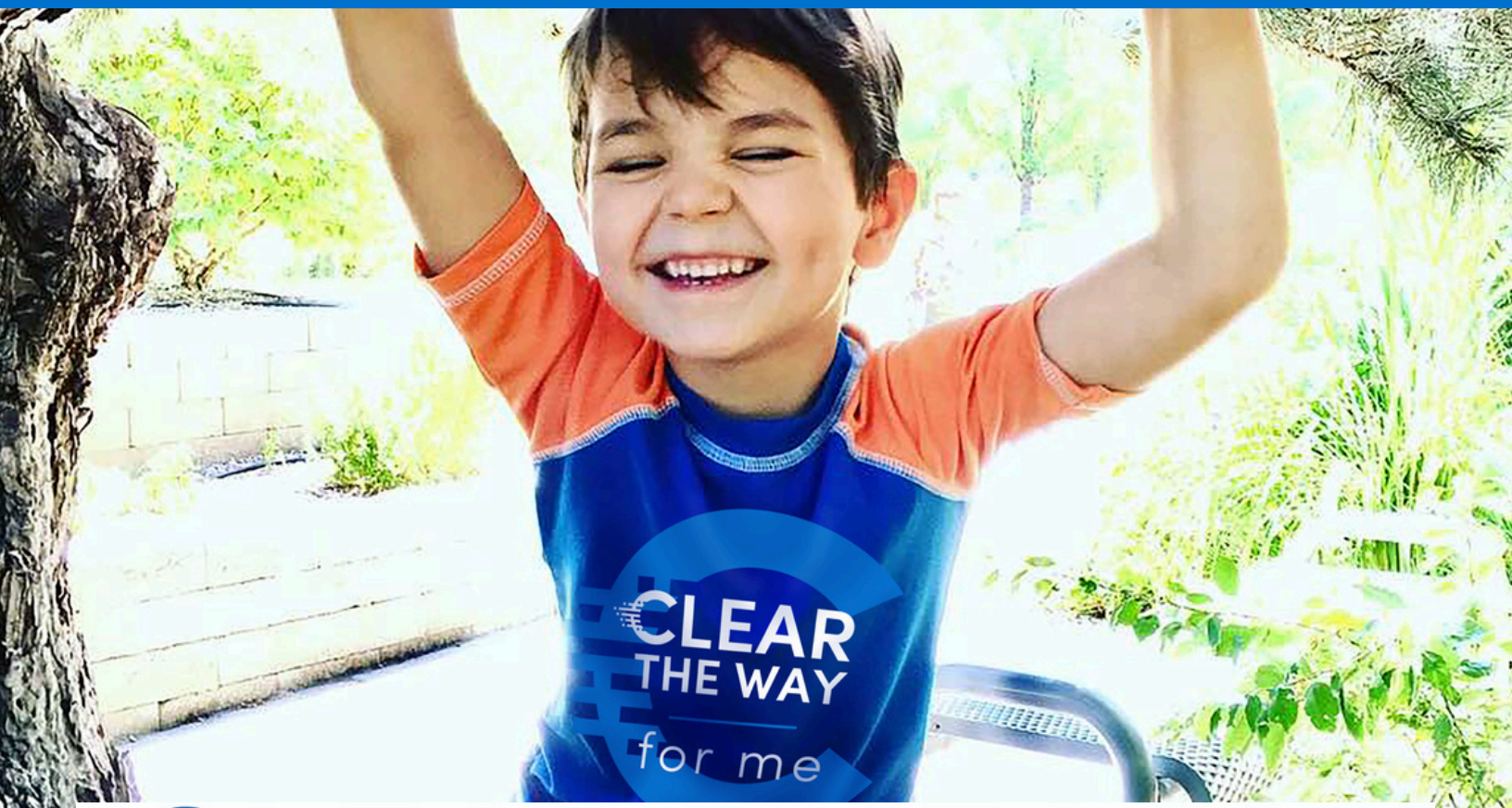
PCD FOUNDATION



CLEAR THE WAY

to breathe better | to support research | to find a cure

FUNDRAISING GUIDE

Thank you for being part of our community of fundraisers raising funds to change the future for patients and families with PCD! Every dollar you raise helps to fund increased research, accelerated diagnosis, improved health, and ultimately a cure for primary ciliary dyskinesia. This toolkit is designed to help you plan your own fundraiser and we hope it will be a valuable resource. Together, we can help create a healthier future for the PCD community.

