GETTING STARTED

Thank you for hosting a community walk to benefit pulmonary fibrosis (PF) patients and their families! Community Walk Event Leaders are among the Pulmonary Fibrosis Foundation’s (PFF) most dedicated volunteers and your support is crucial to achieving our vision: a world without PF.

1 CREATE YOUR WALK
Determine a location, date, and name for your event. Get your friends and family involved with your efforts.

2 REACH OUT TO US
Register your event online with the Foundation and tell us a little bit about what you’re planning so we can connect you with our resources and support your efforts.

3 COMPLETE YOUR WALK PLANNER
This guide will help you determine each step in your event planning and provide an outline of how to create a successful event. We’ll walk you through this tool on our first planning call!

4 CREATE YOUR ONLINE EVENT REGISTRATION PAGE
Fill out this form and we will get your registration page started. You will have access to share your story and add photos and video to bring your event to life!

5 ENJOY!
Have fun! Please remember how much we appreciate your support and know that you’re making a difference for the patients and families affected by pulmonary fibrosis.

JACKIE WILLIAMS - DIRECTOR, DEVELOPMENT AND SPECIAL EVENTS

jwilliams@pulmonaryfibrosis.org
312.224.4667
COMMUNITY WALK PLANNER

Event Name/Description: ________________________________________________________________

Date: ____________________________

**6-8 MONTHS OUT**
Date to be completed by: ________________

☐ Secure your event location and date
☐ Set a fundraising goal. This will help you determine a strategy to reach your goal, and develop a plan to cover costs associated with the event
  ■ Refer to the **Community Walk Budget Worksheet** (page 23)
☐ Prepare materials to meet your event needs
  ☐ Begin crafting promotional materials including save the dates and flyers
    ■ Pro Tip: check out Canva.com, a free graphic design website you can use to create flyers, invitations, and save the dates
  ☐ Create a prospect list of individual donors, corporate sponsors, and in-kind donors
    ■ Refer to the **Who Do You Know** (p.13) tool to identify your network
  ☐ Prepare solicitation letters and custom sponsorship packages as needed
    ■ Refer to the **Sample Sponsorship Package** (p.18-p.20) and the **Sample Sponsorship Letter** (17)
☐ Ask your friends, family, and co-workers to join you in the fight against pulmonary fibrosis by donating to your event
☐ Start promoting the event with via email, social media, flyers, and word of mouth
☐ Send out solicitation letters to your prospect list; individual donors, corporate sponsors, and in-kind donors
  ■ Refer to the **Sample Fundraising Letter** (p.16)

**3-5 MONTHS OUT**
Date to be completed by: ________________

☐ Follow-up with your friends and family who have not yet registered or purchased tickets as well as sponsors you have solicited
  ■ Pro Tip: Don’t be discouraged if you haven’t heard from supporters, it takes on average FIVE asks before someone will make a contribution
☐ Send an electronic save-the-date as a second touch point. Continue to post on social media
  ■ Refer to the **Social Media 101** (p.22) for examples
☐ Create a list of in-kind needs and solicit these donations

**1-2 MONTHS OUT**
Date to be completed by: ________________

☐ Recruit volunteers to meet your day of event needs
  ■ Refer to the **Volunteer Resource Guide** (p.8)
COMMUNITY WALK PLANNER

☐ Continue to solicit donations from individual donors, corporate sponsors, and in-kind donors
☐ Reach out to local newspapers, television/radio stations, etc. to encourage media coverage for your event
☐ Determine the day-of event set-up and layout
☐ Request any necessary educational materials from the PFF team
☐ Prepare speaking points, PowerPoint presentation and/or program
☐ Print event signage
☐ Order event swag and/or giveaways

2 WEEKS OUT
Date to be completed by: _______________________

☐ Finalize the day-of event schedule
☐ Send out confirmations to:
  ☐ In-kind donors
  ☐ Sponsors
  ☐ Venue
  ☐ Volunteers
  ☐ Entertainment
☐ Update your website to include any information that may be useful to volunteers and attendees (parking, day of roles, what to wear, etc.) We encourage you to send this information via email as well.

