Team PFF Welcome Kit and Event Leader Guide
WELCOME TO TEAM PFF!

Thank you for hosting an event to benefit the pulmonary fibrosis (PF) community! Team PFF 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.**

Team PFF Event Leaders host more than 100 events each year in cities across the country. Your dedication will make a difference in the fight to find a cure. Funds from Team PFF events support research and important programming for the PF community including:

The **PFF Care Center Network (CCN)** offers patients access to high-quality, customized care from experienced medical professionals who understand their disease and can help manage their health. There are 68 CCN sites across the country.

The **PFF Registry** is a collection of anonymous information about PF patients, including their diagnosis and how it was made, test results, medications taken, and medical outcomes. The PFF Patient Registry serves as a valuable resource to clinicians and researchers in the discovery of new treatments.

The **PFF Help Center** is a trusted resource within the PF community and offers guidance for those affected by PF. The PFF Help Center staff are available to answer questions about the disease, treatments, insurance and assistance programs, the PFF Care Center Network, and support groups.

The **PFF Support Group Leader Network** provides a forum for PF support group leaders to interact, exchange ideas, and discuss best practices. Support groups offer a unique opportunity for patients, caregivers, and families to share experiences with peers who understand what it’s like to live with PF.

This guide was created to provide you with the guidance and resources you need as you plan your Team PFF event. On behalf of the PFF and the PF community, thank you for your efforts. We look forward to working with you as you begin your Team PFF adventure, and we are here to support you!

**We’d love to hear from you.** For additional questions or resources, please contact Brianna Forth, Development Manager, at **312.273.4991** or **bforth@pulmonaryfibrosis.org**.

**We imagine a world without pulmonary fibrosis.** Thank you for leading the way!
5 SIMPLE STEPS FOR A SUCCESSFUL FUNDRAISER

Hosting a fundraising event as a Team PFF Event Leader is simple – and our staff is here to help you along the way. Follow the steps below and you’re sure to have a great event:

1. CREATE YOUR FUNDRAISER
   Combine something that is fun and meaningful to you and your family that will also be engaging for your community. Choose a date, time, and location for your event.

2. REACH OUT TO US
   Make sure you’ve registered 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 you along the way.

3. COMPLETE YOUR CAMPAIGN PLANNER
   This guide will help you determine each step of your event planning and when and how to complete each piece.

4. SET UP YOUR ONLINE DONATION PAGE
   Your customizable online fundraising page will make it easy for your friends and family to get involved and to make donations even if they can’t attend your event.

5. ENJOY!
   Have a fun event! 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

We are here to help. Please don’t hesitate to reach out to Brianna Forth, Development Manager, at 312.273.4991 or bforth@pulmonaryfibrosis.org, if you have questions or need help with any of these steps!
STEP 1: CREATE YOUR FUNDRAISER

You can’t go wrong when it comes to hosting a Team PFF Event – if you can think of it, you can use it to help the pulmonary fibrosis community. From 5ks to golf tournaments to bake sales and everything in between, a fundraiser is a great way to share your passion and raise funds at the same time. Below are some event ideas to get you started:

**5K WALK/RUN**
Gather your friends, family, neighbors, colleagues and community for a walk or run event! Contact your local park to get more information about selecting a date and if you’ll need permits or insurance for the event. You can make this a large scaled event and get your community involved or keep it more personal and do a small picnic.

**GOLF OUTING**
Fore! Golf tournaments and scrambles are another popular event choice that can take on many forms. Full tournaments take more planning and can include meals, drinks, sponsors, giveaways, and a raffle or silent auction. A scramble or a hole in one contest is a great place to start!

**DON’T COME PARTY**
Instead of planning an event and asking your friends and family to attend, throw a “don’t come” party. Pick a fake date, create a formal invitation and send it to your prospective attendees with a bolded line that reads “don’t come.” We encourage you to also include an educational insert on pulmonary fibrosis and why this cause is important to you.

**JEANS DAY**
Get your company involved with a dress down day, week or even month! For a set donation amount, coworkers can #BlueUp4PF and wear denim or as much blue as they can. Tie it into a sporting event, company appreciation day or holiday party to make it even more fun. Talk to your HR department or manager to begin the process.

**AND SO MUCH MORE...**
- Marathons/half marathons, 5Ks, triathalons
- Block party
- Open mic, karaoke party
- Bake sale, garage sale, art sale
- Food, beer, wine tasting
- Bowling party
STEP 2: REACH OUT TO US

Register your event online here. This will give us some more information about what you’re planning and will help us provide you with the tools and resources you need to be successful!

