Community Walk Guide
Thank you for hosting a community walk to benefit the Pulmonary Fibrosis Foundation (PFF)! PFF event leaders are among the Foundation’s most dedicated volunteers, and crucial to achieving our vision: a world without pulmonary fibrosis (PF).

1. You’ve decided to plan a walk! Now it’s time to choose a **date, time, and location** for your event!

2. **Reach out to the PFF!** Set-up a call with Emily Smith, Development Manager at the PFF to help you get started.

3. Identify your needs with the **campaign planner**. This guide will help you determine each step of your event planning process and provide an outline for a successful event.

4. **Customize your online event page!** Share details about the event and add your personal story to tell your network why you’re supporting the Pulmonary Fibrosis Foundation.

5. **Enjoy!** Have a fun event! Remember how much we appreciate your support and know that you are making a difference for the patients and families affected by pulmonary fibrosis.

**esmith@pulmonaryfibrosis.org**

**312.273.4991**
CAMPAIGN PLANNER

Event Name/Description: ___________________________________________________________

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

6-8 MONTHS OUT
Date to be completed by: _________________

☐ Secure walk location and date
  - Parks, schools, and churches are all great options
☐ Set fundraising goal with the help of our Team PFF Budget Worksheet. This will help you determine a strategy to reach your goal, and develop a plan to cover costs associated with the event.
☐ Prepare materials to meet your event needs
  - Begin crafting promotional materials including save the dates and flyers
  - Pro Tip: check out Canva.com, this is a free graphic design website you can use to create flyers, invitations, and save the dates. It is very easy to use and will be a great resource for marketing and promotion.
  - Create prospect list of individual donors, corporate sponsors, and in-kind donors
  - Refer to the How to Section
  - Prepare solicitation letters and custom sponsorship packages as needed
  - Refer to Sample Sponsorship Package and Sponsorship Request Letter
☐ Make an ask to your friends, family, and co-workers to join you in the fight against pulmonary fibrosis
  - Refer to the Who Do You Know tool
☐ Start promoting the event with via email, Facebook, flyers, and word of mouth
☐ Send out solicitation letters to potential sponsors and in-kind donors

3-5 MONTHS OUT
Date to be completed by: _________________

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

1-2 MONTHS OUT
Date to be completed by: _________________

☐ Recruit volunteers to meet your day of event needs
  - Refer to Volunteer Resource Guide
CAMPAIGN PLANNER

☑ Continue to solicit donations from sponsors and in-kind donors.
☑ Encourage participants to send out fundraising emails
☑ Determine day of set-up and layout
☑ Request any necessary educational materials from the PFF team
☑ Prepare speaking points, power point presentation and/or program
☑ Print event signage
☑ Order event SWAG and/or giveaways

2 WEEKS OUT
Date to be completed by: ____________________

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

EVENT WEEK
Date to be completed by: ____________________

☑ Follow up on any outstanding needs
☑ Pack any day of event necessities
☑ ASK, ASK, ASK! Now is the time to make your final ask for donations from friends, family, and your community! A majority of your gifts will come in the two weeks leading up to the event. It is not too late to make a final ask

POST-EVENT
Date to be completed by: ____________________

☑ Share your success with all event participants by sending out a post event email.
☑ Write thank you notes and distribute to donors, volunteers, in-kind supporters, and sponsors
☑ 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.
This section includes guidance on how to ask for sponsorships, in-kind donations, general donations, and volunteers to help make your event a success! Keep people in your circle in mind - friends or family members with connections or a skill set are a great resource!

**SPONSORS**

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

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

2. Update our sponsorship letter template and sponsorship packet with your event information.

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

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

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

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

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

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

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

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

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

7. FILL IN THE GAPS
When it comes to the remaining items you did not receive donations for, don’t be afraid to reach out and ask for specifics. You may get more traction with a specific ask for something you need to fill in the gaps. Maybe they cannot give you free bagels, but they can give you a percentage off your order.
GENERAL DONATIONS & FUNDRAISING BEST PRACTICES

The key to asking for donations is to make sure your donors know that they are not just supporting you but a cause that is important to you. Share your story and why you want people to give to this cause. By adding in a personal touch, you will engage people in our mission and provide an opportunity to donate. Whether you are a first time fundraiser or a veteran of many campaigns, here are a few ideas on how to make the most out of your fundraising!