Share your passion for the cause

There is nothing more powerful than your personal story. We are grateful you have chosen to share your connection to PCD and why this cause is important to you!

You are providing an opportunity for family and friends to join you in clearing the way to breathe better, to support research, to find a cure. And we're here to help. Let's get started!

i'm helping to

CLEAR THE WAY

Here's What We Can Provide to Help Make Your Fundraiser a Success

- Consultation on fundraisers and events.
- Approved use of our name and benefitting logo, when appropriate.
- Your own personalized fundraising page.
- Shareable resources and materials to help educate and inform donors about PCD and the PCD Foundation and the impact of their gift.
- Tax ID/Employee Identification Number (EIN) for donation purposes.
- PCD Foundation branded giveaways, as available (e.g. stickers, bracelets).
- Promotional support for public fundraisers benefiting the PCD Foundation through PCD Foundation's social media channels:
  - Facebook
  - Instagram.

Services We Are Unable to Provide

- Our sales tax exemption number.
- Insurance or liability coverage.
- Donor/vendor mailing lists.
- Funding or reimbursement for your expenses.
- Additional publicity outside of the PCD Foundation's social media channels.
- Guaranteed attendance of PCD Foundation staff, including participation at any committee and/or planning meetings.
- Volunteer support at your fundraiser.
- Solicitations to businesses or vendors for support on your behalf.

Tips for Successful Fundraising

There are many different ways to fundraise! Here are some tips and best practices to get you started.

Build Your Fundraising Page

An online fundraising page can take your fundraising to the next level and is a great way to reach out to your network. Your page can complement an event or work as stand-alone fundraiser.

Create your PCD fundraising page at **https://secure.qgiv.com/event/ignitethefuturep2p.**

- **Set a goal!** Be ambitious and share your goal with your potential supporters. Regardless of donation size, they will know they are contributing to something big and helping you reach your goals!
- **Share your story!** Tell your friends why you created your fundraiser and why this cause is important to you. Share specific details, way to engage and support your efforts and how your fundraiser will make a difference for the PCD community.
- **Donate first!** People are more likely to join you in giving. Make a personal contribution to kick-start your fundraising and show your dedication to the cause.

Inspire Others To Give

- Make a list of people you can directly ask to donate and personalize messages for each of them.
- Utilize email, text, phone calls, letters or in person asks to garner support. Your online fundraising page can assist with your outreach and includes suggested language to help get you started!
- Ask often! Many people need a few reminders before they contribute. Remain positive, share your progress and remind potential donors how many days you have to meet your goals. Communication is key!
- Remind everyone how impactful their contributions can be for the PCD community.
- Every gift, no matter what size, will make a meaningful difference!

Utilize Social Media

- Social media is a great way to let your network know you're supporting the PCD Foundation. Create personalized posts to create excitement and encourage others to help you reach your goal.
- Engage your audience in the "behind the scenes" as you prepare for your fundraiser to create anticipation for the big day!
- Be sure to follow the PCD Foundation, share posts and include the hashtag #cleartheway4pcd.
- Remember to include a link to your fundraising page in all of your social media posts!

Express Gratitude

- Send thank you messages to your friends and family for their support.
- For those who donated publicly through social media accounts, tag them and spread the gratitude!

Speaking of gratitude...

Thank you! The PCD Foundation is a patient advocacy organization reliant upon philanthropy to expand programs and support initiatives focused on finding a cure for PCD, and we couldn't do it without you. We are grateful to our community of fundraisers who share a passion for improving the lives of PCD patients and families.

HAVE QUESTIONS OR WANT TO DISCUSS IDEAS?

Contact:

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