

IDF WALK FOR PRIMARY IMMUNODEFICIENCY

An initiative of the Immune Deficiency Foundation

FUNDRAISING GUIDE

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

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 participating in one of our in-person walks or by participating virtually through our nationwide virtual walk — IDF Walk for PI: Coast to Coast. 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!



RAISE AWARENESS

Use these stats to educate those around you about PI.

9 MILLION

Americans are moderately to severely immunocompromised.

500,000

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



Primary immunodeficiencies are a group of

450+

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 2022.



103,209

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

881,747 USERS

accessed the IDF website for information and support in 2022.

Responded to

1,453



individuals who made requests or asked for advice.

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, that is okay! Instead, utilize your voice over the phone and in person. Share what IDF Walk for PI means to you, and ask for donations via check.

GETTING STARTED

SET A GOAL

Set a high fundraising goal to inspire yourself and your donors to make a bigger impact. **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.

HOST CREATIVE FUNDRAISING EVENTS

Whether it's a cooking night or a virtual game night, there are many creative ways to get your friends and family involved! Charge a fee for them to attend and put the donations towards your walk team.

SHARE YOUR STORY

Let your supporters know why you're participating while personalizing your web fundraising page and sharing on social media by using the hashtag #WalkForPI.

SELF-DONATE

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



SHARE ON SOCIAL

Use Facebook, Twitter, Instagram, and LinkedIn for recruiting team members and raising funds. Use the hashtag **#WalkForPI** in all of your posts to generate awareness and make it easy for your posts to be found. As a tip, some of our top fundraisers tag recent donors on Facebook with a quick shout-out—a great way to thank those people!

EMAIL

Upload your contact list from your email provider (Yahoo, Gmail, Outlook, etc.) directly into your account to easily track who joined your team, received your emails, or donated. Please take advantage of our email templates to share why you walk, your progress, and how their dollars make a difference.

MATCHING GIFTS

Double or even triple your impact! Many employers have a matching gift program that will match their employees' charitable contributions. You can visit our [matching gift site](#) to check your organization's eligibility.



FOLLOW UP WITH POTENTIAL DONORS

Life is busy, and your potential donors may have missed your email. Follow up with a friendly reminder for them to take action. People will be more encouraged to give when they hear about your success, so make sure to send progress updates.

SAY THANKS

Be sure to thank all of your donors, whether it's through phone, in-person, or by email. Even consider sending a picture of yourself from the event!

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



3. SHARE MESSAGES WITH YOUR FRIENDS IN YOUR NETWORK

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



SAMPLE DONOR RECEIPT

When your donors give you cash or checks, provide this receipt for their tax records. Print or photocopy this page and cut the receipt as needed.

DONOR RECEIPT
DATE
DONOR NAME
AMOUNT
SOLICITOR NAME
All donations are fully tax deductible as allowed by law. Thank you for your generous contribution!

WE CAN'T WAIT TO CELEBRATE WITH YOU!

Follow us on Facebook (@WalkforPI) to receive more fundraising tips and inspirational stories. Thank you for your support, and remember, together, we are #ZebraStrong!



CONTACT INFORMATION

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



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Web

www.walkforPI.org