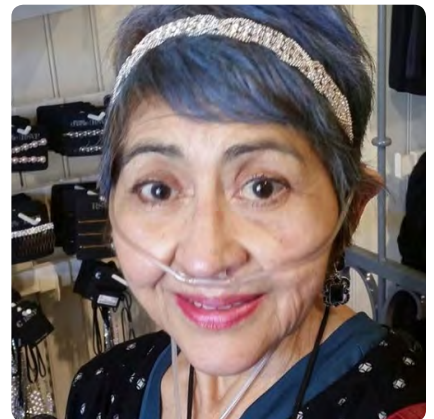
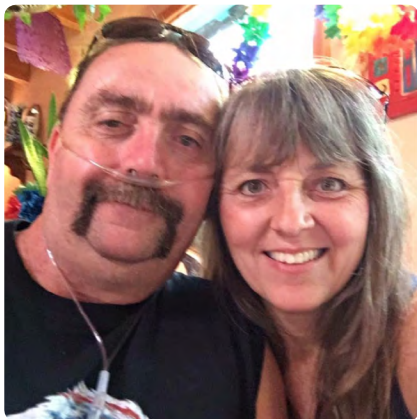


Pulmonary Fibrosis

FOUNDATION

pulmonaryfibrosis.org

GLOBAL PULMONARY FIBROSIS AWARENESS MONTH TOOLKIT



THREE STEPS TO MAKING AN IMPACT ON PULMONARY FIBROSIS

1

LEARN

INCREASE YOUR KNOWLEDGE OF PULMONARY FIBROSIS (PF)

by attending educational events, reading educational materials or viewing presentations in the PFF Disease Education Webinar Series on the Pulmonary Fibrosis Foundation website at pulmonaryfibrosis.org.



SHARE

PASS ALONG WHAT YOU'VE LEARNED

so others can understand the challenge and opportunity. Start a conversation by creating your own awareness campaign.

Follow the PFF on social media and share your story and photos.

2

3

FUNDRAISE

HOST YOUR OWN EVENT AND DONATE

the proceeds to support the mission of the Pulmonary Fibrosis Foundation.

Contact Amy Kozyra, Development Manager, at akozyra@pulmonaryfibrosis.org to learn how to get started.

JOIN THE PF COMMUNITY ON SOCIAL MEDIA

FACEBOOK

facebook.com/PFFORG

TWITTER

[@PFFORG](https://twitter.com/PFFORG)

INSTAGRAM

instagram.com/PFFORG

STORIFY

storify.com/PFFORG

HASHTAGS

[#BlueUp4PF](#)

[#GPFAM](#)

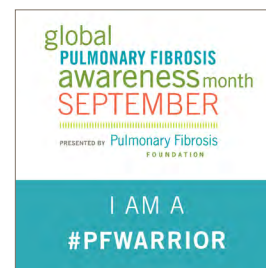
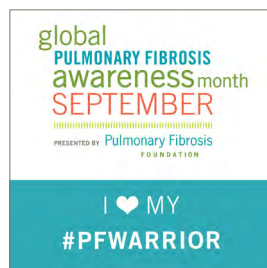
[#PFWarrior](#)

[#pulmonaryfibrosis](#)



PERSONALIZE YOUR FACEBOOK PROFILE

Let your friends and family on Facebook know that you support Global Pulmonary Fibrosis Awareness Month! Download our #GPFAM cover photo and profile pictures from bit.ly/PFFGPFAM.



PORTRAITS OF PULMONARY FIBROSIS

The Pulmonary Fibrosis Foundation is about people. We are about the 200,000 people fighting this disease. If there is one thing we know for sure—it's that we all have a story to share.

GLOBAL PULMONARY FIBROSIS AWARENESS MONTH

Our weekly Profiles of PF series on Facebook will expand to a much more frequent format in September so that we can best accommodate a greater volume of stories of our patients, family members, caregivers, friends, and medical professionals during that time.

We invite you to share YOUR story in honor of Global Pulmonary Fibrosis Awareness Month. Send an email to socialmedia@pulmonaryfibrosis.org now and we can help you get started!



FUNDRAISING

event ideas

- Join the #BlueUp4PF fundraising team on FirstGiving at bit.ly/FundraisePFFGPFAM2016 and help us meet our \$15,000 goal for Global Pulmonary Fibrosis Awareness Month
- Host a Global Pulmonary Fibrosis Awareness Month Dinner and ask your friends to donate to the PFF
- Set up a lemonade stand with your children to raise funds for PF
- Plan a bowling night with friends and family and ask them to make a donation to the PFF
- Ask your office, school or church if you can sell PFF Breathe Bracelets
- Crafty? Open a shop on Etsy and donate a portion of your sales
- Hold a bake sale and donate the proceeds to the PFF
- Host a direct sales party such as PartyLite or Avon and donate a percentage of sales
- Take up a collection in your neighborhood
- Donate to the PFF in lieu of favors at your baby shower, wedding reception, bat mitzvah, etc.



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#BLUEUP4PF

#BlueUp4PF is a social media and fundraising campaign started by Diane Reichert, a PFF Ambassador and dedicated PF advocate who passed away in 2015. In celebration of her tireless spirit and in honor of all #PFWarriors, we encourage you to show your support by wearing blue, then post about it on social media using #BlueUp4PF!