We are here to support you every step of the way, so please don’t hesitate to contact Brianna Forth, Development Manager, at:

- bforth@pulmonaryfibrosis.org
- 312.273.4991

MEET BRIANNA

Hi everyone! My name is Brianna and I am excited to be with the PFF as Development Manager. I am thrilled to work with all of the dedicated volunteers in Team PFF and to support your fundraising efforts!
STEP 3: COMPLETE YOUR CAMPAIGN PLANNER

Event Name/Description: _____________________________________________________________

Date(s): ____________________  My PFF Staff Contact: ________________________________

3 MONTHS OUT
Date to be completed by: _________________

☐ Secure venue and event date
☐ Begin crafting promotional materials including save the date and invitation
☐ Create prospect list of corporate sponsors and in-kind donors
■ Refer to Who Do You Know? document
☐ Finalize event budget
■ Refer to Team PFF Budget Worksheet
☐ Prepare solicitation letters and custom sponsorship packages as needed
■ Refer to Sample Sponsorship Package and Sponsorship Request Letter
☐ Finalize fundraising goal
☐ Complete set up of online fundraising/event page
☐ Send event announcement via email, Facebook, flyers and word of mouth
■ Refer to Social Media 101

2 MONTHS OUT
Date to be completed by: _________________

☐ Develop invitee list
☐ Send save the date and/or fundraising letter
■ Refer to Sample Fundraising Letter
☐ Distribute sponsorship solicitation letters/packages and in-kind donation letters
☐ Refer to Auction Solicitation and Prize Donation Form
☐ Request vendor and entertainment pricing
☐ Begin ticket sales

1 MONTH OUT
Date to be completed by: _________________

☐ Send formal invitation (if applicable)
☐ Select event vendors and entertainment
☐ Finalize menu
☐ Continue to solicit donations (sponsors, in-kind and general gifts)
STEP 3: COMPLETE YOUR CAMPAIGN PLANNER

3 WEEKS OUT
Date to be completed by: ______________________

☐ Determine room set-up and layout
☐ Request any necessary educational materials from PFF team
☐ Prepare speaking points, PowerPoint presentation and/or program
☐ Print event signage
☐ Order event SWAG and/or giveaways
☐ Secure volunteers and/or day of help
☐ Refer to Volunteer Recruitment document

2 WEEKS OUT
Date to be completed by: ______________________

☐ Finalize day of event schedule

1 WEEK OUT
Date to be completed by: ______________________

☐ Prepare silent auction packages and/or raffle items
☐ Purchase associated event materials

1 WEEK OUT
Date to be completed by: ______________________

☐ Prepare silent auction packages and/or raffle items
☐ Purchase associated event materials

EVENT WEEK
Date to be completed by: ______________________

☐ Confirm vendors and entertainment
☐ Finalize any outstanding needs with the venue
☐ Send out one final request letter with event logistics
STEP 3: COMPLETE YOUR CAMPAIGN PLANNER

POST-EVENT
Date to be completed by: ________________

☐ Send results email to all event participants
☐ Write thank you notes and distribute to donors

NOTES

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STEP 4: SET UP YOUR ONLINE DONATION PAGE

HOW TO SET UP A PERSONAL FUNDRAISING PAGE ON QGIV

STEP 1: Click on one of the two “Create Your Fundraising Page” buttons on the Team PFF page.

STEP 2: On the next page, click the box to start your own personal fundraising page, then enter your email address.
STEP 3: If it is your first time on the site, you will need to create an account. You can register a new account using your email address, Facebook, or Google; just enter your credentials on this screen and click “create my account.”

STEP 4: Enter your personal information.
STEP 4: SET UP YOUR ONLINE DONATION PAGE

STEP 5: Complete additional information to help us get to know you and support your efforts better! Set your personal fundraising goal, be the first to donate to your page, and provide your employer name and connection to PF.

![Setting up online donation page](image)

STEP 6: Review your registration details, provide donation payment details if needed, and complete your account registration!
STEP 4: SET UP YOUR ONLINE DONATION PAGE

STEP 7: The **Welcome Quest** will appear at the bottom of your screen. Follow these prompts to get your page fully set up and start raising funds for the PF community. The Quest will walk you through steps 8-11.

STEP 8: **Change your Avatar** (the icon on your fundraising page). You can upload a photo of yourself, a loved one, or keep the Team PFF logo!
STEP 4: SET UP YOUR ONLINE DONATION PAGE

STEP 9: Edit your personal page! You can change how it looks and, most importantly, share your story and why you’re personally involved with the PFF, which will help you get support from your friends and family!

