



COMMUNITY WALK

The
ultimate guide
to starting your
very own
Walk!



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Five simple steps for a successful fundraiser

Thank you for your interest in hosting a Community Walk to benefit pulmonary fibrosis (PF) patients and their families! This guide is written for the extraordinary volunteers committed to hosting a Community Walk in their city. This page will walk you through the steps as you consider this role. If you have any questions, please call us so we can walk you through this guide (pg. 8).

1

Review the guide

Pages 4-8 of this guide outline the responsibilities of coordinating a Community Walk. Your first step is to read this guide and determine if this is a good fit for you. What would the ideal location and date be for your event? Share the idea with your support team of friends and family to assess who will join your efforts and help you coordinate the Walk.

2

Register and reach out to us

After reviewing this guide, complete this form to take the next step. Planning a Community Walk is a significant commitment, and the Foundation will follow up with you to review your plans. We want this to be an excellent experience for you, and we look forward to answering your questions!

3

Complete your Walk planner

The Walk Planner will help you outline each step of your event and provide a roadmap of how to hold a successful event. During your introductory call, your Team PFF leader will walk you through this step.

4

Create and customize your fundraising page

Create a personal fundraising page to share your story, including your connection to pulmonary fibrosis and why you chose to get involved. Add a photo or video to bring your campaign to life!

5

Enjoy!

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

We are in it together and fundraising together to help achieve the goal of a world without pulmonary fibrosis. **Thank you for leading the way!**

Step 1: Review the guide

Community Walk standards & requirements

As a Community Walk Event Leader, you are among the Pulmonary Fibrosis Foundation's (PFF) most dedicated volunteers. Your efforts are crucial to achieving our vision: a world without PF. This guide will provide the information you need to plan a successful event.

Hosting a Community Walk is an extraordinary demonstration of generosity and volunteerism. Your work is greatly appreciated as a stand-alone event, coordinated and funded 100% by those planning the Community Walk.

To ensure consistency, safety, and a great experience for everyone involved, event standards are required for all Community Walks. The Pulmonary Fibrosis Foundation is grateful for your commitment as you coordinate an event that follows these basics and requirements. If your event doesn't fit the basics and requirements listed below, we invite you to hold an event under the Team PFF umbrella. Team PFF is a wonderful way to raise money and awareness for our mission, and you can learn more by [clicking here](#).

Logistics

- PFF Community Walks are non-competitive events with accessible routes for wheelchairs, scooters, and strollers.
- Routes are generally a minimum of one mile up to a 5k. Find a route length that works for you! Water is provided at the start and at least one rest stop along the route (usually the halfway point). Other snacks/food are appreciated but not required.
- Every Community Walk will provide information on Pulmonary Fibrosis Foundation resources.
- We encourage every Community Walk to have a brief opening ceremony program featuring our new Mission Moment. A script will be provided.
- As you confirm a venue, consider a location with access to electrical outlets or a generator as a backup power source for attendees using oxygen.
- Restroom facilities will be available.
- Sound is an essential part of holding a Walk. We encourage you to work with a local radio station, DJ, or venue that has a sound system so all participants can hear announcements, music, and the Mission Moment.
- We encourage all walks to have an EMT or other trained medical professional onsite. When recruiting volunteers, strive to recruit a medical team.



Community Walks are fundraising events

- All participants are encouraged to make a personal donation and raise money for PFF.
- All Community Walks have a fundraising website created on the PFF website.
- All funds raised are for the Pulmonary Fibrosis Foundation.
- Acknowledgments for donations will be sent to all donors who make gifts directly to the PFF. No tax receipts will be issued for contributions paid to vendors or payable to the Community Walk Leader or any other entity.



Community Walks follow branding and key messages guidelines

- PFF Community Walk is a national brand of the Pulmonary Fibrosis Foundation.
- The PFF and Community Walk logos should not be edited in any way.
- ★ The Pulmonary Fibrosis Foundation will assist with this task.

A little help from your friends

While one person could coordinate a Community Walk, we strongly encourage having volunteers and recruiting at least 4-6 individuals who will be committed to the event's success. **Who will you recruit to help you?**

We recommend asking friends, family, and colleagues to join you. Working in a group, sharing the work, and achieving a goal together is always more fun! Community Walk committees are a great idea, and here are some ideas on how to divide responsibilities:

Community Walk Leader: The Community Walk Leader works closely with PFF Staff to coordinate all aspects of the event. This person is an experienced fundraiser, detail-oriented, able to multi-task, and willing to remind people of pending deadlines or ask for status updates. Most importantly, this person actively chairs the meetings and is committed to personal follow-up with committee members, celebrates successes, shares concerns, and oversees the success of the Walk.

