



Getting started

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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 annually in cities nationwide. We aim to raise \$200,000 in 2024 and know we can make it happen with your help! Your dedication will make a difference in the fight to find a cure. Funds from Team PFF events support research, advocacy, awareness, education, and essential programming for the PF community, including:



The **PFF Care Center Network (CCN)** offers patients access to experienced medical professionals who understand their disease and support services to improve the quality of their lives.. There are 81 CCN sites across the country. You can use the interactive map tool on our website to find a location near you.



The **PFF Community Registry** is a series of surveys for all community members affected by pulmonary fibrosis (PF) or interstitial lung disease (ILD). Your survey responses will be used for scientific analysis in attempts to better understand how PF and ILD progresses over time and responds to treatments and how the disease affects individuals.



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 pulmonary fibrosis support group leaders to interact, exchange ideas, and discuss best practices. Support groups offer a unique opportunity for patients, caregivers, and families to share their experiences with peers who understand what living with PF is like.

This guide was created to provide the guidance and resources you need to 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 are here to support you!

We'd love to hear from you. For additional questions or resources, please contact Alyssa Athens, Development Coordinator, at 312.224.8112 or aathens@pulmonaryfibrosis.org.

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!

Five Simple Steps for a Successful Fundraiser

Hosting a fundraising event as a Team PFF Event Leader is simple! Follow the steps below, and you'll have a great event. If you have any questions, please call us so we can walk you through this guide (page 6).

1

CREATE YOUR FUNDRAISER EVENT

Combine something fun and meaningful to you and your family that will also engage your community.

2

REACH OUT TO US

Register your event online with the Foundation by completing [this form](#). Be sure to also reach out to us to let us know about what you're planning so we can connect you with our resources and support your efforts.

3

COMPLETE YOUR CAMPAIGN PLANNER

This guide will help you determine each step of your event planning and outline how to create a successful event. During your introductory call, your Team PFF staff contact will walk you through this step.

4

CUSTOMIZE YOUR ONLINE 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're making a difference for the patients and families affected by pulmonary fibrosis.



We are here to help. Contact Alyssa Athens, Development Coordinator, at 312.224.8112 or aathens@pulmonaryfibrosis.org if you have questions or need support with any of these steps!

Step 1: Create your fundraiser

The options are endless 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 Team PFF campaign 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! You can make this a large-scale event and involve your community, or keep it more personal and do a small picnic. (If you're interested in this event, [click here](#) for the Community Walk Guide & Toolkit).



Golf outing

Golf tournaments are another popular event choice that can take 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!



Online letter writing campaign

Start an online fundraising page and ask your friends and family to donate. You can ask for donations in place of gifts for birthdays, weddings, lung transplant anniversaries, Rare Disease Month, PF Awareness Month, and more.



Facebook fundraiser

Log into your Facebook account and create a Facebook Fundraiser with the PFF. Whether you are doing a general fundraiser or for a special occasion, this is a great and easy way to get involved. Harness the power of your social media network and use this simple, powerful tool to spread the word and manage your fundraising efforts. [Click here](#) to create a Facebook fundraiser.

And so much more...



Marathons/half marathons,
5Ks, triathlons



Pickleball
tournaments



Open mic,
karaoke party



Bake sale, garage sale, art sale



Food, beer, wine tasting



Bowling party

Step 2: Register and reach out to us

To register for your event online, complete **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**, Development Coordinator, or **Jake Meding**, Director, Annual Fund, at:



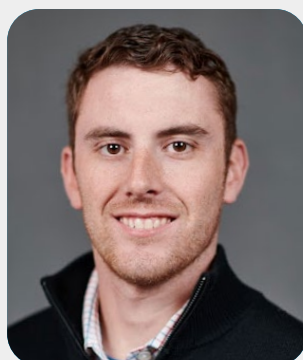
Alyssa Athens Development Coordinator



aathens@pulmonaryfibrosis.org



312.224.8112



Jake Meding Director, Annual Fund,



jmeding@pulmonaryfibrosis.org



312.854.2627

Step 3: Complete your campaign planner

Event Name/Description: _____

Date(s): _____ My PFF Staff Contact: _____

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, 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!