EVENT WEEK
Date to be completed by: _______________________

☐ Follow up on any outstanding needs
☐ Pack any day-of event necessities
☐ ASK, ASK, ASK! Now is the time to make your final ask for donations. Ask friends and family who are not able to attend the event to make a donation instead.

POST-EVENT
Date to be completed by: _______________________

☐ Share your success with all walk participants by sending out a post-event email.
☐ Write thank you notes and distribute to donors, volunteers, in-kind supporters, and sponsors
  ☐ Refer to the Sample Thank You Letter (p.24)
☐ Contact the PFF and let us know all about your event! Please also include pictures so we can celebrate with you!
☐ Start planning for next year!

*This timeline can be adjusted based on your specific needs. The sample we’ve provided is an outline of best practices.*
HOW TO: MAKE AN ASK TO SPONSORS

SPONSORS

Sponsors are a great way to involve local businesses, offset costs, and bring in additional revenue through both cash contributions and in-kind donations. In return for their gift, you can provide exposure for sponsors at your event by putting their logo on your t-shirt and signage at your walk, or allowing them to provide promotional materials. For a sample of sponsorship levels and recognition opportunities, review our Sample Sponsorship Package.

1. Start by creating a list of potential businesses you want to reach out to. Consider your friends and family’s places of work, businesses that partner with other charities, or companies that meet your needs such as grocery stores for water or restaurants for food. The opportunities are endless!

2. Update our Sample Sponsorship Letter and Sample Sponsorship Package with your event information.

3. If you have a direct connection, send it directly to that person. If not, ask the company who the best person to direct this to would be. Often times, you can reach out to the marketing department and they can help.

4. Now it is time to ask! You can drop a solicitation off in person to share your story and why you are asking for their support, send materials via email and include a small message of what their contribution would mean to your event, or deliver the package through the mail and include a hand-written note thanking them for their consideration.
HOW TO: MAKE AN ASK FOR IN-KIND DONATIONS

IN-KIND DONATIONS

In-kind donations are a great way to help supplement or meet the needs of your event! These gifts can offset your expenses and ultimately, raise additional funds toward your goal.

1. RECRUIT A COMMITTEE
Extra hands are essential for securing in-kind donations. Ask your friends and family if they’d be willing to support your efforts and help in the solicitation process.

2. START EARLY
Corporate donations normally take 6-8 weeks to process and you’ll need to reach out to businesses more than once to secure donations. Start early and ask often for the best results!

3. DEVELOP A WISH LIST
Consider the items you’ll need to run the event (space, food & beverage, rentals, entertainment, photographer, items for a raffle or silent auction etc.) and begin to build your list of requests. Once you’ve developed that, you can strategize on the places that can fill these needs. Think about where your friends and family work, businesses that you support, and those organizations that give to other community events as places to start.

4. PREPARE YOUR MATERIALS
Whenever possible, personalize your request letter for each business. You can do this as a mail merge if you created your request list in Excel. If you don’t have the manager’s name, you can address it to the donations manager, general manager, or human resources department.

5. BEGIN LOCALLY AND THEN EXPAND TO CORPORATE HEADQUARTERS
In most cases, your local community will be more supportive of your efforts, whereas corporate companies get thousands of requests a day.

6. KEEP TRACK
Create a list of all the donations you have asked for and log your progress so you can follow-up appropriately. This will help you keep everything organized to secure as much support as possible!

7. FILL IN THE GAPS
You can ask for specific items to fill in the gaps for your event - you may even get more traction this way. Maybe they cannot give you free bagels, but they can give you a percentage off your order.
HOW TO: ASK FOR DONATIONS

GENERAL DONATIONS & FUNDRAISING BEST PRACTICES

The key to asking for donations is to make sure your donors know that they are supporting a cause that is important to you. **Share your story and why you want people to give to the PFF.** By adding in a personal touch, you will engage people in our mission and provide an opportunity to donate. Whether you are a first time fundraiser or a veteran of many campaigns, here are a few ideas on how to make the most out of your fundraising!

1. **Make a donation to yourself.** Did you know that walkers who start their fundraising with a self-donation typically raise double the amount of those who don’t? Set a great example for your participants by making a contribution toward your personal fundraising goal.

