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The official Team Leader Guide for the



PFFWALK



PRESENTED BY





Thank you for registering for the PFF Walk!

Our vision is a world without pulmonary fibrosis (PF), and through your team's participation in the PFF Walk, you are helping to make this vision a reality.

The Pulmonary Fibrosis Foundation (PFF) is the nation's leading pulmonary fibrosis research, education, and advocacy organization. Since our founding in 2000, the PFF has led the charge to improve the lives of everyone impacted by pulmonary fibrosis. We have done this by forging partnerships with other patient and provider organizations, research institutions, pharmaceutical and biotech industries, and governmental agencies. With more than 250,000 people in the United States living with PF and the number new cases on the rise, it is more urgent than ever to enlist everyone in our community to help accomplish our critical mission. Learn more about the PFF's efforts and resources on our [website](#) and in our [mission video](#).

What is pulmonary fibrosis? PF is a family of more than 200 different lung diseases that all look very much alike and fall into a larger group of diseases called "interstitial lung diseases (ILD)." The word "pulmonary" means "lung" and "fibrosis" means scar tissue — so in its simplest sense, pulmonary fibrosis means scarring in the lungs. It's a progressive disease that does not have a "standard" or expected clinical course. For more information or to share an easy-to-read one page summary with your donors, download our [Pulmonary Fibrosis Quick Facts Sheet](#).

Thank you for making an impact on our community as a PFF Walk team leader.

The success of the PFF Walk relies on teams of friends, families and coworkers led by dedicated people like you! As a team leader, every walker you recruit and dollar you raise supports those living with PF and ILD and moves us one step closer to a cure.

1

Set your goal

Goal setting is one of the most important steps to a successful campaign. Your goal should be challenging, yet attainable. Last year, the average amount raised per team was \$1,992. As you think about your team members and their networks, see if you can aim even higher. Once you reach your goal, it is easy to increase it. Check out the [Fundraising Dashboard Guide](#) to learn how to update your goal.

PRO TIP: If your team is participating in honor or memory of a loved one with PF, set a goal based on their age. For example: **"My dad would have turned 88 this year. In honor of his battle with PF, I am striving to raise \$880. Will you join me by donating \$88?"**

2

Kick off your fundraising by making a self-donation

Show everyone that you're invested by making the first donation. This will encourage others to follow in your footsteps.

3

Build your team

The average team has 10 walkers. Use the exercise on the next page to brainstorm anyone you think would like to donate or support your team. And then let them know why this is important to you and how they can help. Consider answering the questions in #4 to help you share your story and encourage others.



Create a team t-shirt!

Build team spirit and honor your loved one by designing a custom t-shirt for your team to wear at the PFF Walk!

Many team t-shirts incorporate team names, family photos, and custom artwork.

Check out the [PFF Flickr](#) account for inspiration. We can't wait to see your t-shirts at the PFF Walk!

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!

ACTIVITIES
Gyms, Sports Teams, Book Clubs, Places of Worship, Junior Leagues, Boy/Girl Scouts, Golf Clubs

FAMILY & FRIENDS
Parents, In-laws, Cousins, Aunts, Uncles, Grandparents, Friends, Neighbors

PERSONAL VENDORS
Dry Cleaners, Mechanics, Restaurants, Salons/Spas, Physicians, Dentists, Real Estate Agents

SCHOOL
PTAs, Teachers, High School/ College Alumni Groups, Fraternities/Sororities

WORK
Co-Workers, Vendors, Employers

COMMUNITY
Local Businesses, Community Centers, Neighborhood Associations, Civic Clubs

4

Personalize your team page

Did you know teams who personalize their page raise **3x** more than those who don't? [Follow the steps here](#) and include the link to your page in fundraising emails and on social media. Share your team's story in a compelling way to inspire your donors:

- Why are you walking? What motivated you to start a team?
- Are you fundraising in honor or memory of someone special?
- Why is the PFF important to you?
- How can people support your fundraising efforts (i.e., donate, spread the word, walk with you)?

5

Be a coach & a cheerleader

Share the "8 Easy Steps to Raise \$500" in this and the Walker Guide with your team members. Encourage them to set a personal fundraising goal (it will automatically be linked to your team's success) and update their profile on their personal webpage. It is easy and takes less than 10 minutes. A link is sent to each walker when they register.

6

Just ask

Often, the reason people don't participate or donate is that they were never asked. Give everyone the opportunity to participate as a donor or walker. Giving through your personal fundraising or team page is an easy and quick way for them to engage. You might be surprised how many people have also been impacted by PF and ILD.

7

Be confident

Today's donors have many questions about charities and if they are delivering on their promises to the public. The Pulmonary Fibrosis Foundation rates among top charities in the U.S. The PFF has a four-star rating from Charity Navigator and is an accredited charity by the Better Business Bureau (BBB) Wise Giving Alliance. The Foundation has met all the requirements of the National Health Council Standards of Excellence Certification Program® and has earned the GuideStar Candid Platinum Seal of Transparency. The PFF is a Registered 501(c)(3). EIN: 84-1558631.



8

Get social

Your social media platforms are a great tool to spread the word about your team's efforts. You can include the link to your team fundraising page and even start a Facebook fundraiser that benefits your team.

Encourage people to share your posts to expand your network. It's like a virtual phone tree that can extend your reach far beyond your circle! If you're asking for donations, make it easy for your friends and family by including a link to your personal fundraising page.

Share your story! Sharing your connection to PF/ILD and why being part of the PFF Walk is important to you will inspire others to join you. Upload pictures and videos. Posts with pictures and videos are more engaging and are more likely to be seen.

PRO TIP: Follow the PFF on social media and tag [@PFFORG](#) and [#PFFWalk](#) when you post.

