Team Captain Guide

4 STEPS TO SUCCESS
IDF Walk for Primary Immunodeficiency (PI), an initiative of the Immune Deficiency Foundation (IDF), unites all members of the PI community to help create better lives for those affected by these rare, chronic disorders. Because part of their immune system is either missing or functions improperly, people with PI face an increased vulnerability to infections, endure recurrent health problems, and often develop serious illnesses throughout their entire lives. They deserve better, and you can help!

Founded in 1980, IDF improves the diagnosis, treatment, and quality of life of people affected by PI through fostering a community empowered by advocacy, education, and research. Since 2013, IDF Walk for PI has brought together the PI community to support the critical work of IDF by raising funds and spreading awareness. The dollars raised by IDF Walk for PI ensure that IDF can continue to:

- Provide educational resources and programs at no cost to individuals and families.
- Power critical patient-focused research that will ultimately lead to scientific advances.
- Lead the way in grassroots advocacy and fight to improve diagnosis and access to treatment.
- Bring together the entire PI community to remind them that they are not alone.

The success of you and your team will enable IDF to help even more people affected by PI. We thank you as you Stride with IDF Pride!

To learn more, visit our website at [www.walkforpi.org](http://www.walkforpi.org).
WHY WE WALK

The funds you raise through IDF Walk for PI go directly to the Immune Deficiency Foundation to support programs and resources for individuals and their families with primary immunodeficiencies (PI). Take a look at our numbers from last year that help illustrate the impact IDF, with your support, is making!

Education

One of the most frequent requests from those affected by PI is finding information about diagnosis and treatment. Education is central to the mission of IDF.

- 50 healthcare providers volunteered to present at virtual & 2 in-person forums attended by 4,832 individuals, where an average of 33% of the attendees were first-time attendees.

- The IDF COVID-19 portal was accessed more than 159,037 times by individuals looking for more information about COVID-19 and living with PI.

- IDF educational materials were distributed to members of the PI community.

IDF Volunteer Network, consisting of more than 475 volunteers created awareness campaigns in their area to recruit and raise awareness about plasma donations.

Peer Support Coaches offered encouragement and support to hundreds of patients and families.

127 INDIVIDUALS

222 PLASMA COORDINATORS
Advocacy

IN MAY 2020,
IDF created the Protecting the Immunocompromised Collaborative to address the concerns and needs of the immunocompromised. Learn more at primaryimmune.org/immunepolicy.

PUBLIC ADVOCACY

199 patients and family members participating in over 95 virtual congressional meetings at IDF Advocacy Day 2020.

INDIVIDUAL ADVOCACY

Health Access Advocate volunteers educated legislators about state & federal legislative issues related to PI.

IDF’s patient advocacy services helped fulfill over 9,765 REQUESTS from patients and families seeking education, information and assistance.

One of the top needs was to locate a specialist with

399 REQUESTS

With this in mind, IDF has a feature called the Physician Finder. Users can log into their account and find a specialist in their area. The service includes more than 2,600 CLINICIANS.

Research

COVID-19 focused surveys provided crucial insight into the personal impact of PI and COVID-19. More than 2,400 people and healthcare professionals participated in 6 IDF surveys resulting in 3 published abstracts.

In addition to survey research, we have a seed grant program to encourage and support scientific advancement regarding PI.

SINCE 2017

the IDF Research Grant Program has awarded 22 grants totalling $660,000

The IDF Research Grant Program began because of funds raised from IDF Walk for PI.

Data provided by IDF from those living with PI is often cited in medical journals, government sponsored reports, by media, and has been the basis of several articles in peer-reviewed journals.

IDF is a 501(c)(3) non-profit organization, and contributions are tax-deductible to the maximum extent allowed by IRS regulations. Donors should consult their tax advisor to determine the tax deductibility of contributions.
4 Steps to Success

1. Lay the groundwork

Let’s get started! Now that you’ve registered as a Team Captain, you’ve taken the first step on the path to success. By following these recommendations, you’ll be equipped to run an effective fundraising campaign.