Team Recruitment Chair/Leader: Community Walk participants are more likely to participate if they are part of a team. This person recruits new Team Captains and helps them build their team and achieve their fundraising goals.

Development/Sponsorship Leader: The Development Leader identifies and approaches potential sponsors. The ideal person for this role is tenacious, isn't bothered by having to follow up, and understands that "no" is not personal. If your event is in the same vicinity as a PFF Walk, we ask that you share your prospective sponsors to ensure coordination and avoid multiple requests from the same company.

Mission Experience Leader: The Mission Experience Leader works with the Community Walk Chair to plan and execute the event's overall feeling, including the Mission Moment. Our Mission Moment is the new experience as part of Opening Ceremonies. Each Community Walk is welcome to include this if it fits into your event. The PFF will provide a script. The Mission Moment Chair ensures PFF

materials are available and coordinates the announcements, speakers, and music to create a true “event” feeling.

Promotion Leader: The Promotion Leader creates a presence for the Walk by establishing relationships with media partners and creating opportunities for coverage. This person is also responsible for building an online presence for the Walk through social media (Facebook, Twitter, YouTube, etc.) and working with volunteers to distribute posters/flyers to recruit walkers.

Logistics Leader: The Logistics Leader is responsible for organizing all details of day-of event coordination, from recruiting volunteers, getting all required permits, securing police/medical support, signage, entertainment, and arranging trash removal and parking. This should be someone who loves details, is calm under pressure, and knows how to delegate.

Raising money & promoting your event

The information in this section will help you develop a plan for engaging and building relationships with your participants so that your Community Walk raises as much money as possible. Did you know that 80% of the funds raised in PFF Walks are raised by walkers through their fundraising efforts? 20% of the funds raised are through sponsorship from local businesses, places of worship, and organizations.

It’s tempting to say to our participants, “Just come out and walk.” We want high attendance numbers, right? The easier we make it for people to participate, the larger our event will be. **Our goal, however, is to raise as much money as possible to fuel innovative research and services.** People rely on us, and walking alone will not create the impact we need to cure pulmonary fibrosis. Only fundraising can make that impact.

Ask your participants to fundraise. If you don’t ask your participants to fundraise, they will show up to the event without having raised any funds, and they will genuinely believe that they have helped the cause simply by being there. Your participants want to support you and the organization. Your enthusiastic support of fundraising will make a big difference in their efforts. This guide provides lots of ideas on how to raise money.

Be positive when you talk about fundraising. Instead of saying, “I know fundraising is difficult, but we need you to do it,” say, “Fundraising is something you can do. It is how you will make the biggest impact on the most lives. You can do this, and I am here to support you!”

Thank and acknowledge your fundraisers in meaningful, relevant ways. Everyone likes to be recognized for a job well done. Showing your fundraisers that you have noticed their efforts may inspire them to keep going. Send a card, an email, or give them a shout-out on social media. Let them know you are paying attention and are grateful for everything they do.



Promoting your event

Active promotion of your event is critical to reaching your goals. When communicating with the public about the Walk, share that it is a fundraiser for the Pulmonary Fibrosis Foundation. You want to recruit an audience that will actively support our mission by raising money.

- Work with PFF to create your Community Walk page and share the link to the event with your network. We have built-in email templates you can share on FB, etc.
- Create a poster/flyer and ask a local printer to donate several hundred copies. If you need help designing a flyer, reach out to PFF!
- Recruit students needing service hours to post them on local bulletin boards and deliver them to physician offices, pharmacies, medical equipment companies, and other places with high foot traffic.

Social media is a great way to get the word out about your Community Walk and to connect with your participants. In addition to engaging your personal Facebook friends, you can create a Facebook page for your event. Share the page with anyone who registers for your event. It is a great way to recognize sponsors and volunteer groups and keep everyone updated. Seek influencers in your community who can post on Instagram, make a TikTok, or tweet about their involvement. PRO TIP: Be sure to link to your PFF web page on all your social media posts.

LinkedIn is also a great way to promote your Walk and to connect with individuals interested in the PFF. It is also the perfect place to thank corporate sponsors! Encourage your sponsors to post about your event on their pages and in customer emails. You can even provide them with a template to save them time. The PFF can provide samples.