![Image of personal page setup]

STEP 10: Send a fundraising email. Use our template or feel free to create your own, but be sure to email your friends and family to let them know you have started a fundraising page, why you are supporting the PFF, and how they can get involved. You have options to send the email immediately or schedule it for another time. **Note: Tags (ex. %EventName%) will be populated once the email is sent.**

![Image of email sharing interface]
STEP 4: SET UP YOUR ONLINE DONATION PAGE

STEP 10 & 11: Raise your first online donation! After setting your page up and sending it out, you should start to see donations coming in! Page fully set up and start raising funds for the PF community. Schedule a post on Facebook/Twitter. Another great way to spread the word about your fundraising efforts is through social media. Connect your Facebook and/or Twitter and post letting everyone know that you’re supporting the PFF! Choose from our templates or create your own.

STEP 12: Now your page is complete and you’re well on your way to reaching your fundraising goal and supporting the PF community!

USE YOUR DASHBOARD TO:

1. See your progress
2. Update your goal
3. Share your page via email
4. Share your page via social media
5. View your page (how it will look to visitors)
STEP 4: SET UP YOUR ONLINE DONATION PAGE

STEP 13: Don’t forget to say thank you! Visit the “My Donations” tab to see who’s donating to your page and send them a thank you email from the “Share Event” tab. We will send an automatic thank you from the PFF, but we encourage you to send a more personalized thank you email to all of your donors telling them why their support matters to you.

STEP 14: Revel in your accomplishments by checking out your badges under the “My Registration” tab. You can see which badges you may potentially qualify for and those that you’ve already achieved!

If you need any help setting up your page, or if you have any questions, please don’t hesitate to contact Brianna Forth at bforth@pulmonaryfibrosis.org or 312.273.4991.
STEP 4: SET UP YOUR ONLINE DONATION PAGE

TIPS FOR A SUCCESSFUL TEAM PFF EVENT:

• **Be creative and have fun!** Your event should be unique to you and something that you would want to attend!

• **Inspire others to get involved by sharing your story.** Tell them why you are part of Team PFF, 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 or television station – check out our Sample Press Release for an easy way to share your information with your local media

• **Think about your who you know.** Find friends who have a skill or connection that can help you save money on your event. Do you know someone who is a photographer or caterer? Maybe 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 to 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 give your guests the opportunity to leave with something tangible.

• **Send personal thank yous** to everyone who gets 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 reach out to Brianna Forth with any questions or concerns at 312.273.4991 or bforth@pulmonaryfibrosis.org.
RESOURCES AVAILABLE

WE HAVE LOTS OF RESOURCES TO HELP MAKE YOUR EVENT SUCCESSFUL:

- Team PFF logo to use on your promotional pieces and social media
- Educational materials for your attendees
- PFF Breathe Bracelets (these are always a big hit!)
- Easy, customizable templates including:
  - Sample sponsorship packages
  - Sponsorship request letter
  - Press release
  - Fundraising letter
  - In-kind solicitation request
  - Sample social media posts
- Personal online fundraising page (and help setting it up)
- Event posting on PFF website* 
- Our help and support along the way!

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

Free educational materials  
PFF Bracelets
RESOURCES: TABLE OF CONTENTS

1. Who Do You Know?
2. Team PFF Budget Worksheet
3. Sample Sponsorship Package
4. Sponsorship Request Letter
5. Social Media 101
6. Sample Fundraising Letter
7. Auction Solicitation Letter
8. Prize Donation Form
9. Volunteer Recruitment
   Sample Press Release
   Sample Thank You Letter
WHO DO YOU KNOW?

Family & Friends
Parents, In-Laws, Cousins, Aunts, Uncles, Grandparents, God Parents, Friends, Neighbors

Activities
Gym, Sports Teams, Book Club, Place of Worship, Junior League, Cheerleading, Boy/Girl Scout, Golf Club

Personal Vendors
Dry Cleaner, Mechanic, Restaurants, Salon/Spa, Physicians, Dentist, Real Estate Agent

School
PTA, Teachers, High School/College Alumni, Fraternity/Sorority

Community
Local Businesses, Community Centers, Neighborhood associations, Civic Clubs

Work
Co-Workers, Vendors, Commuters, Employers
## TEAM PFF BUDGET WORKSHEET

### REVENUE

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<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>NUMBER</th>
<th>PRICE</th>
<th>TOTAL</th>
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<td>Sponsor Level I</td>
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<tr>
<td>Sponsor Level II</td>
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<td>Sponsor Level III</td>
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<td>Other</td>
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<tr>
<td><strong>TOTAL SPONSORSHIPS</strong></td>
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### ADDITIONAL REVENUE

