The PI community is being impacted 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 this fall for IDF Walk for PI.

Make this the year you 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. Together, we can improve the lives of those living with PI!
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 when you and your team will walk! Save the date of your city’s IDF Walk for PI Virtual Walk Day or choose a date that will work best for you and your team. Will you be able to reach your goal by then? We know you can. And remember **you can continue to fundraise until December 15, 2021!**

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 participate in IDF Walk for PI.

DONATE
Make the first donation on your page. More people will donate if they see a gift already on your page.
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 2020.

165,482
IDF educational materials were distributed at no additional cost to members of the PI community.

127 INDIVIDUALS who were Peer Support Coaches offered encouragement and support to hundreds of patients and families.

Responded to 10,142 requests for support and information.

LET’S ADDRESS THE BARRIERS TO FUNDRAISING
We know asking for money can seem scary, so we have addressed some common obstacles to fundraising to increase your confidence and give you the tools you need while trying to impact the PI community.

“I’m not comfortable with asking others for a donation.”
We know it can be uncomfortable asking for a direct donation. Instead, consider hosting a virtual game, paint, or cooking night! Invite friends and charge a small fee (ex. $5) to attend. Donate the money you make to your IDF Walk for PI campaign. Make sure to tell your attendees that the fee is going towards helping those affected by PI.

“I don’t have money to donate.”
Instead of donating money, donate your time by walking. Encourage family, friends, and co-workers to sponsor the miles you walk. For example, you can ask others to pledge $2 for every mile you walk. Make sure to keep your sponsors updated on how many miles you walked by your Virtual Walk Day!

“I struggle with fundraising tools and technology.”
If you aren’t tech-savvy, utilize your voice over the phone and in person. Share what IDF Walk for PI means to you, and ask for donations via check. Also, please take advantage of utilizing our Walk-in-a-Box. Included is everything you need to hold a walk and fundraise in the safety of your home/community.
ASK
We understand fundraising can be challenging. There are so many ways to fundraise, and we want to make it as easy as possible for you. Check out the examples below.

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!

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!

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.

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

Text
Many people today communicate quickly and easily by text. Use our text-to-give feature on your fundraising page to easily ask and receive donations. Texting is an efficient way to raise money that is both sender and donor-friendly! Don’t forget to text a thank-you after your friends and donors donate.

Walk-A-Thon
Improve your health and fundraising with a Walk-A-Thon. Keep track of the miles you walk, and ask family and friends to pledge $2 for every mile you walk leading your Virtual Walk Day. Print and use our pledge form at walkforpi.org/static/fundraising-resources!

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

Succulent Sale: Succulents are easy to grow, affordable, & great for all year round! You can either sell the plants directly with a small markup, or repot them into an interesting objects (like a zebra print pot).

Kick the Habit: Kick a habit - it could be smoking, sugar, shopping - anything! Donate the money you’re saving by cutting out this habit, or get other people to donate to sponsor you.

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

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

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.

Recipe Book: Ask your community for family recipes, and compile them into a book that you can sell.

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

Cornhole Tournament: Cornhole is the perfect activity for anyone to participate in. Host a laid-back tournament, and charge a small entrance fee to the event with a donated prize or cash for the winner. Don’t forget to have cold lemonade ready for sale if you host the event on a warm day.

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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