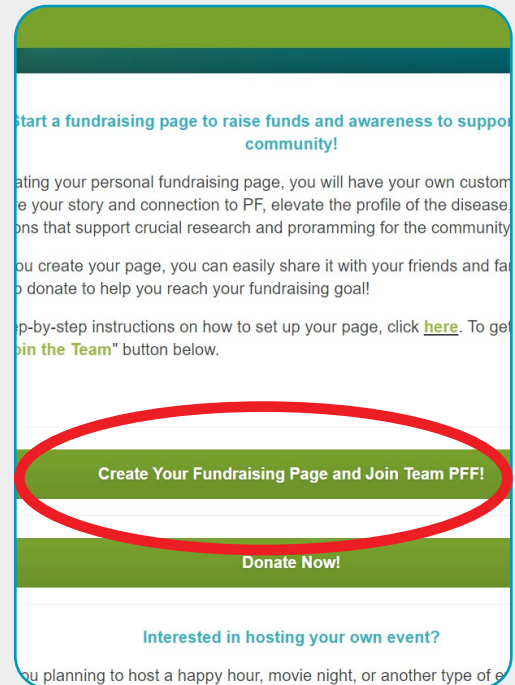
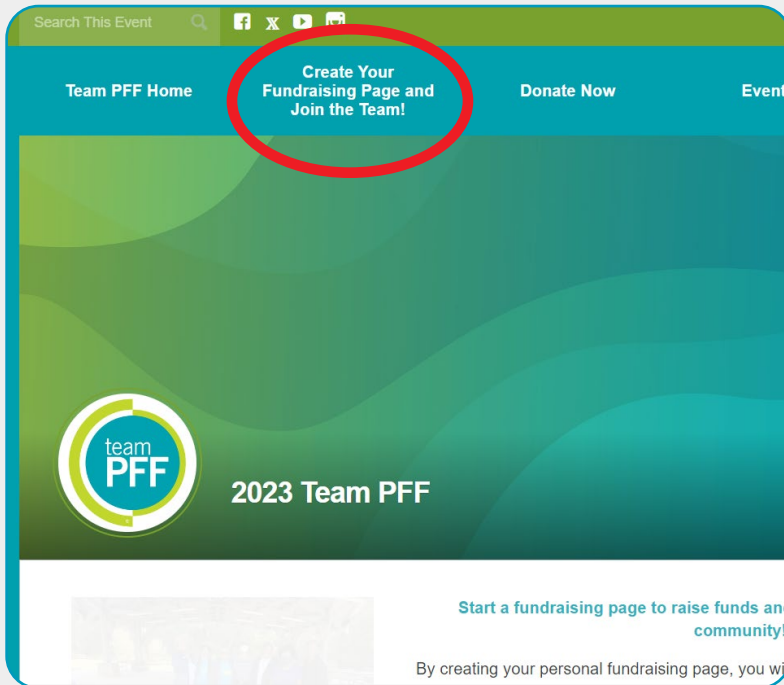
**This timeline can be adjusted based on your specific needs. The sample we've provided is an outline of best practices. Refer to the resources section in this guide to see all the specific tools to help you through this process. (pg.18-39)*

Notes: _____

Step 4: Create and customize your fundraising page

STEP 1: Click [this link](#) to go to our Team PFF website to get started.

STEP 2: Click on one of the two “Create Your Fundraising Page” buttons on the Team PFF page.



STEP 3: Enter the following information to register: your fundraising goal, personal information, and how you are connected to Pulmonary Fibrosis. You must also agree and accept the Team PFF Event Leader Agreement before clicking next.

STEP 4: You can add an optional gift to your page to kick-start your fundraising efforts. Then, finish your registration by clicking the “Complete Registration” button.

The screenshot shows a registration page for the 2023 Team PFF. At the top, there is a 'Team PFF' logo and the title 'Register for 2023 Team PFF'. Below the title, there is a breadcrumb trail: 'Details > Finish Up'. The main section is titled 'Add an Optional Gift' and contains the following elements:

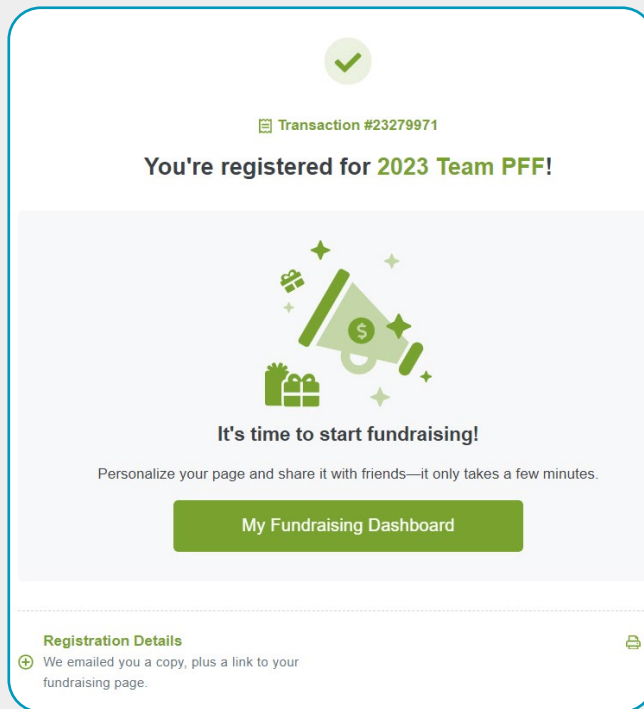
- A message: 'Alyssa, kick-start your fundraising by making a donation! It will go toward your fundraising goal.'
- A text input field with a '\$' symbol on the left and 'Optional' on the right.
- A gift icon and the text: 'Your gift could be worth more with a matching gift from your employer!'
- A 'Back' button with a circular arrow icon.
- A large green 'Complete Registration' button.
- At the bottom, it says 'Powered By Qgiv' and 'Transaction is secure and encrypted.' with a lock icon and a 'done' icon.

