

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!

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!



@immunedeficiencyfoundation



@idfcommunity



@idfcommunity



@immunedeficiencyfoundation

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?