

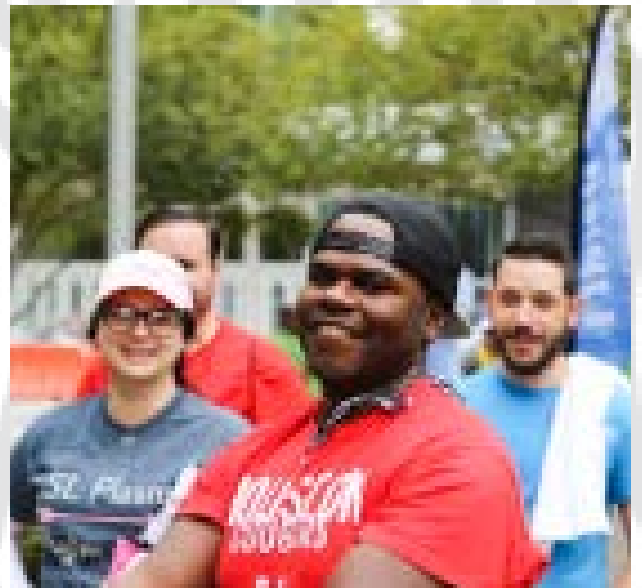
id WALK FOR PRIMARY IMMUNODEFICIENCY

An initiative of the Immune Deficiency Foundation

Presented by 

Team Captain Guide

**5 STEPS
TO SUCCESS**



THANK YOU

for serving as a Team Captain for IDF Walk for Primary Immunodeficiency!

IDF Walk for Primary Immunodeficiency (PI), an initiative of the Immune Deficiency Foundation (IDF), unites all members of the PI community. 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!

As a Team Captain, you will build excitement as you lead by example. Not sure where to start? No worries, we're here for you every step of the way!

OUR MISSION

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.

5 Steps to Success as a Team Captain

1 SET YOUR GOALS

Think about the number of people you can get to walk with you. Then, think about how much you can raise as a team! Your network is larger than you think.

If you donated just \$5 a week for 25 weeks, you would be a sustaining donor with \$125 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.



2 BE THE ROLE MODEL



Strive to be an IDF Order of the Zebra

Set your personal fundraising goal to \$1,000+!



Donate

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



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!



Use Social Media

Don't be afraid to take advantage of social media outlets. Facebook fundraising can help you reach your goals. And don't forget about the old school way of calling a friend or asking in-person!

FOR WHAT IT'S WORTH

If you think about what a donation is worth to someone, it can show them how a few dollars can really add up!



\$6
COFFEE

X



5
DAYS



\$30 DONATION

N

\$20
NETFLIX

X



3
MONTHS



\$60 DONATION



\$15
DINNER

X



10
NIGHTS



\$150 DONATION



3 RECRUIT

Your friends, family, and coworkers are the most valuable assets to your campaign. This is your opportunity to get the conversation going about PI, all while raising funds to help people affected by PI. **Invite at least 10 team members!**

4 COACH YOUR TEAM

Educate team about registering, and personalizing pages

Encourage your team members to register and personalize their fundraising pages with their “why” by following the link to the fundraising platform guide that was sent to them in their confirmation email.

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!

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 once they've signed up.

5 CELEBRATE

Cheer your team members on along the way. Don't be afraid to offer prizes and incentives for teammates who are crushing it!

Let's Get Techy!

Once you are registered you can make your way to becoming an IDF Order of the Zebra. It's easy with our online tools!

Update your team & personal page

In your Participant Center, you can update your team page with a team picture and content. Share **"Why"** your team is walking to help inspire others to support you and the team!

Why do you Walk for PI?

It is vital to share "Why" you are walking through your Participant Center and when you are messaging potential donors.

Individuals with primary immunodeficiency (PI) face an increased vulnerability to infections, endure recurrent health problems, and often develop serious illnesses throughout their entire lives. Half a million Americans are diagnosed with a PI, but thousands more go undiagnosed and uncared for. That is why it is so important to continue IDF's efforts to improve the diagnosis, treatment, and quality of life for those affected by PI through fostering a community empowered by advocacy, education, and research. We walk for a better future!

Set up your custom URL

Create an easy to remember custom URL for your personal and team page!

Email your team

You should be your team's biggest cheerleader! Encourage them to recruit and fundraise. For example, send an email encouraging your teammates to raise \$125, so they can receive an IDF Walk for PI 2023 t-shirt. Then, when the team reaches a fundraising milestone, text or email the team to celebrate your success!

Encourage Team Members to recruit

Team members should reach out to their set of family and friends to recruit more participants and donors!

Download team reports

Manage your team by sharing your team progress. Visit your Participant Center and click "Reports"!



Go Social!

Fundraise with Facebook, LinkedIn, and Twitter directly from your Participant Center!

Say "Thank You"

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!

TAKE ACTION & FUNDRAISE

- Set up a Facebook Fundraiser to request donations.
- Did you know on average, it takes 9 to 15 years for a person to be diagnosed with PI? Ask 10 people to donate \$15 to help shorten the time to diagnosis. Email potential donors from your Participant Center.

CONTACT INFORMATION

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



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