STEP 5: To activate your account, it will ask you to create a password and click “Activate Account.” Note that your username will be your email address.

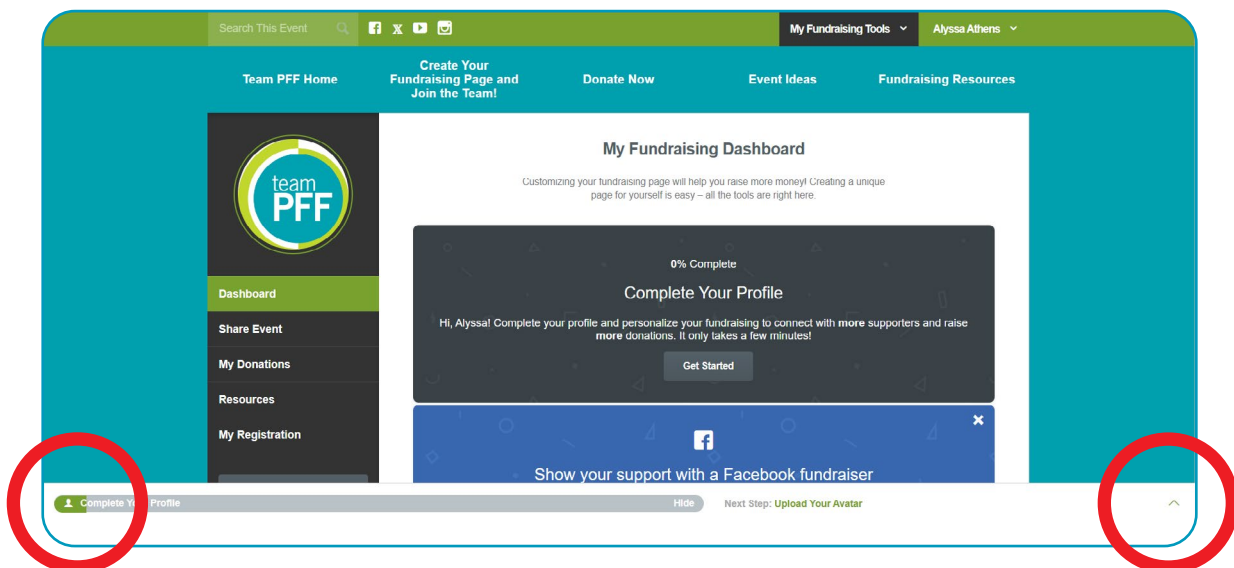
The screenshot shows the account activation page. At the top, there is a green checkmark icon and the text 'Transaction #23279971'. Below this, the main heading is 'You're registered for 2023 Team PFF!'. The page contains the following elements:

- An 'Activate Your Account' button with an information icon.
- The text: 'Just one more step, Alyssa!'
- The instruction: 'Create a password to access your fundraising dashboard and start fundraising.'
- An 'Email' input field with a lock icon.
- A 'Create Password' input field with a red border and a red error message below it: 'Create Password is required'.
- A 'Confirm Password' input field.

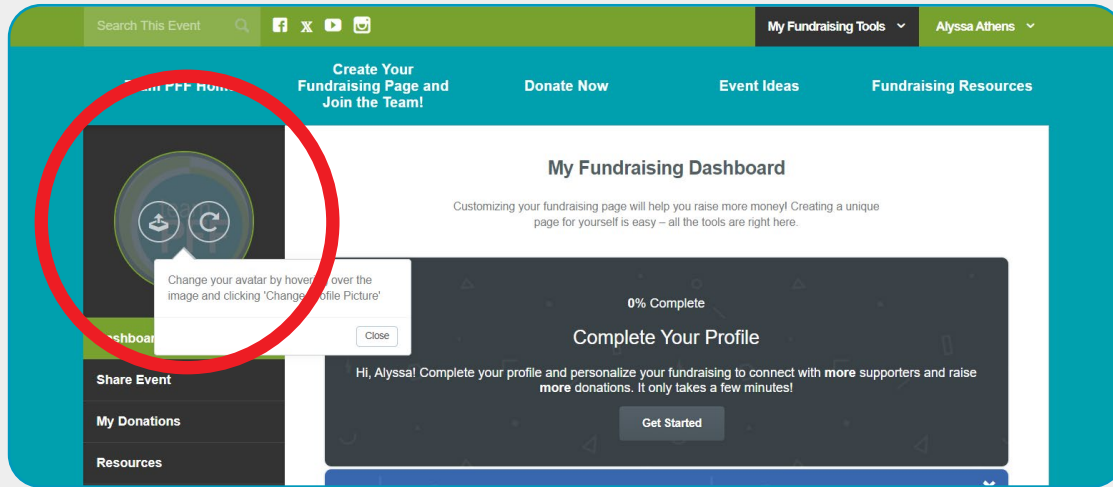
STEP 6: You are now registered! Click the “My Fundraising Dashboard” button to go to your page to start to personalize it. **Note: you will also receive an online registration confirmation email. The online registration confirmation email includes three easy steps to kick off your fundraising campaign, fundraising tools/resource documents, username, and page link.**