Proudly share in your posts that you are a volunteer Community Walk Leader committed to making a difference in the lives of people living with PF. If you use the Community Walk or the PFF logo, do not edit it in any way.

TV/Radio

A fundamental way to promote your event is to contact your community's primary television and radio outlets to discuss possible media partnerships. Prepare a sponsorship proposal to ask if they will be a media partner for your Walk. Ideally, you want media promotion 4-6 weeks before your event and the week of the Walk.

Use online event calendars

Post your Community Walk details on local event calendars. Most are free to use, and you can submit the details through an online submission form:

- Newspaper
- Radio
- Television
- Magazine
- Community websites
- Wellness/Active websites

You know your community and what works! We look forward to hearing your ideas and successes so we can share them with volunteers nationwide.

Step 2: Register & reach out to us

After viewing the guide and sharing your vision with friends and family, you can determine if you are ready to move forward.

If you're ready, register your event online by completing this form. This will give us more information about what you're planning and help us provide you with the tools and resources you need to succeed!

Note: It's been shown that when others join your event, and you create a team, the teams outperform fundraisers, leading to more money being raised compared to standalone individual fundraising. We highly recommend creating a team, and if you are, make sure to include that in the description of your registration form.

We are here to support you every step of the way! Let us know what you're planning so we can connect you with our resources and support your efforts. Please contact **Alyssa Athens**, Senior Development Coordinator, or **Jake Meding**, Senior Director, Development, at:



Alyssa Athens Senior Development Coordinator



aathens@pulmonaryfibrosis.org



312.224.8112



Jake Meding Senior Director, Development



jmeding@pulmonaryfibrosis.org



312.854.2627

Step 3: Complete your Walk planner

Event Name/Description: _____

Date(s): _____

6-8 months out

Date to be completed by: _____

- Secure your event location and date.
- Set fundraising goal. This will help you determine a strategy to reach your goal and develop a plan to cover costs associated with the event.
- Complete set up of online personal fundraising page and event page.
- Prepare materials to meet your event needs.
 - Begin crafting promotional materials, including save-the-dates and flyers. Pro Tip: check out [Canva.com](https://www.canva.com); this is a free graphic design website to create flyers, invitations, and save the dates.
 - Create a prospect list of individual donors, corporate sponsors, and in-kind donors.
 - Prepare solicitation letters and custom sponsorship packages as needed.
- Ask your friends, family, and co-workers to join you in the fight against pulmonary fibrosis by joining your committee, sponsoring the Walk, participating and raising money, or donating to your efforts.
- Start promoting the event via email, social media, flyers, and word of mouth with a "SAVE THE DATE" message.
- Send solicitation letters to your prospect list: individual donors, corporate sponsors, and in-kind donors.

3-5 months out

Date to be completed by: _____

- Follow up with your friends and family who still need to register and 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.
- Create a list of in-kind needs and solicit these donations.

1-2 months out

Date to be completed by: _____

- Continue to solicit donations from individual donors, corporate sponsors, and in-kind donors.
- Recruit volunteers to meet your day-of-event needs.
- Contact local newspapers, television, radio stations, etc., to encourage media coverage for your event.
- Request vendor and entertainment pricing.
- Select event vendors and entertainment.
- Determine the day-of-event set-up and layout.
- Request any necessary educational materials from the PFF team.
- Prepare speaking points, PowerPoint presentations, and or programs.
- 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
 - Vendors
 - 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.
- Purchase associated event materials.
- Prepare silent auction packages and or raffle items.
- 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 cannot attend the event to donate to support your efforts.

Post event

Date to be completed by: _____

- Write thank you notes and distribute them to donors, volunteers, in-kind supporters, and sponsors.
- Share your success with all walk participants by sending out a post-event email.
- 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. Refer to the resources section in this guide to see all the specific tools to help you through this process (pg. 28-43).*

Notes

Step 4: Enjoy!