2. **Fill out the “Who Do You Know” worksheet** to identify who you can ask! Think outside your circle! What about the hairdresser you go to every 3 months, your family and friends who live out of state or even your mailman- the list goes on!

3. **Read over the “5 Easy Steps to Raising $1,000” handout and refer back to the “Who Do You Know” worksheet to help create a plan.**

4. **ASK ASK ASK!** Did you know it takes on average being asked FIVE times before someone will make a contribution? Don’t give up! Send your emails multiple times, post on social media, mail out your fundraising letter, and make follow-up calls!

5. **Inquire about matching gifts** - Encourage your donors to reach out to their companies to see if they have a matching gift program. This is an easy way to double their donation! To use our tool to view companies that offer matching gifts, click [here](#).

6. **Start an online letter writing campaign.** Create a personal letter to send to prospective donors. Use our sample fundraising letter as a reference. Make sure to put your personal touch on it and share why you are fundraising for the Pulmonary Fibrosis Foundation.
HOW TO: RECRUIT VOLUNTEERS

VOLUNTEER RECRUITMENT

Volunteers can play a crucial part in helping your event run smoothly. Schools, churches, and corporate groups are great places to start when recruiting volunteers. See the list below for companies that have robust volunteer programs, which often include a donation along with their volunteer hours. They can help fill your volunteer needs while also contributing to your fundraising goal. You can also use a volunteer recruitment site such as the ones listed below to list your opportunities and reach a large audience of people looking to volunteer their time. If you have a sponsor for your event, they might also have employees who would like to get involved.

Volunteers can help with set-up, registration, food distribution, tear down, and with anything else you might need on the day of the event.

VOLUNTEER RECRUITMENT WEBSITES

- www.volunteermatch.com
- www.idealist.org
- www.createthegood.org
- www.allforgood.org
- www.signup.com

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exxon Mobile</td>
<td>$500 for every 20 hours</td>
</tr>
<tr>
<td>Microsoft</td>
<td>$25 per hour</td>
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<tr>
<td>Allstate</td>
<td>$500 for every 16 hours</td>
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<tr>
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<td>$300 for every 20 hours</td>
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<tr>
<td>Verizon</td>
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</tr>
<tr>
<td>Outerwall (Coinstar &amp; Red Box)</td>
<td>$15 per hour</td>
</tr>
<tr>
<td>ConocoPhilip</td>
<td>$500 for every 20 hours</td>
</tr>
<tr>
<td>Dell</td>
<td>$150 for every 10 hours</td>
</tr>
<tr>
<td>Best Buy</td>
<td>$500 per event, minimum 2 employees, called the “TagTeam” program</td>
</tr>
<tr>
<td>Kohls</td>
<td>$500 for 4 hours, minimum 5 volunteers</td>
</tr>
<tr>
<td>Blue Cross Blue Shield</td>
<td>Employee Volunteer Program</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Bring crafts to events</td>
</tr>
</tbody>
</table>
HOW TO: PLAN YOUR EVENT

LOGISTICS

In this section, we will help you identify things you might need for your event. Reference your budget when considering amenities and necessities. Accessible restrooms, trash cans and water are all necessities, while offering your participants granola bars, bagels, shade, and promotional materials are all great additions to your event. Keep in mind that your needs depend on your site and what is/isn’t available and/or allowed. Here are some ideas of event considerations:

**FOOD AND BEVERAGE**
- **Water** - Grocery stores are often willing to donate a few cases of water. Ask at the customer service desk for a donation form.
- **Bagels** - Most bagel shops donate leftovers at the end of the day to be picked up before your event.
- **Fruit** - Do you have a fruit market near you? Ask them to donate a case of bananas! One case of bananas has about 75 bananas in it.

**RENTALS**
- A few tables may be necessary for registration and food distribution, but additional tables can positively affect the event experience. Ask family and friends to borrow folding tables, pop up tents, and folding chairs to keep costs low.
- Consider accessibility to bathrooms at your walk-site, otherwise, you may want to rent port-o-potties.

**SIGNAGE**
- Signs and banners are a great way to add a personal touch to your event and encourage walkers as they complete the course. We have Community Walk signs that you can borrow for your event. They come as a set of 8 and include PF statistics, motivational sayings, and PFF branding.
HOW TO: PLAN YOUR EVENT

INCENTIVES

• There are many ways to use incentives! Get creative and incorporate them into your event how they will work best and be most successful!