- **Set a goal**
  Think about the number of people you can get to walk with you! Your network is larger than you think. If you donated just $10 a week for 25 weeks, you would be a sustaining donor with a $250 personal contribution. And what if you asked 15 friends to do the same by donating to your page? That’s $2,000 that you’ve raised for IDF! 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 Pep Rally or plan a date to walk with family and friends in-person by using our Walk-in-a-Box add-on. Will you be able to reach your goal by then? We know you can.

- **Set up your team and personal fundraising pages**
  It’s easier than you think! We’ve developed a guide to assist you with IDF’s fundraising platform. You received the link in your confirmation email. Team Captains will need to set up the team page so that participants can register to their team. After you do that, set up your personal page as well. All donations will be allocated to both your personal page and the team page so that credit is given to Top Teams and Top Participants.

- **Write your personal story**
  Update your personal webpage with a photo or video and your personal story. There is general information already included there and a photo, but personalizing your page will encourage people to donate and support your team, so make sure your story is from the heart. Let them know why you walk for PI!

- **Donate**
  Make the first donation on your page. More people will donate if they see a gift already on your page.
Recruit team members by inviting your friends and family
Geography is no longer a limitation! Invite all family and friends to join your team, no matter where they live. This is your opportunity to get the conversation going about PI, all while raising funds to help people affected by PI.

Get the word out
Share the link to your personal team page through your email contacts and social media followers to let people know you’ve created a team. Hang posters, make phone calls, and approach people in person to join your cause and contribute to your fundraiser.

Encourage team members to donate
It’s hard for team members to ask for donations if they haven’t given themselves. Ask your team members to donate to their personal pages online or by check once they’ve signed up.

See if your company has a matching gift program
You and your team members can double or triple the impact of your generosity by getting your employers to match your gifts. It never hurts to ask!

Educate your team about registering and personalizing their pages
Encourage your team members to register and personalize their fundraising pages by following the link to the fundraising platform guide that was sent to them in their confirmation email. Once they’re registered, they can begin to complete different tasks such as uploading their profile picture or making the first donation on their page. The more tasks they complete, the more they will be rewarded with a digital lit zebra appearing on their page!

Make being part of your team fun
- Host a virtual team party or get-together.
- Make an additional donation to receive a Walk-in-a-Box for your team’s Virtual Walk Day.
- Offer prizes and incentives.
- Host a virtual paint nite, cooking class, auction, etc.!
- Complete the Walk-A-Thon form. Have friends pledge $2 for every mile walked leading up to your walk!
- Host a restaurant night. Most restaurants will donate a percentage of sales from guests who have a special pass.
- Email IDF, and request paper icons. Paper icons are the paper cut outs that you can buy at a store and the proceeds go towards a charity. At most stores, you write your name on the paper icon, and they plaster them all over the walls. Find retailers near you willing to participate.
- Create a team t-shirt! Brainstorm on the design and colors to get everyone involved.
3 CREATE THE SIMPLE DONOR EXPERIENCE

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. This is an easy way to track who has joined your team, received your emails, or donated. Send an email using our template asking your friends and family to join your team and/or to make a donation.

**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. But it can be intimidating! Remember why IDF and supporting the PI community is important to you, and let them know that their donation will help.

**Share on social and tag recent donors**
Are you on Facebook, Twitter, Instagram, or some other type of social media? These 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!

**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 they donate.

**Walk-A-Thon**
Plan to walk at least 5 miles before your Virtual Walk Day (you can walk more or less depending on your ability)? Download our Walk-A-Thon Pledge form, and ask five co-workers to pledge $2 for every mile you walk before your Virtual Walk Day. Make sure to track your steps on Strava, our exercise tracking platform. Good luck!

**TIPS**

Remind your team members (and yourself) that people will give if they are asked. Don’t get discouraged!

The best days to ask for donations are Fridays, the 15th, and the last day of the month, which are paydays for many.