Tips for a successful PFF Walk:

- **Be creative and have fun!** Your event should be unique to you and something you want to attend!
- **Inspire others to get involved by sharing your story.** Tell them why you are part of the PFF Walk, why you want to take charge and lead the way to a world without pulmonary fibrosis, and how they can help.
- **Establish goals and set a budget.** Determine how much you plan to raise and how you can reach that goal. Develop a plan to cover the costs associated with the event.
- **Spread the word about your efforts and invite your network** in as many different ways as possible:
 - Emails
 - Texts
 - Personal phone calls
 - Social media
 - Flyers/posters
 - Your local newspaper/television station
- **Think about who you know.** Find friends with a skill or connection to help you save money on your event. Do you know someone who is a photographer or caterer? They can help with your event pro bono (they get exposure and publicity) or at a reduced rate.
- **Ask local businesses to sponsor your event** or donate in-kind goods, services, or venues.
- **Ask your employer to match your donation.** Many employers offer matching programs. This is an easy way to get your company involved in your efforts and, in many cases, instantly double your donation and impact!
- **Host an auction or raffle** to raise additional funds and allow guests to leave with something tangible.
- **Send personal thank yous** to everyone involved with your event (donors, vendors, in-kind donors, etc.).
- **Get help from us!** Please register your event so we can provide you with appropriate support. Don't hesitate to contact Alyssa Athens or Jake Meding with any questions or concerns (pg.8).



How to make an ask: Sponsors

Sponsorships are a great way to involve local businesses, offset costs, and bring in additional revenue through cash contributions and in-kind donations. In return for their donation, you can provide exposure for sponsors at your Walk by putting their logo on your t-shirt and signage or allowing them to provide promotional materials.

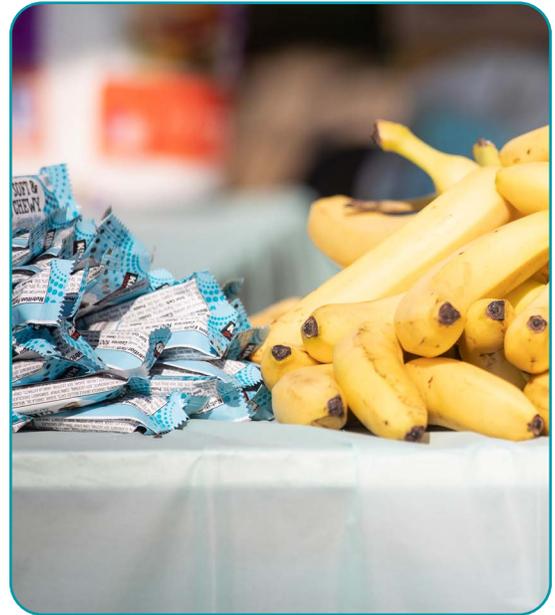
- 1. Create A List:** Start by creating a list of potential businesses with whom you have a connection or those which sponsor other community events. Consider your friends and family's places of work, businesses that partner with other charities, or companies that meet your needs such as grocery stores for water or restaurants for food. The opportunities are endless!
- 2. Write Your Sponsorship Letter:** Update our **Sample Sponsorship Letter** (page 34) and **Sample Sponsorship Package** (page 35) with your event information.
- 3. Reach Out:** If you have a direct connection, set an appointment to talk about your event. If you do not know anyone, ask the company who handles community donations or nonprofit partnerships. Often, you can reach out to the marketing department and they can help.
- 4. Time To Ask:** Now, it is time to ask! Face-to-face asks are always the most powerful. It is a great time to share your story and why you are asking for their support. As you finish your visit, you can provide them with the written materials. If they aren't able to meet in person, try a phone call or virtual meeting and then send materials via email with a short message of what their contribution would mean to your event. **PRO-TIP:** The personal touch will set you apart! Sending a hand-written note thanking them for their consideration will stand out.
- 5. Follow-Up:** Businesses get busy, and people miss an email. Don't be discouraged. Feel free to give a call to the business or follow up if you haven't heard from them.
- 6. Stay Positive:** Even if a business can't financially support your walk, see if they can attend and support on the day of or help volunteer. Just because they can't help this year doesn't mean that they can't help in the future!



How to make an ask: In-kind donations

In-kind donations are the actual items needed to host a successful and fun event: water, food, rentals (tables, chairs, sound system), balloon arch, signs and printing. They are THE best way to keep costs low and meet the needs of your event! To help you solicit in-kind donations:

- 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:** 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, 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 could 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. There is a sample in the appendix of this guide.
- 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. Ask where you shop and be sure to let the prospective sponsor know how they will be recognized for their donation.
- 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. Gratitude pays off:** Be sure to thank all companies and individuals who donate to your event. Keep a spreadsheet of what benefits you promised and make sure you deliver social media mentions, logo placement, announcements on Walk day and day-of event exposure. This will make next year even easier!



