



pfic

Advocacy & Resource
Network, Inc.

PFIC Network
Community
Collage



Fundraising Toolkit 2022

PFIC Awareness Day

PFIC Network is a charitable organization - we rely on grants, donors, and community fundraisers to sustain our mission. Your help is crucial to making sure we can keep our doors open and continue to fight for a cure.

Our mission is to improve the lives of patients and families worldwide affected by Progressive Familial Intrahepatic Cholestasis, PFIC. We connect families to each other for support, and families to the medical community for disease and treatment information. We provide information and resources for patients/families and clinicians to understand the realities of life with PFIC-related diseases.

With your help we can continue to tackle the challenges PFIC can create and assist patients and families as best we can for the foreseeable future. Together, we can fight for a cure.

Hello PFIC warriors, ambassadors, parents and supporters.

First and foremost we want to thank you from the bottom of our hearts! Thank you for hosting a fundraiser for the PFIC Network and fundraising for PFIC Awareness Day 2022. Our board of directors, volunteers and families appreciate your support in making this day a success.

Our annual PFIC Awareness Day is consistently the highlight of the year for our organization. This year we are hoping to raise \$50,000 so that we can guarantee the full operation of our website, peer support, advocacy and research programs for the entire next year, as well as continue the growth of our research program, family support, and councils. We need to take big steps to secure the future of research and patient support that we envision. Thank you again for your help.

IN PERSON FUNDRAISER

There are many ways to help spread awareness in your own community and to fundraise to help PFIC families worldwide! If you choose to host an in-person fundraiser you can do whatever is right for you! In the past, we have seen lemonade stands, hot chocolate stands, bake sales or garage sales.

Setting up a fundraiser is as easy as 1-2-3!

1. RAISE AWARENESS

- Decorate and take ownership of your stand, table or area by displaying your toolkit logo gear front and center and encourage people to take a piece of gear or an educational brochures that we provide.
- Take photos of your fundraiser! Share them within your circle and send them to us so we can share and display your work!
- Direct your friends and family to our website! www.pfic.org A lot of hard work has gone into our website and we are proud of the wealth of information you will find.

2. FUNDRAISE

- Collect donations during your fundraiser! If anyone asks how the donations are used, please share the mission of the PFIC Network "To improve the lives of patients and families with PFIC worldwide." A great example of how donations are used is our peer support programs, which can be found at www.pfic.org/pfic-network-programs
- Direct anyone who would like to give and support online or with a credit card to www.pfic.org and click the DONATE button.
- Anyone who wishes to send donations directly to the PFIC Network can send them to:
PFIC Network, Inc.
PO Box 551
Stanton, KY 40380

3. GIVE THANKS

- Remember to express gratitude wherever you can. The success of this day comes from the community that comes together to give together.
- Share the supplies in the kits such as pens and stickers.

Tips to Get You Started

Make it personal: Your fundraiser should show why you are fundraising and why this cause is important to you. Share photos or tell your story.

Set a Goal: Setting a goal for your fundraiser is a tried and true way of increasing donations. People know what they are donating to accomplish.

Use Social Media: Make personalized social posts to promote your fundraiser.

IN PERSON FUNDRAISER IDEAS

Bake Sale

Bake all of your favorite pastries and commission your friends and family to do the same. Make sure everyone bakes a variety of different goodies to donate so there are plenty of exciting options for people to choose from. You can even create a competition out of it to see which pastry is the most popular!

Lemonade Stand

This is the oldest fundraiser stand in the book! Use lemonade mix or fresh lemons and set up a pop up shop stand to sell your delicious ice cold lemonade. Promote awareness for PFIC using homemade signs and attract attention to your stand with music, bright colors, and free goodies to give away.

Friendship Bracelets Sale

Friendship bracelets are easy and fun to make, and are great items to sell for a fundraiser. They are also an engaging way for kids to participate in the fundraising process! If you have never made a bracelet before, you can purchase a super affordable kit online or at one of your local arts and crafts supply stores (e.g. Michael's, Joann Fabrics, Target). There are also plenty of easy-to-follow instructional videos on YouTube.

Community Fundraising Event

Do you have a business or are you closely connected with a community business who may be interested in supporting the cause? Reach out! Share your story with them and ask them to support the cause. Ask if you can leave a fundraising jar or set up a booth with our educational brochures, PFIC Network Swag, a homemade poster, and a fundraising jar. You can ask us about the PFIC Network logo table runner to ship to you for your fundraiser.

Get Creative

You know your community best! What kind of fundraiser do you think would work best for you and your community? Whatever it is, take on the challenge! Put together a great fundraiser that would be fun for you. Let us know if you need advice on your fundraiser and we can try our best to help.