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<td>Raffle</td>
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<td>Live Auction</td>
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<td>Silent Auction</td>
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<td>Sale of Merchandise</td>
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<td>General Donations</td>
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<td>Other</td>
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### EXPENSES

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<tr>
<td>Beverages</td>
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<td>Giveaways (tshirts, pens, etc)</td>
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<td>Entertainment</td>
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<td>Audio/Visual</td>
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<td>Decorations</td>
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<tr>
<td>Site fees</td>
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<td>Supplies/equipment</td>
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<td>Postage</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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<tr>
<td><strong>NET REVENUE:</strong></td>
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Cost ratio: ____________________________  
Funds provided to the PFF: ____________________________

Event Name: _____________________________________________
Organizer Name: _____________________________________________
Event Date: ______________ Location: ______________________________
Contact Phone: __________________________ Email: __________________________
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR  $10,000

- Table at event
- Speaking opportunity during program with formal recognition of sponsorship
- Placement of logo on Facebook event page
- Boosted event ad with listing of presenting sponsor and company logo
- Mention of sponsorship in event press release and in any on-air opportunities
- Inclusion of logo and clickable link on all event related eblasts
- Signage at the event
- Logo placement on all printed event marketing materials and t-shirt (if applicable)
- Acknowledgment of sponsorship on event website with clickable link to company’s website.
- Capability to distribute promotional insert and/or giveaway in during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website.

PLATINUM SPONSOR  $5,000

- Six tickets to the event
- Formal recognition during the event
- Mention on social media of sponsorship for event
- Inclusion of logo and clickable link on all event related e-blasts
- Signage at the event
- Logo placement on all printed event marketing materials and t-shirt (if applicable)
- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway in during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website

GOLD SPONSOR  $2,500

- Four tickets to the event
- Inclusion of logo and clickable link on all event related eblasts
- Signage at the event
- Logo placement on all printed event marketing materials
- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway in during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website
SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR  $1,000

- Two tickets to the event
- Logo placement on the following marketing materials: formal invitation and poster
- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway in during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website

BRONZE SPONSOR  $500

- Acknowledgment of sponsorship on event website with clickable link to company’s website
- Capability to distribute promotional insert and/or giveaway in during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website

thank you for your support!
SPONSORSHIP COMMITMENT FORM

LEVEL

- [ ] PRESENTING
- [ ] PLATINUM
- [ ] GOLD
- [ ] SILVER
- [ ] BRONZE

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 ______________

CCV ___________________________ AMOUNT TO CHARGE ______________

SIGNATURE ___________________________

Credit card payments are also accepted over the phone by calling Brianna Forth, Development Manager, at 312.273.4991. Payment by check can be sent to:

Pulmonary Fibrosis Foundation
Attn: Team PFF
230 East Ohio Street, Suite 500
Chicago, Illinois 60611

*The PFF is a 501(c)(3) nonprofit public benefit corporation and your contribution is tax deductible to the extent allowed by law. No goods or services were provided to you in exchange for your generous gift.*
(DATE)

Dear (Salutation),

(EVENT NAME) will take place 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 lung disease with no cure. We would love your support as a sponsor of (EVENT NAME).

Pulmonary fibrosis (PF) is a condition in which lung tissue becomes thickened, stiff and scarred. As the lung tissue becomes scarred and grows thicker, the lungs lose their ability to transfer oxygen into the bloodstream, making everyday activities, like breathing and walking, extremely difficult. It is a progressive disease, which means it tends to worsen over time. Every individual diagnosed with pulmonary fibrosis has a unique experience with the disease and there is no “standard” or expected clinical course. Some people with PF remain stable for extended periods of time, others experience a stepwise deterioration over time, fluctuating between periods of stability and worsening symptoms, and a number may experience a rapid progression of symptoms. PF treatment strategies are highly individualized, based on a person’s medical history.

With no known cure, the disease is often fatal within three to five years of diagnosis and affects more than 200,000 people in the United States alone.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. By making a donation, you are contributing to vital PF research and essential patient care programs.

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 you will find a list of sponsorship opportunities that provide your company with a number of benefits 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 directly at (PHONE) or (EMAIL).

Sincerely,

(NAME)
Event Leader and Chairman
(EVENT)
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 **like and 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 network!
- **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 being part of Team PFF is important to you.
- **Use our hashtags** to connect with the PFF and PF community: #BlueUp4PF, #PulmonaryFibrosis, #TeamPFF
- **Upload images.** A picture is worth a thousand words. Posts with pictures 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** by including quick facts about PF in your posts to educate your network on the disease.