How to make an ask: Donations

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 this 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 (page 29):** 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 the "5 easy steps to raising \$1,000" handout (page 31):** Refer back to the **Who Do You Know** worksheet to help create a plan.
- 4. ASK ASK ASK:** Did you know it can take being asked FIVE times before someone will contribute? 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 (page 33) 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 make an ask: Volunteers

Volunteers can play a crucial part in helping your event run smoothly. Schools, places of worship, and corporate groups are great places to start when recruiting volunteers. To find out if your workplace offers a matching volunteer program, please [click the link here](#). This will take you to the Double the Donation website, where you can search for your company's name. This resource can help fulfill your volunteer needs while contributing to your fundraising goal. You can also use a volunteer recruitment site (see below for ideas) 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, clean-up, and anything else you might need on the day before and the day of the event.

Volunteer Recruitment Websites

- **Idealist/Volunteer Match**
- **Create The Good**

How to promote it: Social media

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 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 250,000 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 donating today! (PAGE URL)

DON'T FORGET TO FOLLOW THE PFF TOO!



@pfforg

**Find us on LinkedIn at /pulmonaryfibrosisfoundation*

How to make your event special

This section will help you identify things you might need for your event. Many schools, places of worship, community buildings, and corporate office parks will host your walk and provide everything needed. For ideas on recognizing them, read the Sponsorship section.

Your goal is to hold your event in a donated location that provides:

- Adequate parking
- Shelter
- Gathering place for Opening Ceremonies
- Restrooms
- Trash removal/dumpster
- Tables/chairs for registration
- Access to a safe route for walkers

Reference your budget worksheet (pg.30) when considering amenities and necessities. Accessible restrooms, trash cans, and water are all necessities. Offering your participants granola bars, bagels, protection from sun/rain, 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 for 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. You can pick them up the day before your event.
- **Fruit:** Do you have a fruit market near you? Ask them to donate a case of oranges or bananas!

Tables, tents, and restrooms

- 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.
- Ensure accessibility to bathrooms at your walk site. Helpful reminder: ensure the restrooms will be unlocked the morning of your event before everyone arrives.

Signage

- Signs and banners are a great way to add a personal touch to your event and encourage walkers as they complete the course. Pro-tip: Hang signs above the table, not in front of the table. The signage is blocked as soon as someone stands in front of the table.

Incentives

- There are many ways to use incentives! Get creative and incorporate them into your event. You can use signs as a sponsor benefit or fundraising incentive for teams! Here are some ideas from the PFF Walk:
 - Sponsors or teams who donate/raise \$2,500 are given a “thank you” sign. These signs could be placed along the route. Find a local printer to donate these signs to your event!
 - Sponsors and teams who raise \$5,000 are given a table as a meeting/gathering location, and at \$10,000 are provided with a pop-up tent. We use these levels for PFF Walks but encourage you to use levels that work best for your Community Walk!
- Other incentives may include “swag bags,” hats, or water bottles.

Recognize top Walk fundraisers

- Announce top fundraisers during Opening Ceremonies to acknowledge their hard work!
- T-shirts are a great incentive to encourage your participants to fundraise. At the PFF Walks, we have a \$100 fundraising minimum to receive a t-shirt.
- Enter everyone who raises a certain amount in a drawing for a local gift card or donated item.
- Consider asking a local business to sponsor your t-shirt to cover your costs.
- Provide buttons, sashes, or other affordable donated items that recognize your top fundraisers.



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!



Ballons



Mascots



Games



Face Paint



Entertainment



Balloon artists

Resources available from the PFF

We have lots of resources to make your event successful:

- Use the Community Walk logo on your promotional pieces and social media.
- Educational materials for your attendees.
- PFF Breathe Bracelets are available for shipping.
- Our resource section has sample templates, forms, and worksheets for you to use (pg.29-41).
- Have a personal online fundraising page and an event fundraising page.
- Event posting on the PFF website.*
- Our help and support along the way!

**We cannot put the percentage of proceeds from events on our website. We apologize for any inconvenience.*



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!