Always be sure to thank your potential donors for their time, whether they give to you or not!
4 Steps to Success

STRIDE WITH IDF PRIDE

There are many things you can do before, during, and after the walk to really make a difference.

Before the walk

- Let everyone know about IDF Walk for PI on social media, in-person, and through text!
- If you added a Walk-in-a-Box to your registration, use the materials to promote the walk in your community.
- If you choose to join us virtually via Zoom, check out www.walkforpi.org for specific logistical details, including the date and time of your Virtual Walk Pep Rally.
- Use Strava to log all of your walking, or keep track of the miles you walk yourself leading up to the Virtual Walk Day Pep Rally. Encourage family and friends to pledge $2 for every mile you walk.
- Send any checks to the IDF office ahead of time. Please don’t mail cash!
- Post photos, thank people for their support, and remember to tag @WalkforPI on Facebook and @IDFCommunity on Instagram and Twitter using the hashtag #WalkforPI!

On the day of the walk

- Unify your team with team spirit: shirts, hats, bracelets, face masks, etc.
- Make sure you wear your team t-shirts! (if you create one)
- Tune into your IDF Walk for PI Pep Rally via Zoom, and/or use your Walk-in-a-Box materials to host your own in person walk with family and friends safely.
- Go out and walk in your community.
- Take team pictures, and share photos on social media #WalkforPI!
- Stream live, and ask for people to give as you are walking.
- Have fun with your team!

After the walk

- A simple thank you goes a long way, so consider different ways to recognize your team members and your donors. Send thank you letters or emails to everyone who participates and donates. Showing gratitude will keep your team and donors excited and will encourage everyone to continue supporting the team!
- Don’t stop now: donations will be accepted until December 15. Send out at least one final reminder for any last minute gifts after the walk!
FREQUENTLY ASKED QUESTIONS

What is the IDF Order of the Zebra?
The IDF Order of the Zebra is an elite group of fundraisers whose efforts make an extraordinary impact on the success of IDF Walk for PI. Each year, if you set a fundraising goal of $1,000 or more on your personal fundraising page and reach that goal before December 15, you will be inducted into the IDF Order of the Zebra for that year. IDF Order of the Zebra is an annual tradition, and we’re grateful for those who reach this level year after year! If you are interested in more of a challenge, consider fundraising $2,500 or more to be inducted into the IDF Hero of the Herd. You will receive all the benefits as an IDF Order of the Zebra, in addition to having your name added to a plaque that is displayed in the IDF office located in Towson, MD.

Do I need to raise a certain amount to participate?
A paid registration fee may be required to participate. As an additional gift, you will receive an IDF swag bag that includes your IDF Walk for PI t-shirt. After registration, we encourage you to raise at least $125 to help create better lives for those affected by PI.

What is the Walk-in-a-Box add-on?
A Walk-in-a-Box is a self contained event package that includes everything you need to host a walk in your local community. This is a great option for any Walk Team who wants to come together in a small group to support those affected by PI. All boxes include a mini walk guide, IDF facemasks, IDF rally spirit towels, colored chalk, shareable postcards, registration forms, a Walk-A-Thon form, donation return envelopes, and links to additional promotional materials. Boxes are available for groups of five ($35), ten ($60), and twenty ($100).

What is Strava?
Strava is an internet service for tracking human exercise such as walking! On your personal campaign, you can manually enter your walk information or have Strava automatically import it for you. We encourage you to use Strava to track the steps you take leading up to your Virtual Walk Day Pep Rally because every mile you walk will help light up the zebra located on your dashboard. Turn it into a fundraising opportunity by having family and friends pledge $2 for every mile you walk.

How can a walker earn incentive rewards?
A walker earns incentive rewards based on their individual fundraising total—not their team total. Donations can be credited to a walker or to the team. By donating to a walker, you are supporting the team the walker is on and, of course, IDF Walk for PI as a whole. But donations to a team do not count toward an individual’s efforts and their reward redemption. Fundraising incentives are based on an individual’s fundraising success.
CONTACT INFORMATION

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

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