SAMPLE POSTS

I’ve joined #TeamPFF 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 Team PFF Event 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   twitter.com/pfforg   instagram.com/pfforg   youtube.com/c/pulmonaryfibrosisfoundation
Dear Friends and Family,

This year I am excited to join Team PFF as an Event Leader. As a Team PFF Event Leader I will be <NAME OF ACTIVITY> in <MEMORY/HONOR> of <NAME OF LOVED ONE>. I am making a commitment to raise funds and awareness for the Pulmonary Fibrosis Foundation (PFF) because <YOUR ANSWER HERE>. I am dedicating my efforts to the PFF because we need to find a cure for pulmonary fibrosis (PF).

Pulmonary fibrosis describes a condition in which the lung tissue becomes thickened, stiff, and scarred. As lung tissue becomes scarred and thicker, it is more difficult for the lungs to transfer oxygen into the bloodstream. As a result, the brain, heart, and other organs do not get the oxygen they need to function properly. In some cases, doctors can determine the cause of the fibrosis (scarring), but in many cases, the cause remains unknown. When there is no known cause for the development of pulmonary fibrosis, the disease is called idiopathic pulmonary fibrosis (IPF.) One recent study estimates IPF affects 1 out of 200 adults over the age of 65 in the U.S. Approximately 50,000 new cases are diagnosed each year and as many as 40,000 Americans die from IPF each year.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives.

I’m asking for your support as I raise awareness and funds for the Pulmonary Fibrosis Foundation. My personal goal is to raise <FUNDRAISING GOAL> and every dollar makes an impact. Please help me reach my goal by making a contribution now. Please visit my personal online fundraising page at <INSERT QGiv URL> to make a secure gift online or call the Pulmonary Fibrosis Foundation at 844. TalkPFF. I invite you to join me in making a difference in the lives of those affected with pulmonary fibrosis.

Thank you in advance for your generous support!

Sincerely,

<EVENT HOST>
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).

Pulmonary Fibrosis (PF) is a condition in which lung tissue becomes thickened, stiff and scarred. As the lung tissue becomes scarred and grows thicker, the lungs lose their ability to transfer oxygen into the bloodstream making everyday activities, like breathing and walking, extremely difficult. It is a progressive disease, which means it tends to worsen over time. Every individual diagnosed with pulmonary fibrosis has a unique experience with the disease and there is no “standard” or expected clinical course. Some people with PF remain stable for extended periods of time, others experience a stepwise deterioration over time, fluctuating between periods of stability and worsening symptoms, and a number may experience a rapid progression of symptoms. PF treatment strategies are highly individualized, based on a person’s medical history.

With no known cure, the disease is often fatal within three to five years of diagnosis and affects more than 200,000 people in the United States alone.

The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. By making a donation, you are contributing to vital PF research and essential patient care programs.

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 and Chairman
(EVENT)
This is to verify that ________________________________ has donated the item(s) listed below to 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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Donation Value</th>
<th>List all conditions and exact dates, if possible</th>
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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 PFF office by _________

_________ Contact me to organize day/time for pickup

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

Thank you for your generosity and support!
Volunteers can play a crucial part in helping you with your event. There are a lot of moving parts during the event and volunteers will help it 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, route marshals, tear down, and with anything else you might need on the day of the event.

<table>
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<tr>
<th>CORPORATE VOLUNTEER PROGRAMS</th>
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<td>Microsoft</td>
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<td>Allstate</td>
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<td>Aetna</td>
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<td>Outerwall (Coinstar and Redbox)</td>
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<td>Blue Cross Blue Shield</td>
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<td>Home Depot</td>
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HELPFUL WEBSITES
volunteermatch.com
idealista.org
createthegood.org
allforgood.org
signup.com
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 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. S/he 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].

About pulmonary fibrosis
Pulmonary fibrosis, a devastating lung disease resulting from progressive scarring of the lungs, affects 200,000 Americans and causes more than 40,000 deaths annually. Fifty-thousand new cases are diagnosed each year. There is no known cure.

About the Pulmonary Fibrosis Foundation
The Pulmonary Fibrosis Foundation mobilizes people and resources to provide access to high quality care and leads research for a cure so people with pulmonary fibrosis will live longer, healthier lives. The PFF collaborates with physicians, organizations, patients, and caregivers worldwide. The Pulmonary Fibrosis Foundation has a four-star rating from Charity Navigator and is a Better Business Bureau accredited charity. For more information, visit pulmonaryfibrosis.org or call 844.TalkPFF (844.825.5733).
Dear <GUEST>,

Thank you for attending my event to benefit the Pulmonary Fibrosis Foundation (PFF). Your participation helps the PFF raise awareness, fund critical research, and sustain vital programs that help patients and their families live better 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>