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. You can feature facts and/or include our [Pulmonary Fibrosis Quick Facts Sheet](#).



PRO TIP: If you start a Facebook fundraiser, please [follow the instructions here](#) to be sure dollars raised are credited to your PFF Walk total.

Sample posts:

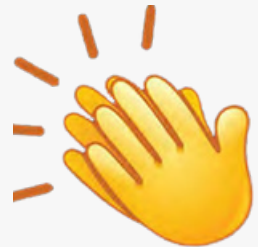
- I am lacing up my shoes and walking to raise money for the Pulmonary Fibrosis Foundation. The PFF Walk in (City) is on _____ and my goal is to raise \$____. Your support would mean a lot to me and would help those living with pulmonary fibrosis lead longer, healthier lives! It is easy and quick to donate on my personal page (insert link). THANK YOU!
- Most of us take breathing for granted. Sure, we get winded when we run up a flight of stairs or have an especially challenging workout, but we catch our breath and keep going. I am walking the PFF Walk for the more than 250,000 people in the United States who are living with pulmonary fibrosis. The money raised will support research and patient programs. Will you help too? Join my team or make a donation at (PAGE URL). Thank you!
- Only (DAYS OR WEEKS) remain until PFF Walk - (CITY)! Now, more than ever, I need your help to reach my goal of (GOAL). Lead the way toward a world without pulmonary fibrosis by taking a donation today: (PAGE URL). Thank you for making a difference in the lives of people living with PF!

Send Emails: Check out the [Fundraising Dashboard Guide](#) to learn how to send personalized emails from your fundraising dashboard. Use our recruitment email template or create your own!

9

Thank your donors

Send out personal emails, letters, and social media posts thanking everyone who donated to your campaign. Include photos from the day of the event and update everyone on your fundraising success and how they impacted the community.



8 easy steps to raising \$500

Fundraising for a cause you care about is fun and easy. Whether you are a first-time fundraiser or a veteran of many campaigns, it is easy to raise \$500. Not only will you qualify for the commemorative t-shirt, but you will also be making a difference in the fight against PF and ILD!

Follow these eight easy steps to get started. Have you set a higher goal for yourself than \$500? Great! Simply adjust the minimum donation amount you're asking of each potential donor and increase the number of people you're going to ask.

85% of donations in America are contributed because of a personal relationship. Your family, friends, and colleagues will support a cause near to your heart. All you need to do is ask!

1.	Make your own \$25 contribution	\$25	<input type="checkbox"/>
2.	Ask your boss to contribute \$50	\$50	<input type="checkbox"/>
3.	Ask 5 co-workers for \$10 each	\$50	<input type="checkbox"/>
4.	Ask 2 people at your place of worship for \$25 each	\$50	<input type="checkbox"/>
5.	Ask 5 neighbors for \$15 each	\$75	<input type="checkbox"/>
6.	Ask 3 family members for \$25 each	\$75	<input type="checkbox"/>
7.	Ask 5 friends for \$15 each	\$75	<input type="checkbox"/>
8.	Ask 2 businesses for \$50 each	\$100	<input type="checkbox"/>

TOTAL

\$500

Add just 4 more steps to reach \$1,000!

Now that you have raised \$500, you know just how easy it is. So why not increase your goal? Here are four more steps to bring your total to \$1,000.

1.	Ask 5 local businesses you frequent to donate \$25 each	\$125	<input type="checkbox"/>
2.	Ask 5 members of an organization to which you belong to donate \$10 each	\$50	<input type="checkbox"/>
3.	Ask 5 professionals (your doctor, dentist, lawyer, agent, etc.) to donate \$25 each	\$125	<input type="checkbox"/>
4.	Host a community fundraising event (i.e., bake sale, garage sale, car wash, etc.)	\$200	<input type="checkbox"/>

TOTAL

\$1,000



When you raise enough to receive a recognition gift, you will continue increasing awareness when you proudly use your item in the community. **Raise at least \$100 to get your commemorative t-shirt and be a living billboard for the PFF!**

What to expect at the PFF Walk

Get ready for a one-of-a-kind experience at the PFF Walk! Be prepared to meet new people, reunite with friends, and celebrate the accomplishments of all walkers who raised much needed funds for the PFF.



The PFF Walk begins with check-in or registration for all participants. There, you can pick up your swag bag as well as a fan to personalize for the Opening Ceremony. We invite you to visit sponsor booths, learn more about the programs, services, and research of the PFF, and enjoy some light refreshments.

Reminder: T-shirts will be mailed and will not be available for pick-up at the PFF Walk.



The Opening Ceremony at the PFF Walk celebrates you and includes an interactive experience that unites and recognizes all who have been affected by PF and ILD. The walk will begin immediately after the Opening Ceremony.



We have different route lengths to accommodate all needs. We encourage you to bring signs celebrating your reason for walking and promote your team.



At the finish line, enjoy a casual lunch while sharing experiences and stories with your family and friends.



We walk rain or shine! If there is a weather emergency, we will delay the start or notify walkers with instructions.

Participating in National Walk Day? Click [here](#) for everything you need to know to plan a successful Walk day at home!

Stay in the know!

Check PFFWalk.org and your email inbox for information leading up to the PFF Walk so you have the latest information before you arrive. Each registered walker will receive a "Know Before You Go" email that includes parking information, special instructions, and reminders.

Have a PFF Walk question?

Our team is here to help! Email PFFWalk@pulmonaryfibrosis.org or call [855.WalkPFF](tel:855.WalkPFF) (855.925.5733).



We appreciate your work as a team leader! If you have questions or need assistance, please contact us.



PFFWALK



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