• You can use signs as a sponsor benefit or fundraising incentive for teams!
  o At the PFF Walk, sponsors or teams who raise $2,500 are given a “mission moment sign.” These signs are placed along the route.
  o Sponsors and teams who raise $5,000 are given a table and at $10,000 are given a tent
  o We use these levels for our walks but encourage you to use levels that work best for your walk!

• Other incentives may include “swag bags,” hats, or water bottles.

T-SHIRTS

• T-shirts are a great incentive to encourage your participants to fundraise. At the PFF Walk, we have a $100 fundraising minimum to receive a t-shirt.

• Consider asking a local business to be your t-shirt sponsor to cut down on costs

PFF WALK INCENTIVE STRUCTURE

• Fundraisers that raise $100 individually receive a PFF Walk branded t-shirt.

• Fundraisers that raise $1,000 individually receive a PFF Walk branded water bottle.

ROUTES

• Multiple route options can be a great addition to your event. Consider having a standard route length: 3 miles, a shorter route at 1 mile, and a “Lung Distance Lap.”
  o At the PFF Walk the “Lung Distance Lap” is a lap around the walk site for those unable to complete further distances, we encourage you to do the same!

• Routes can be determined based on what’s available at your walk-site.
HOW TO: MAKE YOUR EVENT SPECIAL

Below are additional considerations to enhance the experience! Do you have friends who are face painters or balloon artists? Do you have a local sports team you want to incorporate into your walk? Get creative to make this a fun-filled day!
TABLE OF CONTENTS

1. Who Do You Know?
2. 5 Easy Steps to Raising $1,000
3. Sample Fundraising Letter
4. Sample Sponsorship Letter
5. Sample Sponsorship Package
6. Sample In-Kind Request
7. Social Media 101
8. Community Walk Budget Worksheet
9. Sample Thank You

thank you for your support!
WHO DO YOU KNOW?

The key to having a successful fundraising campaign or event is to ask people you know for support. Think about everyone whose lives you touch and ask them to get involved by making a donation, offering services in-kind, or volunteering.

Use this chart to help you identify people you know and organize them into categories. Start with your inner circle of family and friends and then think beyond that to acquaintances, personal vendors, and others in the community who might be able to support your efforts. Before you know it, you will have a complete list of supporters!
5 EASY STEPS TO RAISING $1,000

Getting started and raising your first $1,000 is easier than you think! By following these 5 simple steps, you can make a tremendous impact on the PF Community!

1. SHARE YOUR STORY
   Most event leaders start their walks because of a deeply rooted connection to PF. Effective fundraising campaigns share a story to gain support. Tie the two together to create a dynamic ask. Weave together a narrative that illustrates how PF has affected you and your family, while requesting support from the reader. Include a picture or video to bring your campaign to life!

2. BRAINSTORM A LIST OF CONTACTS
   Once your fundraising page has been personalized, you’re ready to request support. Family and friends are a great place to start, but challenge yourself to push past the people that are closest to you and expand your reach. Ask your colleagues, neighbors, extended relatives, hairdresser, barista, mail carrier – the list goes on and on!

3. ASK FOR SUPPORT
   85% of donations made in America are contributed as a result of a personal relationship. Your network will support a cause near to your heart – all you have to do is ask! This step that seems the simplest is sometimes the most overlooked. Don’t forget to ask for a donation. You can request a specific amount or include a blanket statement like “please make a donation today.” Remember: You’re not asking for yourself, you’re asking on behalf of a cause that’s important to you.

4. SEND, SEND, AND SEND AGAIN!
   You’ll need to send your personal fundraising letter more than once to remind donors of your campaign. It takes people an average of FIVE times to respond to something.

5. SAY THANK YOU
   Thanking your donors is a critical step to a successful fundraising campaign. You could handwriting a card, post on social media, or make personal phone calls. Whatever method you use, it goes a long way to ensure that your supports know how much their gift meant to you.
Now that you know the basic steps to raising your $1,000, it's time to create a concrete action plan like the sample below!

