



# Do It Yourself Fundraising for IDF

## DIY Fundraising Toolkit



# INTRODUCTION

On behalf of the Board of Directors, staff, and members of the PI Community, we thank you for your commitment to raising awareness of primary immunodeficiencies (PI) by starting your own fundraising event. Because of people like you, Immune Deficiency Foundation (IDF) is able to connect with even more members of the PI community and offer valuable resources and materials at no cost.

DIY Fundraising is an opportunity for those with a primary immunodeficiency connection and a commitment to raising awareness and funds to further IDF's mission in new and creative ways. This toolkit will give you ideas to get started and help with what to expect once you've decided to host your own fundraiser. There are many tips, tools, and templates to help you succeed. You can reach out to IDF for help at any point. We're here to help!

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Learn about who we are and what we do.

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Learn what you can do to get involved, and how you can raise awareness while fundraising.

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Plan and execute your own successful fundraising event.

# ABOUT US



## Our Mission

The Immune Deficiency Foundation (IDF) improves the diagnosis, treatment, and quality of life of people affected by primary immunodeficiency through fostering a community empowered by advocacy, education, and research.

## Key Facts about PI

- Primary immunodeficiencies (PI) are a group of more than 400 rare, chronic disorders in which part of the body's immune system is missing or functions improperly.
- While not contagious, these are caused by hereditary or genetic defects, and although some disorders present at birth or in early childhood, the disorders can affect anyone, regardless of age or gender.
- Some affect a single part while others may affect one or more components of the immune system.

## OUR IMPACT IN 2019

### ADVOCACY



161

Advocacy Day participants



149

Advocacy Day legislative meetings



50

States who screen for SCID at birth

### EDUCATION



16,959

Patients & healthcare professionals reached



32

Education Meetings hosted



1,877

Education Meeting attendees (45% were first-time attendees)

### RESEARCH



2,679

IDF PI Connect participants



7,487

USINET registrants



4

IDF Research Grants awarded

# GETTING STARTED

Use this toolkit to start brainstorming thoughts and ideas. There's even a helpful timeline to keep you on track.



Learn more by using the "How to Personalize Your DIY Profile and Campaign Pages for Maximum Fundraising Success" guide.



Did you reach your original fundraising goal? Don't be afraid to increase it and try to raise even more for IDF!

Help cut your expenses by asking for donations from local businesses



## WHERE TO BEGIN

Whatever the event, it requires hard work, creativity, and organization. We have included steps to assist you in organizing an IDF DIY event. It will be helpful for you and/or your planning team to carefully read over the steps before planning your event. Putting pen to paper and mapping out ideas is crucial!

## SETTING YOUR THEME

When developing an idea to create an event, setting a theme will allow you to plan with some guidance. It may be a celebration like a birthday, anniversary, graduation, or engagement party. When you have a theme, adding personal touches will help to make it your own.

## SETTING YOUR FUNDRAISING GOAL

Having a game-plan and a financial target will help you reach your goal in no time. Goal setting is important and will help you meet your goal through donations, an auction, bake sales, or however you choose. Decide if you are planning to raise \$500, \$1K, or \$5K. Whatever the amount, make sure it is attainable for you.

## SETTING YOUR BUDGET

Once you have your fundraising goal, determine the expenses you expect for your event. Start by listing out any necessary purchases and the costs. Add up the list of expenses to determine your budget.

Budgets change as unforeseeable expenses come up and cost-saving opportunities present themselves. Set your budget within a reasonable range, and update your expenses often to remain on track.

# GETTING STARTED



## DO YOUR RESEARCH

Gather images of the things that inspire you, create a mood board or outline, and begin to bring your vision to life. These ideas bring the concept together and allow members of the team to envision the end product leading you all towards the same goal. Using Pinterest for your idea board or mood board is a great way to do this online.

## FIND YOUR VENUE

Every event needs a venue. When you are selecting a venue, you must consider the capacity and then, of course, the safety. Some things to consider:

- Bathrooms are paramount and need to be accessible for guests – make sure that they are in good working order with numbers that are compatible to the expected quantity of people attending.
- Does the venue have seating and access for all the people attending including individuals with limited mobility, wheelchair users, and children?
- Remember, guests appreciate having somewhere to sit so if you can find a venue that supplies chairs and/or tables, this is a bonus.
- Don't forget parking is also a key component in selecting a venue.