ACTIVITIES

gym, sports teams, book club, place of worship, Junior League, Boy/Girl Scouts, country or golf clubs

FAMILY & FRIENDS

parents, in-laws, cousins, aunts, uncles, grandparents, friends, neighbors

PERSONAL VENDORS

dry cleaners, mechanic, restaurants, salon/spa, physicians, dentist, real estate agent

SCHOOL

PTA, teachers, high school/college alumni, fraternity/sorority

WORK

co-workers, vendors, employers

COMMUNITY

local businesses, community centers, neighborhood associations, civic clubs

Community Walk Budget Worksheet

Event Name: _____

Event Date: _____ Location: _____

REVENUE	NUMBER	PRICE	TOTAL
SPONSORSHIPS			
Sponsor Level I			
Sponsor Level II			
Sponsor Level III			
Other			
TOTAL SPONSORSHIPS			
ADDITIONAL REVENUE			
Individual Tickets			
Sale of Merchandise			
General Donations			
Other			
TOTAL ADDITIONAL REVENUE			

TOTAL GROSS REVENUES: \$ _____

EXPENSES	NUMBER	PRICE	TOTAL
Food + Beverage			
Giveaways (tshirts, pens, etc)			
Entertainment			
Audio/Visual			
Decorations			
Site Fees			
Supplies/Equipment			
Postage			
Printing			
Other:			
Other:			
Other:			

TOTAL EXPENSES: \$ _____

TOTAL REVENUE: \$ _____ **TOTAL EXPENSES: \$** _____

NET REVENUE: \$ _____

5 easy steps to raise \$1,000

Getting started and raising your first \$1,000 is easier than you think! By following these five simple steps, you can tremendously impact 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 because 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 handwrite a card, post on social media, or make personal phone calls. Whatever method you use, it goes a long way to ensure that your supporters know how much their gift meant to you.



RAISING \$1,000: ACTION PLAN

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.

		Completed
Make your own \$25 contribution	\$25	<input type="checkbox"/>
Ask your boss to contribute \$50	\$50	<input type="checkbox"/>
Ask 5 co-workers for \$10 each	\$50	<input type="checkbox"/>
Ask 2 people at your place of worship for \$25 each	\$50	<input type="checkbox"/>
Ask 5 neighbors for \$15 each	\$75	<input type="checkbox"/>
Ask 3 family members for \$25 each	\$75	<input type="checkbox"/>
Ask 5 friends for \$15 each	\$75	<input type="checkbox"/>
Ask 2 corporations for \$50 each	\$100	<input type="checkbox"/>
Ask 5 local businesses you frequent for \$25 each	\$125	<input type="checkbox"/>
Ask 5 members of an organization to which you belong for \$10	\$50	<input type="checkbox"/>
Ask 5 professionals (doctor, dentist, lawyer, etc.) for \$25	\$125	<input type="checkbox"/>
Host a fundraising event (bake sale, garage sale, car wash, etc.)	\$200	<input type="checkbox"/>

TOTAL = \$1,000

Sample fundraising letter

PRO-TIP: Personalize this letter to make the most impact!

(DATE)

(RECIPIENT NAME)

(RECIPIENT ADDRESS)

(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 in raising funds and awareness at (NAME OF WALK EVENT) in (MEMORY/HONOR) of (NAME OF LOVED ONE), to benefit the Pulmonary Fibrosis Foundation (PFF).

I am dedicating my efforts to the PFF because (INSERT YOUR STORY HERE - YOUR CONNECTION TO PF, YOUR EXPERIENCE WITH THE DISEASE, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.).

Pulmonary fibrosis, a fatal lung disease with no cure, causes progressive scarring in the lungs. More than 250,000 Americans are living with PF. Difficult to diagnose, PF can be debilitating and, in some cases, incurable. The prevalence of PF is rising, with more than 50,000 new cases diagnosed annually.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high-quality care. This contributes to research for a cure so people with pulmonary fibrosis will live longer and healthier lives. Progress in the fight against PF is being made, but your support is essential to continue our efforts.

My goal is to raise (FUNDRAISING GOAL), and every dollar makes an impact. Please help me reach my goal by making a gift today.

To make a secure donation online, visit my fundraising page at (INSERT QGiv URL) or call the Pulmonary Fibrosis Foundation at 888.733.6741, then select "donations" from the directory. Please join me in leading the way toward a world without pulmonary fibrosis.

Thank you in advance for your generous support.

Sincerely,

(NAME)

P.S. - For more information about your gift's impact on the PF community, please visit pulmonaryfibrosis.org.

Sample sponsorship request

(DATE)
(RECIPIENT NAME)
(RECIPIENT ADDRESS)
(RECIPIENT CITY, STATE ZIP)

Dear (Salutation),

This year, I am proud to lead the way toward a world without pulmonary fibrosis (PF) as a Community Walk Leader. (EVENT NAME) will take place on (EVENT DATE) at (EVENT LOCATION). This event benefits the Pulmonary Fibrosis Foundation (PFF), which seeks to raise funds and awareness for pulmonary fibrosis (PF), a fatal lung disease with no cure. We would love your support as a sponsor of (EVENT NAME).