### RAISING $1,000: ACTION PLAN

<table>
<thead>
<tr>
<th>Step</th>
<th>Amount</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make your own $25 contribution</td>
<td>$25</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask your boss to contribute $50</td>
<td>$50</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 5 co-workers for $10 each</td>
<td>$50</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 2 people at your place of worship for $25 each</td>
<td>$50</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 5 neighbors for $15 each</td>
<td>$75</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 3 family members for $25 each</td>
<td>$75</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 5 friends for $15 each</td>
<td>$75</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 2 corporations for $50 each</td>
<td>$100</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 5 local businesses you frequent for $25 each</td>
<td>$125</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 5 members of an organization to which you belong for $10</td>
<td>$50</td>
<td>[□]</td>
</tr>
<tr>
<td>Ask 5 professionals (doctor, dentist, lawyer, etc.) for $25</td>
<td>$125</td>
<td>[□]</td>
</tr>
<tr>
<td>Host a fundraising event (bake sale, garage sale, car wash, etc.)</td>
<td>$200</td>
<td>[□]</td>
</tr>
</tbody>
</table>

**TOTAL:** $1,000
SAMPLE FUNDRAISING LETTER

<DATE>

<RECIPIENT NAME>
<RECIPIENT ADDRESS 1>
<RECIPIENT ADDRESS 2>
<RECIPIENT CITY, STATE ZIP>

Dear Friends and Family,

This year, I am proud to lead the way toward a world without pulmonary fibrosis (PF) as a Community Walk Leader. I hope you will join me in raising funds and awareness at <NAME OF ACTIVITY> in <MEMORY/HONOR> of <NAME OF LOVED ONE>, to benefit the Pulmonary Fibrosis Foundation (PFF).

I am delighted and inspired to support the PF community because <INSERT YOUR STORY HERE – YOUR CONNECTION TO PF, YOUR EXPERIENCE WITH THE DISEASE, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.>.

Pulmonary fibrosis is a deadly and complex disease that causes progressive scarring in the lungs. PF affects over 200,000 Americans annually and 50,000 people will be diagnosed this year alone.

While there is still significant work to be done, progress in the fight against pulmonary fibrosis is being made. Your generosity allows the PFF to expand essential efforts for the PF community.

My personal goal is to raise <FUNDRAISING GOAL>, and every dollar makes an impact. Please help me reach my goal by making a gift now.

To make a secure donation online, visit my fundraising page at <INSERT QGiv URL> or call the Pulmonary Fibrosis Foundation at 312.224.4667. I hope you will join me in leading the way toward a world without pulmonary fibrosis.

Thank you in advance for your generous support.

Sincerely,

<YOUR NAME>

P.S. – For more information about the impact your gift makes on the PF community, please visit www.pulmonaryfibrosis.org.
SAMPLE SPONSORSHIP LETTER

<DATE>

<RECIPIENT NAME>
<RECIPIENT ADDRESS 1>
<RECIPIENT ADDRESS 2>
<RECIPIENT CITY, STATE ZIP>

Dear <NAME>

This year, I am proud to lead the way toward a world without pulmonary fibrosis (PF) as a Community Walk Leader. I hope you will join me as a sponsor of <NAME OF ACTIVITY> in <MEMORY/HONOR> of <NAME OF LOVED ONE>, to benefit the Pulmonary Fibrosis Foundation (PFF).

I am delighted and inspired to support the PF community because <INSERT YOUR STORY HERE – YOUR CONNECTION TO PF, YOUR EXPERIENCE WITH THE DISEASE, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.>

Pulmonary fibrosis is a deadly and complex disease that causes progressive scarring in the lungs. PF affects over 200,000 Americans annually and 50,000 people will be diagnosed this year alone.

While there is still significant work to be done, progress in the fight against pulmonary fibrosis is being made. Your generosity allows the PFF to expand essential efforts for the PF community.

My personal goal is to raise <FUNDRAISING GOAL>, and your sponsorship is crucial to help me achieve it. As a sponsor of <EVENT>, you will receive exposure in front of a captive audience of <EXPECTED ATTENDANCE NUMBER> professionals and PF supporters. Enclosed you will find a list of premium benefits that are included with each sponsorship package.