## SCHEDULE YOUR DATE

An event should have a set date that you can aim to have everything ready by. It is important to build excitement for your event by posting the date on your IDF DIY dashboard, Facebook, e-mails, invitations, telling people via word of mouth, etc.



Once your event date has been scheduled, outlining each aspect of the event and creating a schedule according to this time frame is key. You should have a calendar that reflects the dates and times of appointments, orders, and anything else that assists the preparation of the event. The example timeline included in this toolkit will help give you an idea what tasks will need to be completed and when.

# PLANNING YOUR EVENT

## Decor

Decoration is vital for dressing the venue to add the desired effect that surrounds your focal point. If it is a birthday, you may wish to have balloons. For a basic DIY event you can incorporate photographs, brochures, and/or video with your decorations. Please remember the golden rule, that 'less is more'.

## Music & Entertainment

Does this event require music? If so, what kind of system are you going to need? And what kind of music should you play to assist the mood? Will you use Pandora or Spotify? You may wish to assign this job to someone or have the audio taken care of by a professional.

## Food & Beverage

Guests are much happier if there are snacks and refreshments. When planning your menu, be mindful of common food allergies and dietary restrictions. The simple way to take care of food is by having your event catered, but only if your budget allows.

Email  
DIY@primaryimmune.org  
to request IDF flyers and  
brochures for your event!

It can be fun to have live  
entertainment but requires  
extra planning and may  
increase your budget.

See if you can get these  
items donated. This is a  
great way to save money  
for your event.

## Can't Find a Venue?

Finding a venue within budget and having money left for everything else that follows is critical. Think outside the box when making your list of possible locations to host your event.



- ✓ Schools
- ✓ Churches
- ✓ Restaurants
- ✓ Banquet Halls
- ✓ Local Parks
- ✓ Virtually
- ✓ Friend's Backyard

# MAKING THE ASK

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The most important aspect of fundraising is to know who to ask. When requesting donations, remember to consider all the different groups of people you know. People want to support your efforts - you just need to ask. (P.S. the worst that can happen is they say no!)

## VENDORS

It is important to network and find the right people or companies for each job. Photographers, caterers, florists, and artists are usually found by word of mouth recommendations or online reviews.

Once you've chosen your vendor, see if they are willing to donate their time or if they offer a nonprofit rate. If this isn't possible, try to get the best deal possible to stay within your budget.



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## STAFFING YOUR EVENT

No matter how organized you are, you cannot do everything! The art of management is being able to assign jobs to others, supervise, encourage, and coordinate.

Think about creating a committee for your event to get everything accomplished. You can delegate tasks to the different members of your committee making it easier to get everything accomplished. Will you need volunteers the day of your event to clean up trash? Do you need people to welcome attendees and provide directions? Ask your friends and family to help out!



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## GETTING THE WORD OUT

Once everything is decided for your event - you've picked the date, found the location, decided on a theme, and finalized your budget - you can start to inform your guests and get them ready to participate. It is best to give as much notice as possible. Your attendees may need to fit this into their schedules, book time off work, or arrange childcare.

You can make and distribute posters and flyers, and share handwritten or online invitations. Digital and social media is also great way of sharing information about your event.



## KEEP US POSTED

Don't forget! You can always rely on the tools IDF's DIY program has provided, such as your fundraising website, Facebook page, and the templates and materials in this toolkit.



@immunedeficiencyfoundation



@idfcommunity



@idfcommunity

# OUTREACH TIPS & TEMPLATES

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## LOCAL MEDIA & EVENT CALENDARS

Traditional marketing consists on mail, TV, radio, and newspaper advertisements. While these are effective at getting the word out to large audiences, they can sometimes come at a cost. But don't let that discourage you! You can become the face of PI in your community, help educate others about diagnoses, and promote your event by:

- Submitting a press release to radio and TV stations, newspapers, and magazines.
- Writing a letter to the editor sharing your story on why your are organizing an event to support IDF.
- Asking local businesses and organizations to display posters and flyers.
- Submitting your event details to various free online event calendars. Be sure to include a link to your fundraising page!