YOUR PFIC AWARENESS DAY FUNDRAISING SWAG BAG

What comes with your PFIC Awareness Day Fundraising Swag Bag?

With the fundraising toolkit you will have the opportunity to get a free swag bag to help set up your fundraiser. To receive your swag bag you must pledge to raise at least \$200 during your PFIC Awareness Day fundraiser. Please reach out to tyler@pfic.org to ask about receiving a swag bag. Here is a list of what you will receive from us to assist your fundraiser:

- 10 PFIC Network Pens
- 10 Bracelets
- 5 keychains

Use code **AD2022** at checkout to receive these items for free AND receive free shipping.

Shipping for these items will take up to 2 weeks if you live in North America, and up to 3 weeks globally. Be sure to order within this time-frame for your fundraiser. If you would like more than what we provide in the swag bag, you can order more on our online store at pfic.org/shop.

HOSTING A FACEBOOK FUNDRAISER

Social media fundraising has become its own stream of revenue for many nonprofit organizations and while there can be unique challenges to leveraging this method it can also be done quite successfully! Below are some tips and tricks to help get your fundraisers get started utilizing Facebook as a method to fundraise.

Getting Started

1. Log into your personal Facebook page; select the "hamburger" drop down menu (three horizontal lines) and then "See More"
 - a. Select "Fundraisers", then click on "+Raise Money"
 - b. Choose "Nonprofit" as your fundraiser type on the next screen and search for "Progressive Familial Intrahepatic Cholestasis Advocacy and Resource"
2. Personalize! Now that you have completed the necessary steps for PFIC Network to receive your funds, it's the fun part!
 - a. Customize your image, if this is a cause close to your heart consider photos that share more about the "why" of your fundraising efforts
 - b. SET YOUR GOAL! Fundraisers that set goals are more likely to both hit those targets and go beyond as those in your network will want to help you succeed!
 - c. Update the "About" section to be unique to your reasons for being involved. Share YOUR story and why the mission of PFIC Network is important to YOU! Those that you engage with on social media platforms will be more likely to give if the ask is personal to you rather than if they have a direct connection to PFIC Network...their connection is to YOU.

3. And now, SHARE! Once your Facebook fundraiser page is personalized and you have set a goal, share your fundraiser with your entire network!
 - a. Remember that not everyone is on Facebook regularly, so don't hesitate to email or text individuals as well who you know will respond better to email outreach.
 - b. Here's a suggestion for your first post via Facebook
 - i. "Hello! I'm fundraising on behalf of PFIC Network, a nonprofit organization dedicated to improving the lives of patients and families worldwide affected by Progressive Familial Intrahepatic Cholestasis, PFIC. This cause is important to me because I believe {INSERT PERSONAL CONNECTION TO MISSION HERE}. Help me reach my goal of [your goal here] by donating!"
 - c. Keep in mind that we know that people need 4 to 7 encouragements to donate before they normally do; so plan that outreach throughout your efforts to get to October 5, PFIC Awareness Day!

Top 7 Facebook Fundraising Tips

1. Put your own skin in the game and make the first donation to your own efforts!
2. Give regular progress to goal updates
3. When asking, be specific (i.e. "I need 10 people to give \$10)
4. Mix it up between "ask" posts and "mission" posts
5. Tag people when they give = "shout-out" posts
6. Make sure to post your fundraising page link!
7. You can never thank enough! Use those shout-out posts, but remember that personalized thank you messages (handwritten and mailed, emailed, via Facebook) are important too!

Engage your Network: 50 Contacts in 5 Minutes

So you have your Facebook page set up and have reached out to your Facebook network, but what now? Consider casting your net wider and reaching out, via email with a link to your Facebook fundraiser, to more contacts. But who? Below is a list to help you think through who else in your contacts you might consider messaging. 50 Contacts in 5 minutes, grab your pen and get started!

- 5 Relatives
- 5 Friends
- 5 Co-workers
- 5 Neighbors
- 5 Church or social group contacts
- 5 people you do business with(salon, mechanic, trainer)
- 5 people who have invited you to a gathering
- 5 spouses' co-workers or their spouses, 5 previous contacts(college connections, former co-workers, neighbors)
- 5 contacts through your children(PTA, sports club, scouts)

THANK YOU

Again, thank you for your support and your interest in hosting a fundraiser to support the PFIC community and the PFIC Network. We would not exist if not for community members and supporters like you.

If you would like more tips on hosting a fundraiser, or need assistance hosting your fundraiser, please email tyler@pfic.org. We would be happy to help.