

# IDF WALK FOR PRIMARY IMMUNODEFICIENCY

An initiative of the Immune Deficiency Foundation

## VIRTUAL FUNDRAISING GUIDE

Serving those affected by primary immunodeficiency (PI) from 6ft and beyond!

While we won't be walking with each other face-to-face this fall, we will be raising awareness and funds in a way that's safest for all participants—**Virtually!** The PI community is being impacted now more than ever before and the Immune Deficiency Foundation (IDF) will continue to stand by those affected by PI, fostering a community empowered by advocacy, education, and research. We encourage you to use this guide which is specifically designed to provide you the support and tools you need to help fulfill our mission virtually!

This is the year to support those living with PI. By transitioning our walks virtually, everyone can participate. Reach out to your friends, family, and co-workers to build your team. This is the time to think creatively and reach more people than you ever thought was possible. **COVID-19 can't stop us!**



# GETTING STARTED

## SET A GOAL

Think about the number of people you think would walk with you. **Geography is no longer a limitation**, and your network is much larger than you think. Next, set an initial fundraising goal and evaluate it often. **We recommend setting a goal of \$125.** If you asked 10 friends for a donation of \$10 you would already raise \$100! It's easy to get started and even easier to spread the word.

## SAVE THE DATE

Mark your calendar for your city's IDF Walk for PI Virtual Walk Day. Will you be able to reach your goal by then? We know you can. And remember **you can continue to fundraise until December 15, 2020!**

**VIRTUAL FALL WALK DAYS**

<b>AUGUST 22</b> Stride with IDF Coast to Coast	<b>OCTOBER 10</b> Atlanta Boston Philadelphia Louisville New York
<b>SEPTEMBER 12</b> Denver Omaha Portland San Francisco St. Louis St. Paul	<b>OCTOBER 24</b> Ft. Lauderdale Orlando Raleigh
<b>SEPTEMBER 19</b> Baltimore Charleston Cleveland Detroit Fort Wayne Warwick	<b>NOVEMBER 14</b> Dallas Los Angeles Orange County San Antonio Tucson
<b>OCTOBER 3</b> Chicago Des Moines Indianapolis Kansas City Wichita	

## PERSONALIZE YOUR FUNDRAISING PAGE

After you register for IDF Walk for PI you will automatically be set up with your own personal fundraising page. Personalizing your page is a crucial step towards your fundraising success. Add a photo of you in your favorite zebra attire, share your story, and explain why you are participating in IDF Walk for PI.

My Walk for PI: Baltimore 2020 Fundraising Page  
Lisa Cremer

Dear Family & Friends,  
On September 19th, we'll join the IDF's Walk for Primary Immunodeficiency - Baltimore - with a virtual walk. We do this to support Kevin and all others who live with a Primary Immune Disease. When Kevin was first diagnosed in 2010 after 20 years of illnesses, infections and too many doctor visits to count, his doctor gave him the IDF Patient & Family Handbook. That was our introduction to Primary Immune Diseases - and an

**\$1,000**  
raised of \$4,000 goal

## DONATE

Make the first donation on your page. More people will donate if they see a gift already on your page.

# UTILIZING FACEBOOK FUNDRAISER!

Ramp up your fundraising efforts virtually with Facebook Fundraiser. Follow the steps below to get started now.

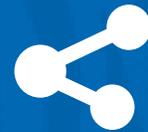
## 1. GO TO THE IDF WALK FOR PI WEBSITE.

Login to your IDF Walk for PI dashboard.



## 2. CONNECT TO YOUR SOCIAL NETWORK (FACEBOOK)

Facebook will link to your personal IDF Walk for PI campaign.



## 3. SHARE MESSAGES WITH YOUR FRIENDS IN YOUR NETWORK

All donations from Facebook will automatically be added to your IDF Walk for PI campaign.



## RAISE AWARENESS

Use these stats to educate those around you about PI.

**1 in 1200**

people are diagnosed with PI in the U.S. and thousands more go undetected.



Primary immunodeficiencies are a group of

**400+**

rare chronic disorders in which part of the body's immune system is missing or functions improperly.



While not contagious, PI is caused by hereditary or genetic defects that can affect anyone regardless of age or gender.

## SHARE HOW WE ARE MAKING THE WORLD A BETTER PLACE

See how the Immune Deficiency Foundation was there for those who needed it in 2019.



**298,337**

IDF educational materials were distributed at no additional cost to members of the PI community.

**148 INDIVIDUALS**

were offered encouragement from Peer Support Coaches, members of the volunteer network.

Responded to

**10,142**



requests for support and information.

## ASK

Fundraising can be challenging in today's climate, we understand, but with so many ways to do it and a variety of samples, we want to make it as easy as possible.