STEP 7: You are now on your page. A page creation checklist guide will appear at the bottom of your screen, which says “Complete Your Profile.” Follow these prompts to get your page fully set up and start raising funds for the PF community. The page creation checklist guide will walk you through steps 8-12. Click the “Get Started” button in the black box. Note: On the right side, where it says each step (“Next Step: Upload Your Avatar”), there is an arrow, and if you click it, the page create checklist guide will expand, and you will be able to see each step it will have you do.

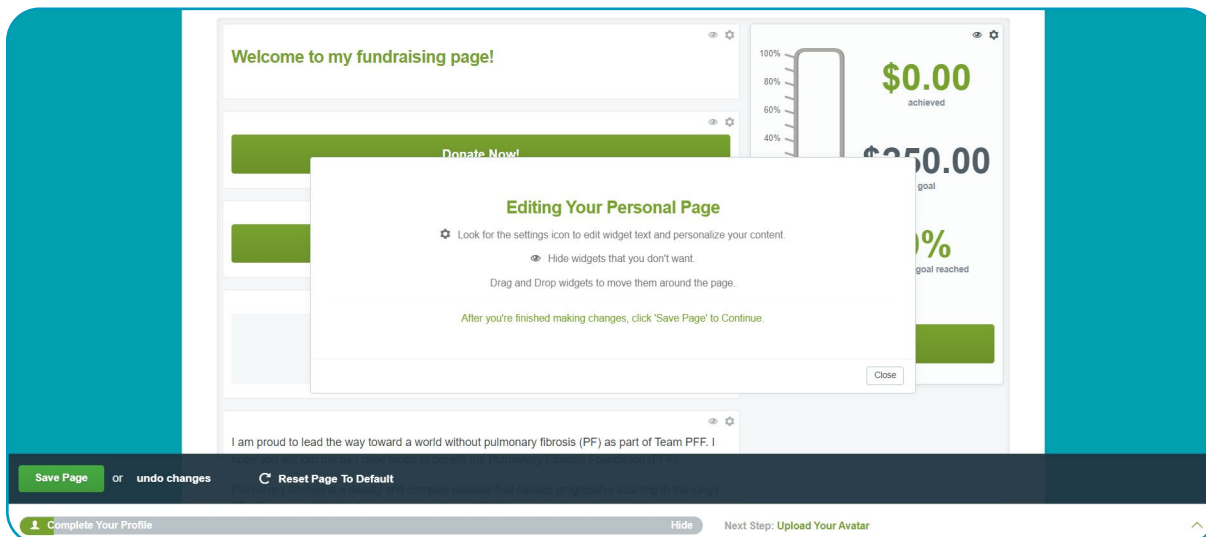


STEP 8: It will first tell you to “change your avatar (the icon on your fundraising page) by hovering over the image and clicking ‘Change Profile Picture.’” You can upload a photo of yourself or a loved one or keep the Team PFF logo! Be sure to click save when you’re done.

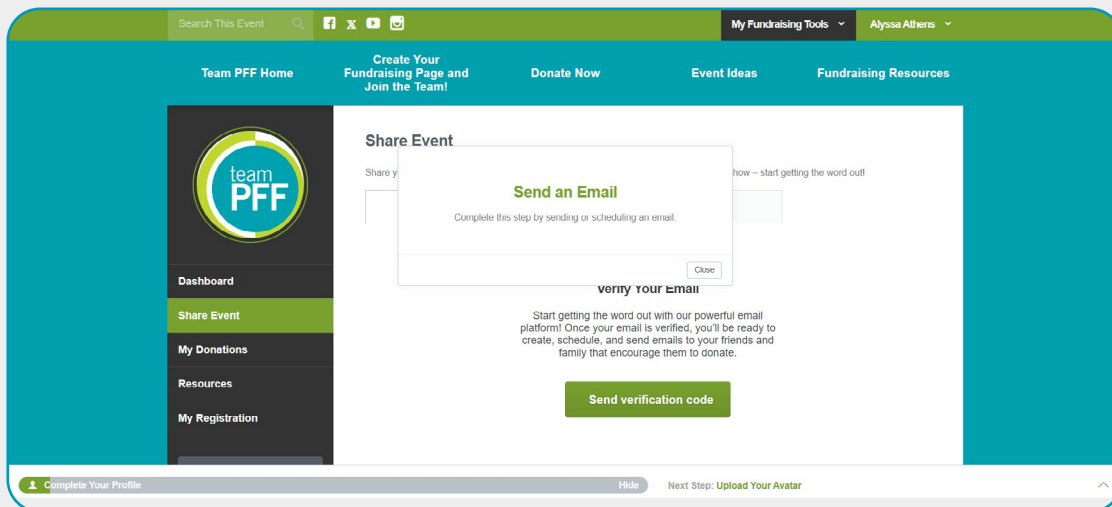


STEP 9: Click continue under complete your profile: update your personal page. Edit your page to change how it looks! **Note: look for the settings icons to edit widgets. Look for the eye icons to hide widgets that you don't want. If you change anything, press the update button at the bottom of each section you edit. After you're finished making changes, click the save page to continue.**

