

# Four Steps to Fundraising Success

Whether this is your first PFF Walk or you're a longtime supporter, these four simple tips are sure to make your fundraising campaign a success! Questions? Please contact us at **855.WalkPFF** (855.925.5733) or [PFFWalk@pulmonaryfibrosis.org](mailto:PFFWalk@pulmonaryfibrosis.org).

## Step 1: Set your goal & personalize your fundraising page

Your story is your most powerful fundraising tool, and sharing your unique reason for participating in the PFF Walk helps donors understand why this cause is meaningful to you. Did you know that fundraisers who personalize the message on their fundraising page raise **3x more** than those who don't?

- ☐ Set a challenging goal (*And increase it when you meet it!*)
- ☐ Make a self-donation to inspire your friends and family to join you
- ☐ Personalize your page with your story and pictures

Use the following questions to help you write your story, and log in to your [fundraising dashboard](#) to get started.

*Why are you walking?*

*Are you fundraising in honor or memory of someone?*

*Why is the PFF important to you?*

*How can people support your efforts?*

### Pro Tip:

#### Double your donation!

After you make a donation, stay tuned for an email with steps on securing a match from your employer. You can also check if your company has a matching gift program [here](#).

## Step 2: Build your team

Let's make the PFF Walk bigger and better than ever! Start by inviting friends, family members, neighbors, and colleagues to walk with you or support your campaign.

- Send an email: Use the available [email templates](#) to invite others to join your team and/or donate.
- Post on social media: Share your participation on [Facebook](#), [Instagram](#), and [LinkedIn](#).
- Personalize your posts: Use our [Social Media Toolkit](#) and tag [@PFFORG](#) and use [#PFFWalk](#) to help spread the word.

**Team leaders:** Set your team up for success by using the Team Leader Guide to brainstorm people to invite, set your team goal, and build excitement and energy leading up to the PFF Walk.



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## Step 3: Raise awareness

Give friends, family, and colleagues the opportunity to support you by letting them know you're walking for a cause that's important to you. Here are some simple yet powerful ways to spread awareness and amplify your fundraising campaign.

- **Connect your fundraiser to Facebook.** [Watch this video](#) to learn how!
- Update your social media profiles and cover images to highlight your participation and include your personal fundraising link. Check out our [Social Media Toolkit](#) to help you get started!
- Create a custom email signature and link to your personal fundraising page.

## Step 4: Spread the word

**Did you know that, on average, it takes someone being asked 5x before they will donate?**

Each of us has a unique reason for participating in the PFF Walk, and donors are more likely to give when they feel personally connected.

As Walk day gets closer, continue sharing personal updates and milestones.

- Post your story and fundraising progress
- Celebrate donations and thank supporters
- Text friends and family with your personal fundraising link
- Encourage last-minute donations and registrations (Use one of the [existing email templates](#) to invite others to support your campaign and/or join you at the PFF Walk!)

### Pro Tip:

Use the [Social Media Toolkit](#) or the [PFF Walk Selfie Sign](#) to add visuals and boost engagement.

Remember to tag [@PFFORG](#) and use [#PFFWalk!](#)

Tap in to the [PFF Resource Bank](#) to strengthen your outreach and feel confident every step of the way. We have all the tools you need to make your fundraising campaign easy. Whether you're a walker or team leader, first-time participant or returning pro, we've got you covered. Explore the resources and get ready to make a difference!

