haven't yet registered or donated.
- 29. Send us your photos** from your walk to pffwalk@pulmonaryfibrosis.org for the chance to be featured!
- 30. Send thank you notes** or emails to your team members and donors — see [these templates](#) to help you get started!

Questions?

Contact a member of the PFF Walk team at pffwalk@pulmonaryfibrosis.org or 855.925.5733.