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## SOCIAL MEDIA

Do you follow IDF on social media? If not, now's the time to start! Promote your event by sharing information on your personal Facebook, LinkedIn, Twitter, and Instagram. Be sure to include details so your friends know how they can get involved. Post news, updates, and invite your friends to help you by sharing to their own pages too!



@immunodeficiencyfoundation



@idfcommunity



@idfcommunity



@immunodeficiencyfoundation

## Sample Posts

Did you know primary immunodeficiencies (PI) are a group of more than 400 rare, chronic disorders in which part of the body's immune system is missing or functions improperly? Often, individuals rely on Immunoglobulin Replacement Therapy to treat primary immunodeficiencies. I'm doing my part by raising funds for the Immune Deficiency Foundation. Donate today and help me reach my goal.

Support me as I strive to raise \$XXX to help IDF improve the diagnosis, treatment, and quality of life of people affected by a primary immunodeficiency diagnosis.

I'm excited to host an event for Immune Deficiency Foundation and I could use YOUR help. Please support my efforts!

I'm raising funds for the Immune Deficiency Foundation because {insert personal story}. Support me today!

I'm halfway there! Thanks to generous supporters, I've raised \$XXX towards my goal of \$XXX. Can you help me get all the way there?

# FUNDRAISING GUIDELINES

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## IDF NAME, LOGO

- All fundraising is done on behalf of Immune Deficiency Foundation. All messaging should be clear that your event is raising funds to benefit IDF and is **not** an event organized by Immune Deficiency Foundation. A suggested way of promoting your event is: "Proceeds to benefit Immune Deficiency Foundation."
- You must have pre-approval to use the Immune Deficiency Foundation name or logo on any promotional materials. Email [diy@primaryimmune.org](mailto:diy@primaryimmune.org) before producing copyright materials or trademarked names and logos.



## COST, BUDGET, LIABILITY

- Fundraising activities and events where 100 percent of the proceeds are donated to IDF are usually easier to organize and manage. However, if that is not possible, be sure to set a realistic budget with costs at 30 percent or lower.
- All costs - i.e. space rental, catering, decorations, etc. - must be covered by the organizer.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses, and/or insurance.
- The organizer agrees to hold Immune Deficiency Foundation harmless from all claims and liabilities in any way related to the event.
- If you are planning to conduct a raffle or other gaming event such as bingo, you are responsible for complying with any state or local gaming rules and any other applicable legal requirements or special conditions for raffles, drawings, games of chance, contests, sweepstakes, or similar activities.



## DONATION COLLECTION AND ACKNOWLEDGEMENT

- The organizer must make sure all donations are accounted for and submitted to IDF.
- Immune Deficiency Foundation accepts donations by cash, check, money order, or credit card.
- The easiest way to accept credit card donations is to set up a DIY Fundraising website for your event.
- All checks and money orders must be made payable to Immune Deficiency Foundation and include "DIY Fundraiser" in the memo.
- Immune Deficiency Foundation will automatically send an acknowledgement letter for all donations received by check or credit card because the donor's contact information is included. For cash or money order donations, be sure to provide each donor's name, address, and amount of donation, so we can send an acknowledgement.
- As the organizer, please remember to thank everyone who helped make your event a success - the donors, the volunteers, and sponsors!