To secure your sponsorship, complete the enclosed form or visit my fundraising page at <INSERT QGiv URL>. I hope you will join me in leading the way toward a world without pulmonary fibrosis.

Thank you in advance for your generous support.

Sincerely,

<YOUR NAME>

P.S. – For more information about the impact your gift makes on the PF community, please visit www.pulmonaryfibrosis.org.
SAMPLE SPONSORSHIP PACKAGE
SAMPLE SPONSORSHIP PACKAGE

PLATINUM SPONSOR  $10,000

• Private space + table within the start/finish line area to celebrate with your team
• Logo on marketing materials and e-communications
• Opportunity to provide educational materials or promotional giveaways to walkers
• Logo placement on t-shirts
• Verbal recognition of the sponsorship during the live speaking program
• Logo placement with a clickable link to company’s website on the event registration website
• 3 Mission Moment signs with name recognition or company logo placed along the walk route

GOLD SPONSOR  $5,000

• Table placed near registration to interface with walkers on the day of the event
• Opportunity to provide educational materials or promotional giveaways to walkers
• Logo placement on t-shirts
• Verbal recognition of the sponsorship during the live speaking program
• Logo placement with a clickable link to company’s website on the event registration website
• 2 Mission Moment signs with name recognition or company logo placed along the walk route

SILVER SPONSOR  $2,500

• Logo placement on the t-shirts
• Verbal recognition of sponsorship during the live speaking program
• Logo placement with a clickable link to company’s website on the event registration website
• Mission Moment sign with name recognition or company logo placed along the walk route

BRONZE SPONSOR  $1,000

• Logo placement with a clickable link to company’s website on the event registration website
• Mission Moment sign with name recognition or company logo placed along the walk route

MISSION MOMENT SPONSOR  $500

• Mission Moment sign with name recognition or company logo placed along the walk route
SPONSORSHIP COMMITMENT FORM

LEVEL
☐ PLATINUM  ☐ BRONZE
☐ GOLD  ☐ MISSION MOMENT
☐ SILVER

COMPANY NAME __________________________________________________________

CONTACT NAME AND TITLE ________________________________________________

ADDRESS __________________________________________________________________

CITY ______________________ STATE ___________ ZIP _________________________

PHONE ______________________ EMAIL ______________________________________

CREDIT CARD TYPE  ☐ VISA  ☐ MASTERCARD  ☐ AMERICAN EXPRESS  ☐ DISCOVER

CREDIT CARD NUMBER ____________________________  EXPIRATION DATE ___________

CVV ____________________________  AMOUNT TO CHARGE __________

SIGNATURE __________________________________________

Credit card payments are also accepted over the phone by calling Jackie Williams, Development Manager, at 312.224.4667. Payment by check can be sent to:

Pulmonary Fibrosis Foundation
Community Walk
230 East Ohio Street, Suite 500
Chicago, Illinois 60611

pulmonaryfibrosis.org | 844.TalkPFF
SAMPLE IN-KIND REQUEST

<DATE>

<RECIPIENT NAME>
<RECIPIENT ADDRESS 1>
<RECIPIENT ADDRESS 2>
<RECIPIENT CITY, STATE ZIP>

Dear Friends and Family,

This year, I am proud to lead the way toward a world without pulmonary fibrosis (PF) as a Community Walk Leader. I hope you will join me as an in-kind donor at <NAME OF ACTIVITY> in <MEMORY/HONOR> of <NAME OF LOVED ONE>, to benefit the Pulmonary Fibrosis Foundation (PFF).

I am delighted and inspired to support the PF community because <INSERT YOUR STORY HERE – YOUR CONNECTION TO PF, YOUR EXPERIENCE WITH THE DISEASE, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.>

Pulmonary fibrosis is a deadly and complex disease that causes progressive scarring in the lungs. PF affects over 200,000 Americans annually and 50,000 people will be diagnosed this year alone.

While there is still significant work to be done, progress in the fight against pulmonary fibrosis is being made. Your generosity allows the PFF to expand essential efforts for the PF community.

I invite you to be part of this special event as an in-kind donor. We expect <NUMBER> walkers and your gift of <ITEM> would be a welcome addition to <EVENT>.