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

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

3. **Read over the “5 easy steps to raising $1000” handout** and refer back to the “who do you know” worksheet to help create a plan.

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

5. **Ask for 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!

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

VOLUNTEERS

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.

VOLUNTEER RECRUITMENT WEBSITES

<table>
<thead>
<tr>
<th>Company</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exxon Mobile</td>
<td>$500 for every 20 hours</td>
</tr>
<tr>
<td>Microsoft</td>
<td>$25 per hour</td>
</tr>
<tr>
<td>Allstate</td>
<td>$500 for every 16 hours</td>
</tr>
<tr>
<td>Aetna</td>
<td>$300 for every 20 hours</td>
</tr>
<tr>
<td>Verizon</td>
<td>$750 per 50 hours</td>
</tr>
<tr>
<td>Outerwall (Coinstar &amp; Red Box)</td>
<td>$15 per hour</td>
</tr>
<tr>
<td>ConocoPhilip</td>
<td>$500 for every 20 hours</td>
</tr>
<tr>
<td>Dell</td>
<td>$150 for every 10 hours</td>
</tr>
<tr>
<td>Best Buy</td>
<td>$500 per event, minimum 2 employees, called the “TagTeam” program</td>
</tr>
<tr>
<td>Kohls</td>
<td>$500 for 4 hours, minimum 5 volunteers</td>
</tr>
<tr>
<td>Blue Cross Blue Shield</td>
<td>Employee Volunteer Program</td>
</tr>
<tr>
<td>Home Depot</td>
<td>Bring crafts to events</td>
</tr>
</tbody>
</table>
In this section, we will help you identify amenities to enhance your event. Reference your budget when considering amenities and necessities. Accessible restrooms, trashcans and water are all necessities. Offering your participants granola bars, bagels, shade, and promotional materials are all great additions to your event. Keep in mind your needs depend on your site and what is/isn’t available and/or allowed.

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

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

**SIGNAGE**
- Signs and banners are a great way to add a personal touch to your event and encourage walkers as they complete the course.
- You can use signs as a sponsor benefit or fundraising incentive for teams!
  - At the PFF Walk, sponsors or teams who raise $2,500 are given a “mission moment sign.” These signs are placed along the route.
  - Sponsors and teams who raise $5,000 are given a table and at $10,000 are given a tent.
  - We use these levels for our walks but encourage you to use levels that work best for your walk!
LOGISTICS

INCENTIVES

• T-shirts are a great incentive to encourage your participants to fundraise. At our PFF Walk, we have a $100 fundraising minimum to receive a t-shirt.
  o Other incentives may include “swag bags,” hats, or water bottles.
• Consider asking a local business to be your t-shirt sponsor to cut down on costs
• There are many ways to use incentives! Get creative and incorporate them into your event how they will work best and be most successful!

ROUTES

• Multiple route options can be a great addition to your event. Consider having a standard route length: 3 miles, a shorter route at 1 mile, and a “Lung Distance Lap.”
  o A “Lung Distance Lap” is a lap around the walk site for those unable to complete further distances, we encourage you to do the same!
• Routes can be determined based on what’s available at your walk-site.
Below are additional amenities we had at our walk 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!

BALLOONS

MASCOTS

GAMES

FACE PAINTERS

ENTERTAINMENT

BALLOON ARTISTS
RESOURCES

1. Who do you know?
2. 5 easy steps to raising $1,000
3. Sample fundraising letter
4. Sponsorship packet + Request letter
5. In kind request
6. Social media 101
7. Budget Worksheet
8. Sample thank you

thank you for your support!
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
5 EASY STEPS TO RAISING $1,000

An online fundraising campaign is one of the easiest ways to get involved with Team PFF. We provide you with a personal fundraising page and resources to ensure you’re successful and you ask your network for their support. Just five easy steps can make a tremendous impact on the families affected by pulmonary fibrosis.

