



PFIC Network Fundraising Toolkit

A guide for supporters who want to help families affected by Progressive Familial Intrahepatic Cholestasis (PFIC), a rare genetic liver disease

Thank you for wanting to fundraise for PFIC Network! Whether you're a parent, patient, caregiver, or friend of someone affected by PFIC, your efforts help us continue our mission: improving the lives of PFIC patients and families worldwide while driving toward a cure.

This toolkit covers everything you need to get started: from setting up your online fundraising page to planning an in-person event in your community.

What's Inside:

- Part 1 Peer-to-Peer Online Fundraising**
How to set up and run a campaign on GiveButter, and sample outreach templates
- Part 2 In-Person & Community Fundraiser Ideas**
Event types and ideas
- Part 3 General Fundraising Tips and Thank You Template**

A note on timing

You can launch a fundraiser any time of year! Many supporters choose to fundraise around PFIC Awareness Day, October 5th, to amplify visibility for the cause. But there's never a wrong time to make an impact.

About PFIC Network

Our Mission PFIC Network is a 501(c)3 charitable organization dedicated to improving the lives of patients and families worldwide affected by PFIC and related diseases through education, support, advocacy, and research initiatives.



Part 1: Peer-to-Peer Online Fundraising

Peer-to-peer (P2P) fundraising means you create your own personal fundraising page and share it with your network — friends, family, coworkers, neighbors — asking them to donate on your behalf. PFIC Network uses GiveButter for online P2P campaigns.

Why it works

People give to people. When a donation request comes from someone they know and trust, with a story that moves them, they are far more likely to give than if they receive a generic appeal from an organization they've never heard of.

Your Step-by-Step Checklist

STEP 1 Set Your Goal

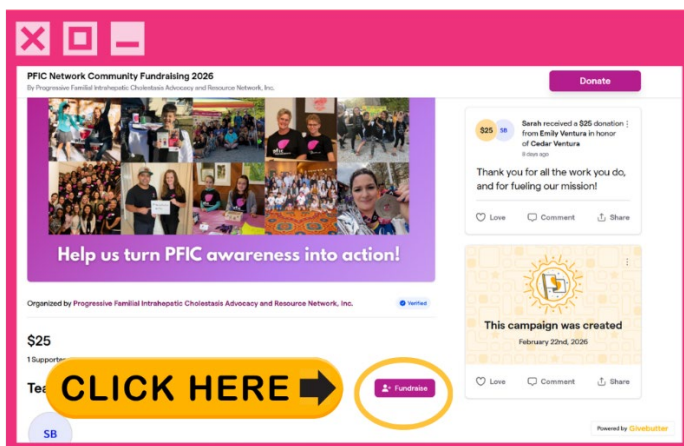
Start with a realistic, motivating number. If 25 people gave \$20 each, you'd raise \$500. Consider setting a goal of at least \$500 — it's more achievable than it sounds!

- Decide on your fundraising goal amount
- Choose a campaign end date (or tie it to an event or awareness date)

STEP 2 Create Your GiveButter Page

Visit pfic.org/fundraise and click the “Start an online fundraiser” button to get started. Once you are on the Givebutter page, click the “+ Fundraise”. Then you can sign up or log into GiveButter and create a page.

- Include a personal story or message and share why supporting PFIC Network matters to you personally
- Add photos or videos if possible.
- Explain how donations make an impact.



STEP 3 **Make the First Donation**

- Lead by example by making your own contribution to your campaign.

STEP 4 **Build Your Contact List**

Think broadly! There is no geographic limit to who might want to support your campaign.

- Include friends, family, coworkers, neighbors, clubs, faith communities, and local businesses.

STEP 5 **Share Your Campaign**

- Send emails to your contact list.
- Post on social media.
- Talk about your fundraiser in person.
- Make donating easy by including a direct link every time you share.

STEP 6 **Follow Up**

- Send reminders and updates throughout your campaign.
- Celebrate milestones and thank supporters publicly.
- Ask supporters to share your fundraiser with their own networks.

STEP 7 **Thank Every Donor**

- Send personal thank-you notes, emails, or social media shout-outs.
- Thank donors quickly — within 48 hours if possible.

Matching Gifts — Double Your Impact

Many companies match charitable donations made by their employees. Encourage your donors to [check online](#) or with their HR department!