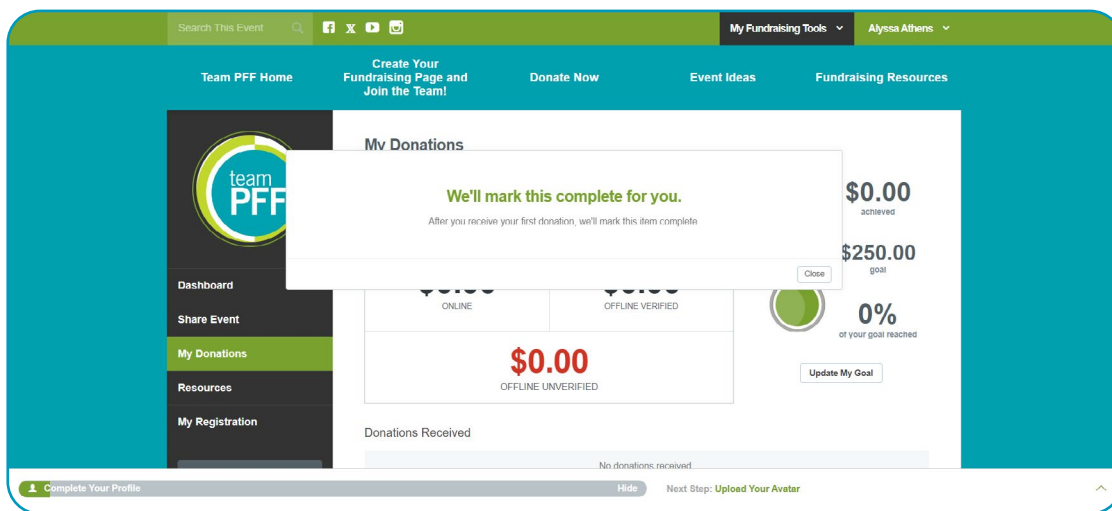
- You can add a title at the top of the page where it says, “Welcome to my fundraising page.”
- You have two “Donate Now” buttons to lead to the donate section.
- There is an image gallery to add slides of photos for your page.
- Then, a section to share your story and why you're personally involved with the PFF, which will help you get support from your friends and family.



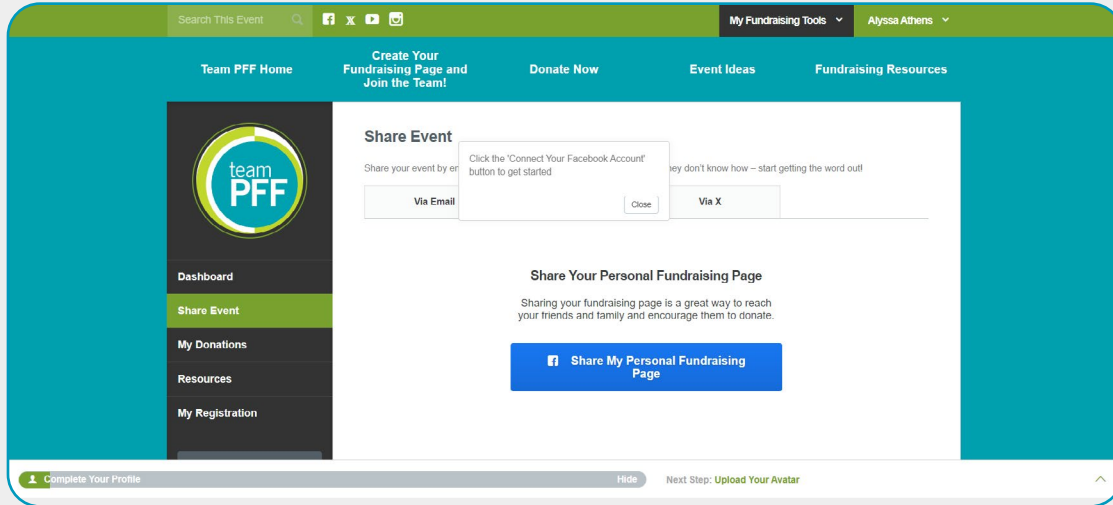
STEP 10: At the bottom of the page where your page creation checklist guide is, press the “send a fundraising email” to start your campaign. Use our template, or feel free to create your own, but email your friends and family to let them know you have started a fundraising page, why you are supporting the PFF, and how they can get involved. You can send the email immediately or schedule it for another time. Note: if you use the template, tags (ex. %EventName%) will be populated once the email is sent.



