

# 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)

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- 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!
- 6. Attend our webinar** “Pulmonary Fibrosis Awareness Month: Let The World Know!” on Wednesday, September 1 at noon CT to learn all about how you can get involved this Pulmonary Fibrosis Awareness Month
- 7. Invite five people to join your team** to celebrate the 5th anniversary of the PFF Walk! 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](mailto:pffwalk@pulmonaryfibrosis.org).
- 13. Complete your Walk Day Planner** and get ready for Walk Day.
- 14. Earn your 2021 PFF Walk t-shirt** — raise \$100 or more to receive this exclusive incentive mailed directly to you.
- 15. Submit your PFF Walk Memory Book page** to be included in this year’s exclusive memory book that will be sent to all walkers and available to view on our website.
- 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](mailto: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 20th 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.
- 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.
- 27. Join our National Walk Day live-stream** on September 25 at 4:00 pm CT on [Facebook](#) and [YouTube](#).
- 29. Send us your photos** from your walk to [pffwalk@pulmonaryfibrosis.org](mailto: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](mailto:pffwalk@pulmonaryfibrosis.org) or [855.925.5733](tel:855.925.5733).