Sample Email Templates

The best emails tell your personal story. Use these as a starting point and customize with your own words and PFIC story.

Sample Fundraising Email

Subject: Join Me in Supporting PFIC Network

Hi [Name],

I'm raising funds for PFIC Network, an organization that supports families affected by Progressive Familial Intrahepatic Cholestasis (PFIC), a rare liver disease.

[Share your personal PFIC story here.]

PFIC Network is a non-profit charitable organization that provides education, emotional support, advocacy, and research funding for families facing this difficult diagnosis. Every donation helps make a difference.

Would you consider making a donation or sharing my fundraiser with others? Your support means so much.

[Insert fundraising link]

Thank you for helping bring hope to PFIC families like mine.

Sincerely,
[Your Name]

Sample Follow-Up / Thank You Email

Subject: Thank You for Supporting PFIC Families

Hi [Name],

Thank you so much for supporting my PFIC Network fundraiser. Your generosity helps families affected by this disease access resources, support programs, education, and research opportunities.

Together, we are raising awareness and helping improve the lives of those affected by PFIC.

Thank you again for being part of this mission.

Gratefully,
[Your Name]

Sample Social Media Posts

Use these as a starting point and make them your own for platforms like Facebook, Instagram, or LinkedIn. Always include a direct link to your GiveButter fundraising page rather than setting up a separate platform fundraiser.

Post #1

I'm raising money for PFIC Network to support families affected by PFIC, a rare liver disease. Every donation helps provide education, support, and hope. Please consider donating or sharing my fundraiser! [Insert link]

Post #2

Rare diseases need awareness and support. I'm proud to support PFIC Network and the incredible work they do for PFIC patients and families. Join me in making a difference. [Insert link]

Post #3

Did you know PFIC is a rare genetic liver disease that affects children and families worldwide? I'm fundraising to support PFIC Network's mission of advocacy, support, and research. Donate today! [Insert link]

Post #4

Small donations create big impact. Help me support PFIC families like mine through PFIC Network. Every share and donation matters! [Insert link]

Part 2: In-Person & Community Fundraiser Ideas

Online fundraising is powerful, but in-person events create community, raise local awareness for PFIC, and can be a lot of fun!

Fundraiser Ideas

Events & Activities

- Bake sale
- Car wash
- Charity walk or fun run
- School fundraiser or spirit day
- Community yard sale
- Silent auction
- Trivia night
- Benefit concert
- Restaurant give-back night
- Fitness challenge or yoga class

More Ideas

- Golf outing or disc golf tournament
- Craft fair or vendor market
- Birthday fundraiser on Facebook
- Casual dress day at work
- Pancake breakfast or spaghetti dinner
- Sports tournament
- Raffle baskets
- Lemonade stand
- Holiday ornament or candle sale
- Donation jars at local businesses

Tips for any in-person event

- Promote in advance on social media and via email.
- Create a simple sign explaining what PFIC Network does and why you're fundraising.
- Always have a way for people to donate on the spot, such as a QR code linking to your GiveButter page or PFIC Network's website donation page.
- Thank the venue or business owner afterward. A good relationship means you can return next year.

Part 3: Fundraising Tips for Success

- Share personal stories and photos.
- Post updates regularly throughout your campaign.
- Make donating easy with a direct link in every message.
- Be specific about why the cause matters to you.
- Ask supporters to share your fundraiser.
- Thank donors quickly and personally.
- Celebrate milestones along the way.

People To Reach Out To

Not sure who to ask? You may be surprised how many people are willing to give when asked by someone they know. Here are some groups to consider:

Personal Network

- Immediate family members
- Extended family
- Friends and neighbors
- Coworkers
- School communities
- Coaches and teammates
- Faith communities
- Parent groups
- Alumni associations

Community & Beyond

- Local businesses
- Community organizations and clubs
- Healthcare providers and medical offices
- Teachers and professors
- Social media followers
- Local media outlets
- Rare disease advocacy groups

We're Here to Help

PFIC Network staff are happy to support you throughout your fundraising efforts — whether that's answering questions, providing materials, or cheering you on. Please don't hesitate to reach out.

Email: info@pfic.org Website www.pfic.org Start your GiveButter page: www.pfic.org/fundraise