There are more than 200 types of interstitial lung diseases (ILD), characterized by varied amounts of inflammation, scarring, or both, that damage the ability of the lung to absorb oxygen from the air. Pulmonary fibrosis (PF) means scarring of the lungs and can be seen in many types of ILD.

More than 250,000 Americans are living with PF and ILD. Difficult to diagnose, PF and ILD can be debilitating and, in some cases, incurable. The prevalence of PF and ILD is rising, with more than 50,000 new cases diagnosed annually.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high-quality care. This contributes to research for a cure so people with pulmonary fibrosis will live longer and healthier lives. Progress in the fight against PF is being made, but your support is essential to continue our efforts.

By sponsoring (EVENT NAME), you'll receive exposure in front of a captive audience of (EXPECTED ATTENDANCE NUMBER) professionals and PF supporters. Enclosed is a list of sponsorship opportunities that benefit your company throughout the event. Your contribution helps those living with PF lead longer, healthier lives.

Thank you for your time and thoughtful consideration. If you have any questions, please contact me at (PHONE) or (EMAIL).

Sincerely,

(NAME)
Event Leader

P.S. - For more information about your gift's impact on the PF community, please visit Pulmonaryfibrosis.org.

Sample sponsorship package

Below is an example of what a sponsorship package can look like. This is not a requirement for your event, but if you're interested in using it, you can tailor the levels to reflect your event.

PLATINUM SPONSOR \$10,000

- Private space and 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 the company's website on the event registration website
- Three Mission Moment signs with name recognition or company logo placed along the walk route

GOLD SPONSOR \$5,000

- A 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 the company's website on the event registration website
- Two 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 the 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 the 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

Sample 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 (Event Leader Name) at (Event Leader phone). Payment by check can be sent to:

(Event Leader Name)
(EVENT NAME)
(ADDRESS) • (CITY, STATE ZIP)
email(EMAIL) • phone(PHONE)

Sample in-kind request

(DATE)
(RECIPIENT NAME)
(RECIPIENT ADDRESS)
(RECIPIENT CITY, STATE ZIP)

Dear (Salutation),

This year, I am proud to lead the way toward a world without pulmonary fibrosis (PF) as a Community Walk Leader. (EVENT NAME) will take place on (EVENT DATE) at (EVENT LOCATION). This event benefits the Pulmonary Fibrosis Foundation (PFF), which seeks to raise funds and awareness for pulmonary fibrosis (PF), a fatal lung disease with no cure. We would love your support as an in-kind donor of (EVENT NAME).

I am dedicating my efforts to the PFF 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 250,000 Americans annually, and 50,000 people will be diagnosed this year alone.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high-quality care. This contributes to research for a cure so people with pulmonary fibrosis will live longer and healthier lives. Progress in the fight against PF is being made, but your support is essential to continue our efforts.

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 NAME).

Please join me in leading the way toward a world without pulmonary fibrosis. Thank you in advance for your generous support.

Sincerely,

(NAME)
Event Leader

P.S. - For more information about your gift's impact on the PF community, please visit Pulmonaryfibrosis.org.

Sample auction solicitation letter

(DATE)
(RECIPIENT NAME)
(RECIPIENT ADDRESS)
(RECIPIENT CITY, STATE ZIP)

Dear (Salutation),

I am writing to request a contribution to (EVENT NAME) on (EVENT DATE) at (EVENT LOCATION). This event benefits the Pulmonary Fibrosis Foundation (PFF) and seeks to raise funds and awareness for pulmonary fibrosis (PF), a fatal disease with no cure. I would like to request your support of (INSERT ITEM or USE GENERIC GIFT CERTIFICATE).

There are more than 200 types of interstitial lung diseases (ILD), characterized by varied amounts of inflammation, scarring, or both, that damage the ability of the lung to absorb oxygen from the air. Pulmonary fibrosis (PF) means scarring of the lungs and can be seen in many types of ILD.

More than 250,000 Americans are living with PF and ILD. Difficult to diagnose, PF and ILD can be debilitating and, in some cases, incurable. The prevalence of PF and ILD is rising, with more than 50,000 new cases diagnosed annually.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high-quality care. This contributes to research for a cure so people with pulmonary fibrosis will live longer and healthier lives. Progress in the fight against PF is being made, but your support is essential to continue our efforts.