### Email



Upload your contact list from your email provider (Yahoo, Gmail, Outlook, etc.) directly to your account to easily track who joined your team, received your emails, or donated. Don't forget to take advantage of our email templates that we provide you!

### Call



Don't forget to use the phone! Call the people you are closest with, and ask them to support your efforts. This makes for a more intimate conversation about the importance of their participation.

### Share on social and tag recent donors



Facebook, Twitter, Instagram, and other social media platforms can be valuable tools for recruiting team members and raising funds. Use the hashtag #WalkforPI in all of your posts. Some of our top fundraisers tag recent donors on Facebook with a quick shout-out—a great way to thank those people!

### In-person



People are more likely to donate when they are asked in-person than any other form of communication because the conversation is more in-depth and personal. Be sure to explain why supporting IDF and the PI community is important to you, and let them know that their donation will help.

### Use the IDF Walk for PI app



Download the IDF Walk for PI app on your smartphone. Once you've registered on the website, your credentials can be used to sign in on the app. You'll be able to accept donations from your phone—anytime and anywhere!

### Text



Copy the link to your personal page, and send to your phone contacts with a sincere message about why supporting the PI community is important to you. Follow up with a request for a donation. Texting is an efficient way to raise money that is both sender and donor-friendly!

# FUNDRAISING AT YOUR FINGER TIPS

Utilize the IDF Walk for PI App to maximize your fundraising success!

## Step 1: Download the IDF Walk for PI App through Google Play or the App store.

Login to your IDF Walk for PI account. You will see your profile's homepage with your upcoming walks, progress, and badges.

## Step 2: Connect to Facebook fundraiser.

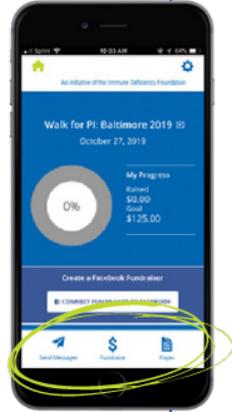
Select the button located on your account's homepage. This will redirect to Facebook where you can share your donation progress with others. This will automatically connect all of your Facebook donations to the IDF Walk for PI app to track your fundraising progress in real-time.

## Step 3: Use the tool bar located at the bottom of the app to maximize your fundraising success!

**Messages:** Send pre-written messages to your friends, family, and fellow donors through email, text, and other social media platforms such as LinkedIn, Twitter, and Facebook. Schedule weekly and monthly messages that are sent out automatically to help spread your mission and fundraising across social media and texting services.

**Fundraise:** Here, you can see who donated to your campaign, as well as make your own donations to other campaigns.

**Pages:** Adjust and share your story and profile picture on your personal campaign page.



## CREATIVE FUNDRAISING IDEAS

Get creative with these virtual Do-It-Yourself (DIY) fundraising ideas!

**Virtual Work Out:** Have someone lead an exercise routine virtually. Whether it be Zumba, Yoga or even a spin class, the possibilities are endless.

**Change Jar:** Ask local businesses if you can give them a jar to collect spare change to be placed by their register.

**Virtual Game Night:** (trivia, bingo, poker, Dungeons & Dragons...) and charge a suggested donation. Use Facebook Live, Zoom, Messenger, Twitch, video game consoles, and other apps to host it.

**Curbside Charity Night:** Ask a local restaurant if they can have a night where a percentage of their profit is donated back to IDF. Even if they aren't serving people physically in their restaurant, they can still do it curbside.

**Virtual Food Sales:** Make a specialty food item and sell them to your social media and email contacts. Jarred pickles, cakes, gourmet meals and more. Whatever you make best, we know your friends will support you.

**Football Team Rivalry Challenge:** Pick a rivalry you know your contacts will enjoy! Whether it's an NFL or college football rivalry, your friends on social media will have fun making donations in honor of their favorite team. Choose a timeline of a week, and at the end of the week, whatever team has the most donations wins the rivalry challenge, and IDF wins too!



**Virtual Auction:** One person's junk is another person's treasure! Sell items around your house and yard to your social media contacts. Put a picture on Facebook and suggest a price. The first person to respond with "Sold" gets the item, and you both can arrange for pick up.

**Virtual Cooking Class:** Host a virtual cooking class in the comfort of your own home — while raising funds for a great cause while you're at it! Charge a suggested donation will help further IDF's efforts. Use Facebook Live, Zoom, Messenger and other virtual platforms to connect with your audience.

# WE CAN'T WAIT TO CELEBRATE WITH YOU!

Follow us on Facebook (@WalkforPI) to receive more fundraising tips and inspirational stories! Remember to tune in on Zoom for your very own pep rally the morning of your Virtual Walk Day. We can't wait to celebrate with you by listening to music to get you moving, playing games, hearing from inspirational speakers, and more. Thank you for your support and remember to #THINKZEBRA!



## CONTACT INFORMATION

We are here to help! Contact us with your questions.



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