# HOW TO RAISE \$1,000 IN 10 DAYS

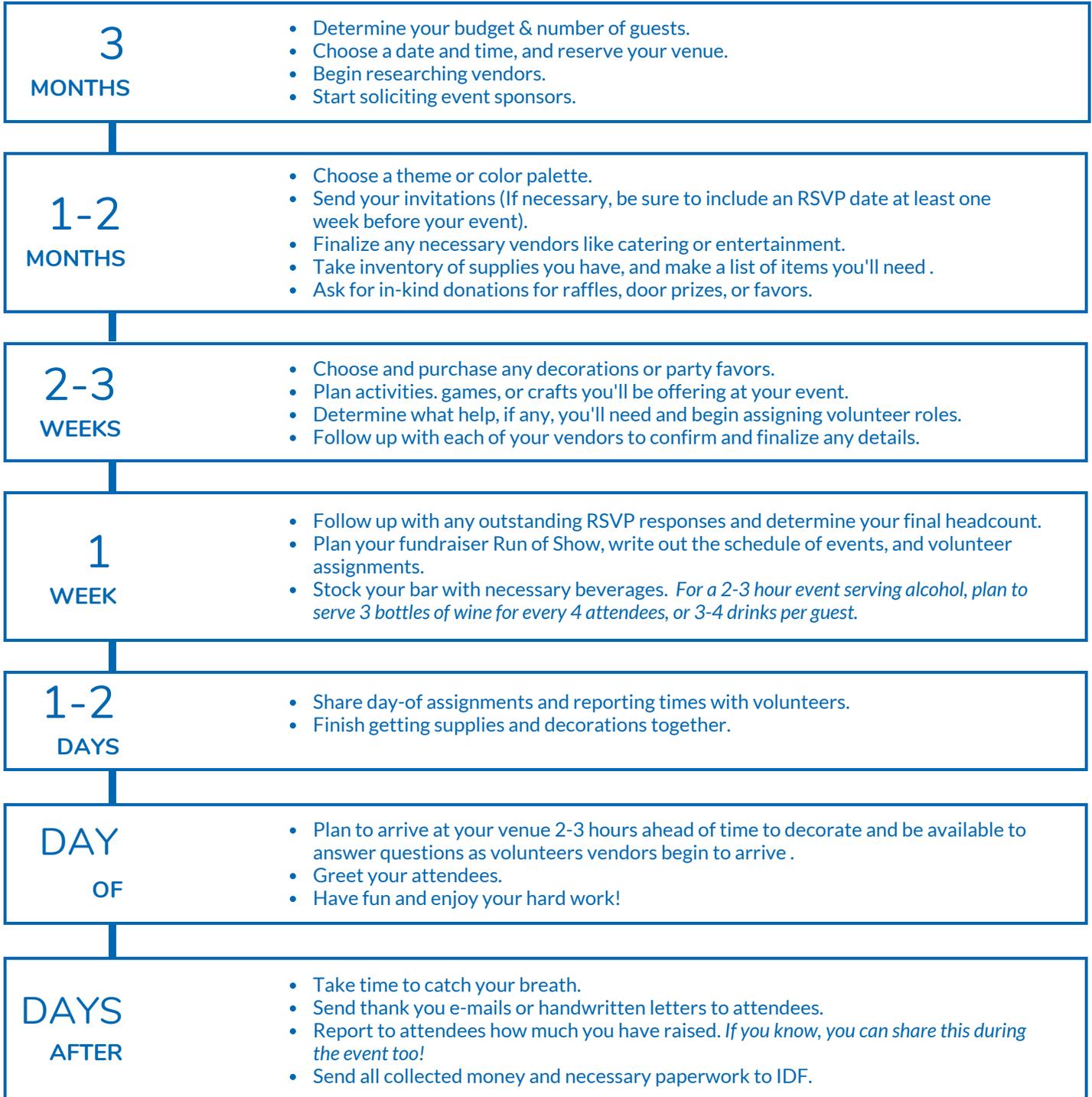
Asking for donations can be a daunting task when you first get started. Here's our guide to help you reach and surpass your goal.