Our goal is to create thoughtful packages that will excite and appeal to the diverse tastes of our guests. With over (EXPECTED ATTENDANCE NUMBER) professionals and PF supporters at this event, we offer great product exposure in front of an energetic crowd. Your contribution helps those living with PF lead longer, healthier lives.

Thank you for your time and thoughtful consideration. If you have any questions, please contact me directly at (PHONE) or (EMAIL).

Sincerely,

(NAME)
Event Leader

(Your logo or event name)
Benefitting The Pulmonary Fibrosis Foundation

PRIZE DONATION FORM

This is to verify that _____ has donated the item(s) listed below to the <EVENT NAME> to benefit the Pulmonary Fibrosis Foundation to be used in conjunction with the Foundation's fundraising activities. The item(s) donated have a retail value determined by the donor.

Item _____

Donation Value _____

List all conditions and exact dates, if possible _____

Please complete the following information, so we may acknowledge your gift in our program. In addition, please enclose promotional material and brochures for display with your donation.

Please list name of donor as: _____

Contact Name

Company/Organization

Address

Phone

City/State/Zip

Email

Delivery: Item(s) enclosed

_____ Will deliver item(s) to the event leader by _____

_____ Contact me to organize day/time for pickup

Please email this form or mail it with your donation to:
(EVENT NAME) C/O (EVENT LEADER)
(ADDRESS) • (CITY, STATE ZIP)
(EMAIL) • (PHONE)

Sample press release

For Immediate Release

Media Contact: (Your Full Name)

(Your Phone Number)

(Your Email Address)

(YOUR NAME) OF (YOUR TOWN) TO RAISE FUNDS FOR THE PULMONARY FIBROSIS FOUNDATION

FOR RESEARCH AND PATIENT PROGRAMS

(Include details about the event here – ex.- A Golf Tournament followed by a dinner and silent auction; a Pancake Breakfast to Honor a Friend and PF Patient; etc.)

(City, State), (Date of Release) – (Your name or group) will (fill in activity) on (date) as a member of Team PFF, benefitting the Pulmonary Fibrosis Foundation (PFF).

(Your name) aims to raise [fundraising goal] or more to help the PFF fund critical research and sustain vital programs for patients and their families that help them live better lives. (She/He/They) is (describe activity here – include information on attending, how to make donations, etc. – BE SPECIFIC!).

“I chose to (activity) as part of Team PFF because (explain your story, connection to PF, and inspiration here), and I wanted to do something personally to support the Foundation and their important work. They provide crucial programs for patients and caregivers and fund cutting-edge research. I want to join the PFF in leading the way toward a world without pulmonary fibrosis,” said (Your Name).

PF is a progressive, debilitating disease characterized by scarring in the lungs. More than 250,000 people in the U.S. are affected by PF, and 50,000 new cases are diagnosed each year. There is no known cure.

About the Pulmonary Fibrosis Foundation

The mission of the Pulmonary Fibrosis Foundation is to accelerate the development of new treatments and, ultimately, a cure for pulmonary fibrosis. Until this goal is achieved, the PFF is committed to advancing improved care of patients with PF and providing unequalled support and education resources for patients, caregivers, family members, and healthcare providers. The PFF has a three-star rating from Charity Navigator and is an accredited charity by the Better Business Bureau (BBB) Wise Giving Alliance. The Foundation has met all of the requirements of the National Health Council Standards of Excellence Certification Program® and has earned the Guidestar Platinum Seal of Transparency. For more information, visit pulmonaryfibrosis.org or call 844.TalkPFF (844.825.5733).

Sample thank you letter

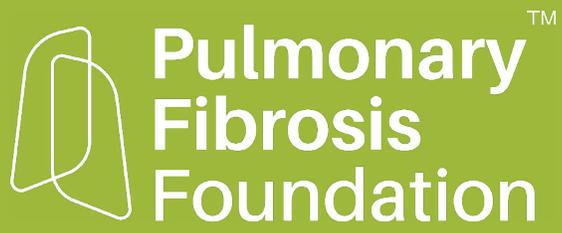
<RECIPIENT NAME>
<RECIPIENT ADDRESS 1>
<RECIPIENT ADDRESS 2>
<RECIPIENT CITY, STATE ZIP>

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>



**PulmonaryTM
Fibrosis
Foundation**

223 W. Jackson Blvd., Suite 350
Chicago, IL 60606
PFFWalk@pulmonaryfibrosis.org
pulmonaryfibrosis.org