I hope you will join me in leading the way toward a world without pulmonary fibrosis.

Thank you in advance for your generous support.

Sincerely,
<YOUR NAME>

P.S. – For more information about the impact your gift makes on the PF community, please visit www.pulmonaryfibrosis.org.
GET SOCIAL: SOCIAL MEDIA 101

Social media is a great way to promote your event, recruit attendees, and offer your network the opportunity to support your campaign! Make the most out of these tools with some quick tips and sample posts:

- Encourage people to **share your posts** to reach outside of your network and into theirs. It’s like a virtual phone tree that can expand your reach far beyond your circle!
- **Include a link to your fundraising page.** If you’re asking for donations, be sure to make it easy for your friends and family to go to your fundraising page and donate by putting a link in your posts!
- **Share your story!** Don’t forget to share your connection to PF and why a community walk is important to you.
- **Use our hashtags** to connect with the PFF and PF community: #BlueUp4PF, #PFF, #PFFWalk
- **Upload pictures and videos.** Posts with pictures and videos are more engaging and are more likely to be seen.
- **Thank your donors** through social media. Write on their wall so their network can see it. Tie it all together with a picture too!
- **Spread awareness and educate your network on the disease** by including quick facts about PF in your posts.

**SAMPLE POSTS**

I’ve joined the #PFFWalk and am raising funds for the Pulmonary Fibrosis Foundation. Your support would mean a lot to me and would help those living with pulmonary fibrosis lead longer, healthier lives! You can make a gift on my personal fundraising page at (PAGE URL).

Did you know pulmonary fibrosis affects more than 200,000 in the United States alone? I’m leading the way toward a world without PF as a PFF Walk Leader and you can too! Join my team or make a donation at (PAGE URL)

Only (DAYS OR WEEKS) remain until (EVENT)! Now more than ever, I need your help to reach my goal of (GOAL). Lead the way toward a world without pulmonary fibrosis by making a donation today! (PAGE URL)

**DON’T FORGET TO FOLLOW THE PFF TOO!**

[facebook.com/pfforg](http://facebook.com/pfforg)  [twitter.com/pfforg](http://twitter.com/pfforg)  [instagram.com/pfforg](http://instagram.com/pfforg)  [youtube.com/pulmonaryfibrosisfoundation](http://youtube.com/pulmonaryfibrosisfoundation)
## COMMUNITY WALK BUDGET WORKSHEET

Event Name: ____________________________________________
Event Date: _______________ Location: __________________________

### REVENUE

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<td>Sponsor Level II</td>
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<tr>
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<td><strong>TOTAL SPONSORSHIPS</strong></td>
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<td><strong>ADDITIONAL REVENUE</strong></td>
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<td>Registration</td>
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<td>Sale of Merchandise</td>
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<tr>
<td>General Donations</td>
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<tr>
<td><strong>TOTAL ADDITIONAL REVENUE</strong></td>
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**TOTAL GROSS REVENUES:** $______________________________

### EXPENSES

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<th>PRICE</th>
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<tr>
<td>Food + Beverage</td>
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<td>Giveaways (tshirts, pens, etc)</td>
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<td>Entertainment</td>
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<tr>
<td>Audio/Visual</td>
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<tr>
<td>Decorations</td>
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<tr>
<td>Site Fees</td>
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<tr>
<td>Supplies/Equipment</td>
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<td>Printing</td>
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<td>Other:</td>
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<td>Other:</td>
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**TOTAL EXPENSES:** $______________________________

**TOTAL REVENUE:** $______________ - **TOTAL EXPENSES:** $______________ =

**NET REVENUE:** $_________________
Dear <GUEST>,

Thank you for attending <EVENT NAME> to benefit the Pulmonary Fibrosis Foundation (PFF). Your generous support helps the PFF raise awareness, fund critical research, and sustain vital programs that help patients and their families live longer, healthier lives.

Events like <NAME OF YOUR EVENT HERE> are essential to raise much needed funds and awareness for the pulmonary fibrosis community and help accelerate the PFF’s mission forward. I couldn’t have done it without you – thank you.

I appreciate your participation and hope to see you at next year’s event!

Sincerely,

<EVENT LEADER NAME>