<b>Day 1</b> <b>\$50</b>	<b>Day 2</b> <b>\$150</b>	<b>Day 3</b> <b>\$200</b>	<b>Day 4</b> <b>\$450</b>	<b>Day 5</b> <b>\$475</b>
<p>Kick start your fundraising and lead by example with a self-donation!</p> <p>Your network will be more likely to give if they see that you have too.</p>	<p>Post a link to your online fundraising site on all your social media channels and let people know that no donation is too small.</p> <p>If ten of your connections each donate \$10, that's already \$100!</p>	<p>Ask your boss for a company contribution of \$50.</p> <p>Or better yet, find out if your company will match what you raise!</p> <p>Find out if your company will match gifts to IDF <a href="https://primaryimmune.org/giving/matching-gifts">https://primaryimmune.org/giving/matching-gifts</a></p>	<p>Ask five businesses or companies in your area to sponsor you or your event for \$50.</p> <p>You don't have to stop at five. Keep asking!</p>	<p>Ask your company if you can accept donations in exchange for a dress-down day at work.</p> <p>Even if you work in a small office, five donations of \$5 is still \$25 toward your goal.</p>
<b>Day 6</b> <b>\$625</b>	<b>Day 7</b> <b>\$875</b>	<b>Day 8</b> <b>\$975</b>	<b>Day 9</b> <b>\$1,000</b>	<b>Day 10</b>
<p>Reach out to three family members and ask them to donate \$50 each.</p> <p>If everyone says yes, your goal will be \$150 closer!</p>	<p>Ask ten close friends to each give a \$25 donation to raise an additional \$250.</p>	<p>Get to know your neighbors and ask four to each make a \$25 donation.</p> <p>You'll raise \$100 and make new friends!</p>	<p>Ask five members from a club or house of worship you attend if they will support your event with a \$5 donation, adding \$25 to your total.</p>	<p>Share your success with your friends and family, and thank them for their support of your event!</p>

# TIMELINE

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The timeline below is a suggestion. Depending on the size of your event, you may have to alter the expected deadlines. Larger events with more people requires additional time to coordinate, while smaller-scale fundraisers can be planned and implemented in shorter time frames. Remember, if you need help, you can always reach out to [diy@primaryimmune.org](mailto:diy@primaryimmune.org) with any questions!



# SUCCESS STORIES

## Pie for PI Challenge



Joseph first started his journey with IDF in 2012, when he was only in the 5th grade. This was the year that his brother, Vincent Maronski Jr., was officially diagnosed with Common Variable Immune Deficiency (CVID). Joseph was determined to help his brother and to do that he decided to focus his efforts on fundraising. Since then, Joseph has raised over \$15,000 through various campaigns and donations!

One of his most popular campaigns was the The Pie for PI Challenge which was an in-school fundraising program to help educate students about primary immunodeficiencies and provide them with the opportunity to make a difference. The challenge created incentives for students to pie teachers and administration, while also creating a world record attempt for the worlds' largest pie fight. This campaign was definitely designed to put the FUN in fundraising!

## IN THEIR OWN WORDS

"As a young child, I never fully understood why my father, David J. Russo, was visited by a nurse every three weeks while he sat at the kitchen table for an hour attached to an IV pole.

X-linked agammaglobulinemia is one of more than 400 types of PI. People who live with this disease lack the ability to produce antibodies and are prone to develop infections which most commonly occur in the middle ear, sinuses, lungs, as well as the bloodstream and internal organs. Gastrointestinal problems often arise as well, particularly abdominal pain, diarrhea, and poor growth. Patients sometimes suffer from skin infections and are prone to common bacteria.

During his lifetime, David had complications with all of these issues and more. Treatment of x-linked agammaglobulinemia included intravenous infusions of gamma globulin every three weeks, which was necessary for survival.

To me, PI awareness means sharing your story with others so that no one feels like they are alone, whether they are suffering from a PI or are the caretaker of someone living with PI. The more information we share, the more resources, assistance, comfort, and hope we can give to others. I strongly feel it is always important to speak up for yourself and your loved ones by exploring various options and building a community of people who share a common bond.

After researching various immune deficiency organizations, I chose to support the Immune Deficiency Foundation (IDF) in my endeavor to run the 2018 TCS New York City Marathon.

While I had already qualified to run the race, I felt that I needed a motivational inspiration to complete this extremely challenging marathon course. My father is always with me every day in my heart, so I knew I would want to run this race for him.

Even though IDF is based in Maryland, I wanted to promote PI awareness by bringing IDF to New York. I started a fundraising page to share my story and provide a place that allows my family and friends to donate to my cause. I started off with a goal of \$500, which I quickly surpassed and ultimately collected over \$2,000. I also designed a marathon shirt for my cause with the name of my campaign on the front "Running for (DJ) Russo" and a sketched photograph of my father on the back with the phrase "A Beautiful Life," which describes my father's life as well as the lives we all lead. Despite the hardships and obstacles we face in our daily lives, there is always a glimmer of hope, faith, happiness and love, which is beautiful." - Stef Dunphy