STEP 11: Then raise your first online donation by clicking the “Next Step: Raise Your First Online Donation.” After setting up your page and sending it out, you should see donations coming in! For this step, after you receive your first donation, the page marks this item complete for you.



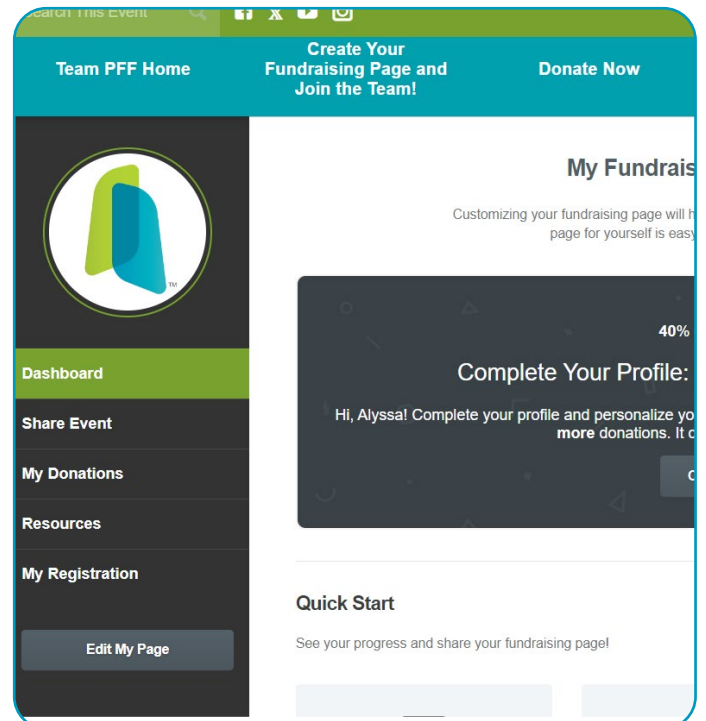
STEP 12: Click “Share on Facebook/Twitter” on your page creation checklist guide to connect your Facebook and Twitter accounts and post to let everyone know you’re supporting the PFF! For both social media tabs, click the “Share My Personal Fundraising Page” to go to your account and make a post.



STEP 13: Your page is complete, and you’re well on your way to reaching your fundraising goal and supporting the PF community!

ADDITIONAL INFORMATION

- Use Your Dashboard To
- See your progress
- Update your goal
- Share your page via email
- Share your page via social media
- View your page (how it will look to visitors)

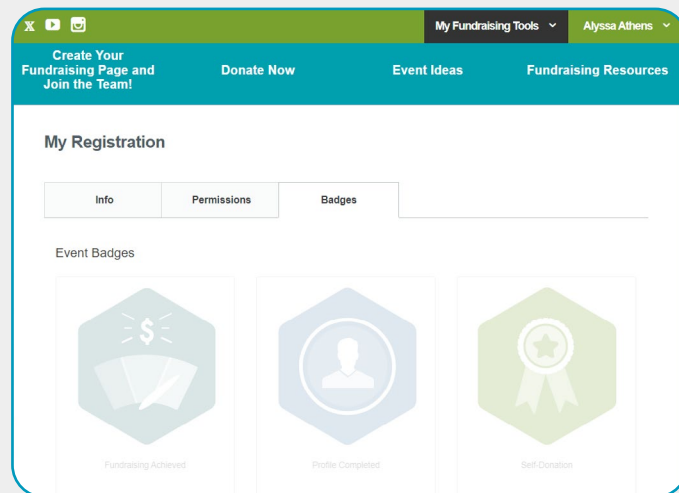


Don't Forget To Say Thank You!

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.

Revel In Your Accomplishments

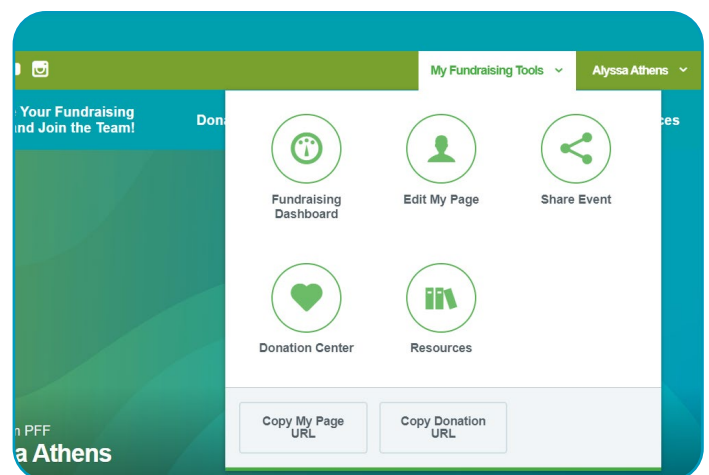
Check out your badges under the "My Registration" tab in the badge section. You can see which badges you may qualify for and those you've already achieved!



