



## **PFF Walk Story Prompts**

Each of us has a unique reason for participating in the PFF Walk and now is your opportunity to share it with your community! Donors are more likely to give when they have a chance to connect with you personally.

Did you know that fundraisers who personalize and update the message on their fundraising page raise **3x** more than those who don't?

Use the following questions to help you craft your message:

***Why are you walking?***

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

***Why is the PFF important to you?***

***How can people support your fundraising efforts?***

***Do you have any exciting fundraising milestones to share with your donors?***

***Have your friends and family members who are planning to walk registered yet?***

Contact our team at 855.WalkPFF (855.925.5733) or [PFFWalk@pulmonaryfibrosis.org](mailto:PFFWalk@pulmonaryfibrosis.org) for support and more ideas on how to kick-start your fundraising campaign!