1 **SHARE YOUR STORY**
Most team leaders start their campaigns 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 to bring the campaign to life.

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

3 **ASK FOR SUPPORT**
The step that seems the simplest is sometimes the most overlooked. Don’t forget to ask for a donation. You can request a specific amount ($26.20 for a marathon, $50 for your 50th birthday, etc) or include a blanket statement like “please make a donation today.” You’re not asking for yourself, you’re asking on behalf of a cause that’s important to you.

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

5 **SAY THANK YOU**
Thanking your donors is critical step to a successful fundraising campaign. You could hand-write a card, post on social media, or make personal phone calls. Whatever method you use, it goes a long way to ensure that your supporters know how much their gift meant to you.
<DATE>

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

Dear Friends and Family,

This year I am excited to lead the way toward a world without pulmonary fibrosis as a Community Walk Organizer. I invite you to join me in/at <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>.

Pulmonary fibrosis (PF) 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.

Approximately 50,000 new cases are diagnosed and more than 40,000 Americans die from pulmonary fibrosis each year.

The Pulmonary Fibrosis Foundation acts as the trusted resource for the pulmonary fibrosis community by raising awareness, providing disease education, and funding research.

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.

Visit my personal online fundraising page at <INSERT QGiv URL> to make a secure gift online or call the Pulmonary Fibrosis Foundation at 312.265.6909. I invite you to join me in making a difference in the lives of those affected by pulmonary fibrosis.

Thank you in advance for your generous support.

Sincerely,

<EVENT HOST>
SAMPLE SPONSORSHIP PACKET

PRESENTING SPONSOR  $10,000

- Ten tickets to the event
- Speaking opportunity during program with formal recognition of sponsorship
- Placement of logo on Facebook event page
- 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
- Logo placement on 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 during the event
- Right to use the Community Walk 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
- Logo placement on 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 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 during the event
- Right to use the Team PFF proud supporter logo and trademark in advertising or on company website
SAMPLE SPONSORSHIP PACKET

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 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 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  ☐ SILVER
☐ PLATINUM   ☐ BRONZE
☐ GOLD

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 Jackie Williams, Development Manager, at 312.224.4667. Payment by check can be sent to:

Pulmonary Fibrosis Foundation
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.

Pulmonary Fibrosis FOUNDATION

pulmonaryfibrosis.org | 844.TalkPFF
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 invite you to 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, advocacy, awareness, education, and crucial 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)
IN KIND REQUEST
SOCIAL MEDIA 101

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

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

**SAMPLE POSTS**

I’ve joined #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/pulmonaryfibrosisfoundation
## TEAM PFF BUDGET WORKSHEET

**Event Name:** ________________________________

**Organizer Name:** ________________________________

**Event Date:** ____________  **Location:** ________________

**Contact Phone:** ________________  **Email:** ________________________________

### REVENUE

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>NUMBER</th>
<th>PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Level I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Level II</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Level III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL SPONSORSHIPS**

<table>
<thead>
<tr>
<th>ADDITIONAL REVENUE</th>
<th>NUMBER</th>
<th>PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Tickets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raffle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Auction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silent Auction</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of Merchandise</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Donations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL ADDITIONAL REVENUE**

**TOTAL GROSS REVENUES: $______________**

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>NUMBER</th>
<th>PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaways (tshirts, pens, etc)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audio/Visual</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies/Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL REVENUE:** ________________

**TOTAL EXPENSES:** ________________  

**NET REVENUE:** ________________  

**Cost Ratio:**  ________________  

**Funds Provided to the PFF:** ________________

---

**Pulmonary Fibrosis Foundation**

22
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>