USE MY FUNDRAISING TOOLS TO GO TO

- Fundraising Dashboard
- Edit My Page
- Share Event
- Donation Center
- Resources
- Copy My Page URL
- Copy My Donation URL

If you need any help setting up your page or have any questions, please don't hesitate to contact Alyssa Athens.



CUSTOMIZE YOUR PAGE

Your personal fundraising page is where you will direct your friends and family to support your efforts and learn about your campaign. Use the following easy steps to make your page stand out and motivate people to donate. Note: if you are hosting an event where you want to allow people to register, please contact the Team PFF staff email at teampff@pulmonaryfibrosis.org so they can create your event page for you.

STEP 1: Share your story. Weave together a narrative that illustrates how PF has affected you and your family while requesting support for a cause that is important to you.

STEP 2: Include a picture to connect your story with a face and bring your campaign to life!

STEP 3: Add a video to articulate your story further and motivate people to donate.

STEP 4: Link your social media accounts to your page to easily share with your online network.

STEP 5: Make a self-donation. This is a great way to get started and jump-start your fundraising!

STEP 6: Update your goal. Donors are more likely to give when they know they're helping you reach a goal, so be sure to share how much you're trying to raise. When you meet your goal, don't forget to increase it!



Search This Event

2023 Team PFF
Mark Garofalo

We Run for Ralph Garofalo & the Pulmonary Fibrosis Foundation - NYC 1/2 Marathon

Pulmonary, meaning "Lung" & Fibrosis, meaning "Scar", is a deadly and complex disease that causes progressive scarring in the lungs. Pulmonary fibrosis (PF) causes blockages in the tissue lining and disrupts the movement of oxygen from the lungs into the bloodstream. Low oxygen levels (and the stiff scar tissue itself) can cause people who have pulmonary fibrosis to feel short of breath, particularly when walking and exercising. PF affects over 200,000 Americans annually and 50,000 people will be diagnosed this year alone.

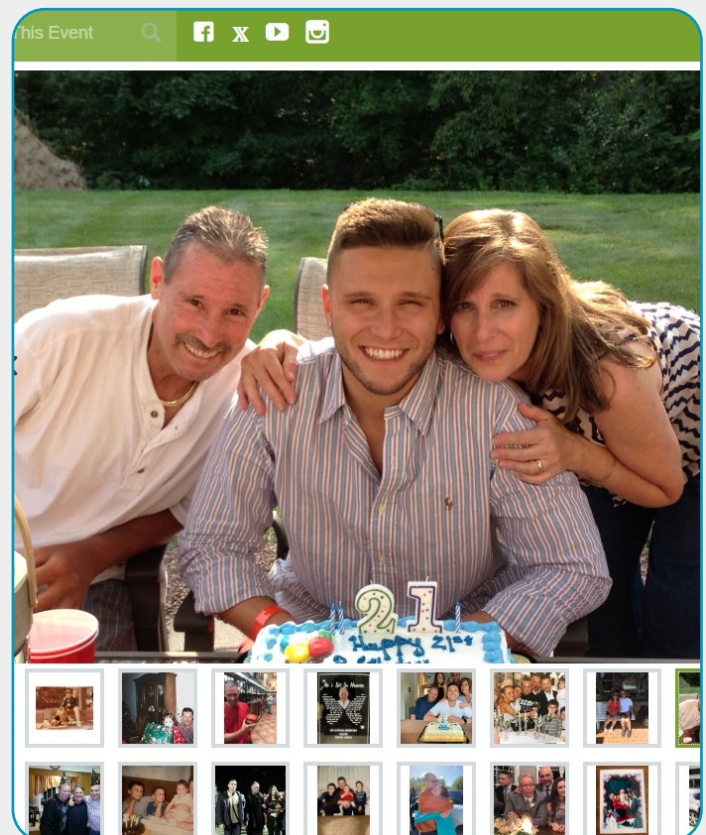
Our Goal

\$8,770 achieved

\$10,000 goal

87% of your goal

Donate Now!



Search This Event

Family photo with a birthday cake.

Grid of smaller photos.

Step 5: Enjoy!

TIPS FOR A SUCCESSFUL TEAM PFF EVENT:

- **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 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, and 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. 6).



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 event 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 that 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 (pg.32) and Sample Sponsorship Package (pg.33) with your event information.
- 3. Reach Out:** If you have a direct connection, schedule an appointment to discuss your event. If you do not know anyone, ask the company that handles community donations or nonprofit partnerships. You can reach out to the marketing department, and they can help.
- 4. 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. You can provide them with the written materials as you finish your visit. 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 handwritten 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 call the business or follow up if you haven't heard from them.
- 6. Stay Positive:** Even if a business can't financially support your event, see if they can attend and support you on the day of or help volunteer. Just because they can't help this year doesn't mean they can't help in the future!



