



PULMONARY FIBROSIS[®]
awareness month
SEPTEMBER

PRESENTED BY



Pulmonary
Fibrosis
Foundation

Here for each other



Planning Guide 2022

A step-by-step guide to help you plan and take action in September during Pulmonary Fibrosis Awareness Month

Join the Conversation

Each September, the Pulmonary Fibrosis Foundation (PFF) celebrates **Pulmonary Fibrosis Awareness Month**. This initiative relies heavily on social media participation to spread the word about pulmonary fibrosis (PF) all over the world. One of the first steps you can take is to follow and interact with us on our social media channels.

Find us online with our handle **@pfforg**, and use the hashtags below to start getting social! For questions about PF Awareness Month or any of the steps inside this planning guide, contact us at **socialmedia@pulmonaryfibrosis.org**.



@pfforg

#BlueUp4PF
#PFMonth
#PulmonaryFibrosis



How to get involved

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1

Share the facts.

One of the best ways to raise awareness about pulmonary fibrosis is to educate others about the impact of this devastating disease. Each September, the PFF launches **30 Facts In 30 Days** on social media. This campaign shares trusted, medically accurate facts about PF every morning at 11:00 a.m. CT. The Foundation encourages you to **like, share, and comment** on as many facts as possible to help gain momentum throughout the web.

FACT #1

More than 250,000 Americans are living with PF, and more than 50,000 new cases are diagnosed annually. There is no known cure.

Share me on social media!

2

Tell your story and support others.

PF Awareness Month is a time when **you** enter the spotlight. Each day at 1:00 p.m. CT, the Foundation will post a story from people living with PF, caregivers, transplant recipients, those who have lost a loved one, and healthcare professionals as a part of the **Portraits of PF** series on Facebook. These heartfelt stories help others understand the many journeys people affected by PF have experienced.

Please **like, share, and comment** on the Portraits of PF stories to show your support.

Do you want to tell your story? Visit the **Share Your Story** page on the PFF website to get started, and we may post your story on our channel as a part of the Portraits of PF series. Stories can be shared all year long.

Share Your Story



3

Go blue with #BlueUp4PF and get downloadables.

Wear as much blue as possible, take a selfie, and post it online with **#BlueUp4PF** to tell the world why you support PF Awareness Month! You may also use the downloadable selfie sign to tell the world why you're raising awareness.

If you want to take **#BlueUp4PF** one step further, ask the management of a building or landmark in your community to shine blue as a part of the campaign. A downloadable letter of request is available on our **website**.

To help you get creative on social media, you can download custom profile photos, timeline images, shareables, and more to add to your profile and let your connections know about PF Awareness Month and how it affects you. In September, there's no limit — we can't wait to see your creative ideas!

Send us your selfies and PFAM activities using **#BlueUp4PF**, or send us a message on Facebook or Instagram at **@pfforg**.

Download Materials



4

Make a gift.

You can show your support to the PF community by making a donation to the Foundation. Throughout the entire month of September, the Foundation welcomes everyone who has been touched by the stories, facts, photos, and more to make a gift to help people everywhere who are living with pulmonary fibrosis.

Donate

5

Attend the PFF Walk

Take one step "Together toward a cure" by joining us for one of our six walks or virtually! You can unite with patients, families and friends across the country and bring the spirit of the PFF Walk to your community. Together, we'll move one step closer toward our shared goal, a world without pulmonary fibrosis.

Pittsburgh	July 23
New York City	July 30
Chicago	September 10
Bay Area	September 17
National Walk Day	September 24
Washington, D.C.	October 8
Dallas	October 22

Registration is free and all walkers who raise \$100 or more will receive our commemorative PFF Walk t-shirt. For more information, email pffwalk@pulmonaryfibrosis.org, call **855.Walk.PFF** (855.925.5733), or visit **PFFWalk.org**.

Register

6

Create your own fundraiser.

Creating a Facebook fundraiser only takes a few clicks, and it's an easy way to raise awareness and get your friends and family involved. Follow these **steps** to set up your fundraiser today.

Kick your fundraising up a notch by hosting your own event. Community events range from walks to bake sales to virtual trivia nights and everything in-between. No matter how big or small your event is, we are here to help you along the way. For resources and tips on how to get started, check out our **Team PFF Event Leader Guide**.