How to make an ask: In-kind donations

In-kind donations are 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:** Corporate donations usually 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 to fill these needs. Consider where your friends and family work, businesses you support, and those organizations that give to other community events as places to start.
- 4. Prepare Your Materials:** Personalize your request letter for each business whenever possible. 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.
- 5. Begin Locally & 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 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 organize everything 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 ensure 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: General donations and fundraising

The key to asking for donations is to ensure your donors know 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 for making the most of your fundraising!

- 1. Make A Donation To Yourself:** Did you know that typically, walkers who start their fundraising with a self-donation raise double the amount of those who don't? Set an excellent example for your participants by contributing to your personal fundraising goal.
- 2. Fill Out the "Who Do You Know" Worksheet (pg. 25):** This will help you identify who you can ask! Think outside your circle! What about the hairdresser you visit every three 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 (pg. 27-28):** This will give you an action plan sample. Then, refer to the "Who Do You Know" worksheet to start creating your 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 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 for prospective donors. Use our sample fundraising letter (pg. 31) 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 your event: Logistics

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 event 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 (pg.26) 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 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 team PFF 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. 25-39).
- 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.



Educational materials and bracelets

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!



Team PFF 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: \$ _____

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 Team PFF leaders host their event 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 you personalize your fundraising page, you're ready to request support. Family and friends are a great place to start but challenge yourself to push past the people closest to you and expand your reach. Ask your colleagues, neighbors, extended relatives, hairdressers, or any other local business.

3

ASK FOR SUPPORT

85% of donations made in America are due to personal relationships. 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 are not asking for yourself; you are 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 critical to a successful fundraising campaign. You could handwrite a card, post on social media, or make personal phone calls. Whatever method you use goes a long way to ensure your supporters know how much their gift means 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

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 quick tips and sample posts:

- **Encourage people to like and share your posts** to reach outside your network and into theirs.
- **Include a link to your personal/event fundraising page.** If you're asking for donations, 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.** 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 I'm raising funds for the Pulmonary Fibrosis Foundation. Your support would mean a lot to me and help those living with pulmonary fibrosis lead longer and healthier lives! You can make a gift on my personal fundraising page at (PAGE URL).

Did you know pulmonary fibrosis and interstitial lung disease affect more than 250,000 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 on my event fundraising page 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

Volunteer recruitment

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. See the list below for companies with robust volunteer programs, which often include a donation and volunteer hours. They can help fill your volunteer needs while contributing to your fund-raising 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 want to get involved.



Volunteers can help with set-up, registration, food distribution, clean-up, direct people along the walk route, and anything else you might need the day before and the day of the event.

VOLUNTEER RECRUITMENT WEBSITES
www.volunteermatch.com
www.idealists.org
www.createthegood.org
www.allforgood.org
www.signup.com

COMPANY	MINIMUM HOURS	NOTES
Exxon Mobile	20 hours	\$500 for every 20 hours
Microsoft	No minimum	\$25 per hour
Allstate	16 hours	Either \$500 or \$1,000 depending on role
Aetna	20 hours	\$300 for every 20 hours
Verizon	50 hours	\$750 per 50 hours (Max \$1,500)
Outerwall (Coinstar & Red Box)	10 hours	\$15 per hour
ConocoPhillip	20 hours	\$500 for every 20 hours (Max \$1,000)
Dell	10 hours	\$150 for every 10 hours
Kohls	1 hour	\$25 per hour
Blue Cross Blue Shield	N/A	Employee Volunteer Program

Sample fundraising letter

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

Dear (NAME),

This year, I am excited to join Team PFF as an Event Leader. I hope you will join me in raising funds and awareness at (NAME OF 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 letter

(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 an event 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 Alyssa Athens, Development Coordinator, at 312.224.8112. Payment by check can be sent to:

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

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.



Sample in-kind request letter

(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 an Event 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) of participants, 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

(DATE)

(RECIPIENT NAME)

(RECIPIENT ADDRESS)

(RECIPIENT CITY, STATE ZIP)

Dear (NAME),

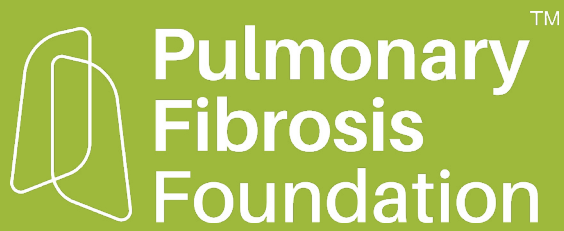
Thank you for attending (EVENT NAME) to benefit the Pulmonary Fibrosis Foundation (PFF). Your participation helps the PFF raise awareness, fund critical research, and sustain vital programs that help patients and their families live better lives. The event has raised a total of (EVENT TOTAL) for the PFF to help find a cure that affects over 50,000 individuals each year.

Events like (EVENT NAME) 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,

(NAME)



230 East Ohio Street, Suite 500
Chicago, Illinois 60611
development@pulmonaryfibrosis.org
pulmonaryfibrosis.org