You can also personalize a printable sign to tell us where you are going blue! Take a selfie with your sign (don't forget to wear your favorite blue attire and hair extensions) and post your photos on Facebook, Twitter, and Instagram with #BlueUp4PF to be a part of our global effort to spread pulmonary fibrosis awareness. Download the sign at bit.ly/PFFGPFAM.

Don't forget to fundraise with us at bit.ly/FundraisePFFGPFAM2016! You can send pictures of all your fundraising activities to socialmedia@pulmonaryfibrosis.org.



230 East Ohio Street, Suite 500, Chicago, Illinois 60611

844.TalkPFF (844.825.5733)

pcc@pulmonaryfibrosis.org

info@pulmonaryfibrosis.org



HIKE FOR LUNG HEALTH

Sunday, September 25, join the Pulmonary Fibrosis Foundation at the Hike for Lung Health in Chicago's Lincoln Park neighborhood for a day of family festivities and fundraising for the pulmonary fibrosis community.

Lead the way by registering as a Team Captain to participate in a 1 or 3-mile walk and gather your family and friends together for a day of activities on the lakefront, including the Jesse White Tumblers, face painting, bounce houses, and prize giveaways.

Funds raised at the Hike will help people with pulmonary fibrosis get diagnosed sooner, receive the best care available, and gain the support they need to best manage their disease.

Becoming a captain is easy. For more information about the Hike for Lung Health, visit bit.ly/HikewithPFF. Don't forget to share your photos from the event with us at socialmedia@pulmonaryfibrosis.org.

If you cannot make it to the Hike for Lung Health but wish to participate, you can register to be a virtual walker. For more information, visit bit.ly/HikewithPFF.



PROCLAMATION

Declare the month of September Global Pulmonary Fibrosis Month in your own city or state. Personalize our sample proclamation and submit to your mayor, governor, or city council member for a signature and official declaration. Then share your proclamation on social media, submit to your local newspaper and email **socialmedia@pulmonaryfibrosis.org** to let us know. Together we can educate and raise public awareness about pulmonary fibrosis.



sample proclamation

CITY OF <CITY NAME>

PROCLAMATION

- WHEREAS, idiopathic pulmonary fibrosis (IPF) is a serious disorder that creates scarring (fibrosis) in the delicate lung tissue of affected patients causing progressive, incurable lung disease; and
- WHEREAS, pulmonary fibrosis (PF) progresses quickly, often causing limited quality of life, disability and/or death within a few short years; and
- WHEREAS, in many cases there is no identified cause of Pulmonary Fibrosis, which is referred to as idiopathic pulmonary fibrosis (IPF), and about 200,000 people in the United States are estimated to be affected by IPF; and
- WHEREAS, pulmonary fibrosis is often misdiagnosed and under diagnosed, and a need has been identified to increase wide-ranging awareness and detection of this imperceptible disorder; and
- WHEREAS, the Pulmonary Fibrosis Foundation will unify patients, caregivers, medical professionals, and the general public, by sharing and providing the latest information about advancements alongside all of the work still to be done within the global pulmonary fibrosis community; and
- WHEREAS, established in 2000, the Pulmonary Fibrosis Foundation is a nonprofit organization that maintains a global mission to serve as the trusted resource for the pulmonary fibrosis community by raising awareness, providing disease education, and funding research. The Foundation works diligently to foster conversations and collaboration between everyone affected by pulmonary fibrosis, including those living with the disease, caregivers, the medical and research community, and the pharmaceutical industry.

NOW, THEREFORE, I, <MAYOR'S NAME>, MAYOR OF THE CITY OF <CITY NAME>, do hereby proclaim September 2016 to be GLOBAL PULMONARY FIBROSIS AWARENESS MONTH IN <CITY NAME>, and urge all community members to become informed and involved in the fight to eradicate this serious disease.

Dated this <DAY OF MONTH> day of <MONTH>, 2016.

MAYOR <MAYOR'S NAME>

LETTER TO THE EDITOR

Customize a letter to the editor of your local newspaper to let others know about the event you are planning. The following tips are available in a Microsoft Word document for download at bit.ly/PFFGPFAM.



letter to the editor writing tips

Writing a letter to the editor – especially to a local community paper – is an excellent way to share information about pulmonary fibrosis and what people can do to help. Here's how to get started:

- **Know the rules.** Check the newspaper for guidelines, including length limitations, where the letter should go, as well as other information they require in order to consider a letter for publication, such as your contact information (many papers will publish letters only after verifying the author). Know the date that your paper is published – both print and online – so that you can keep an eye out for your letter.
- **Keep it short and to the point.** Newspapers have word limits, so keep your letter short. If a limit isn't stated, aim for 150 words. Letters that are too long will be edited by the paper without your input.
- **Be accurate.** Support your letter with facts, statistics, and citations. You can find a variety of sources from the Pulmonary Fibrosis Foundation website.
- **Write for your audience.** Don't use slang or jargon. Your letter needs to be understood by people who don't know anything about pulmonary fibrosis. Most readers won't know much about the disease or many of the medical terms associated with it.
- **Be yourself.** Include your personal connection with pulmonary fibrosis and to the Pulmonary Fibrosis Foundation. Write using your own voice.
- **Include a call to action.** Let the reader know how they can help and provide specific examples, such as how to participate with the Foundation on social media, or ask readers to host a Team PFF event, such as a bake sale or car wash. Refer them to pulmonaryfibrosis.org.
- **Recruit help.** Ask a family member or friend to proofread your letter, checking for correct grammar, typing errors and that the letter sounds like it's coming from YOU, in your voice.
- **Send letters to smaller newspapers.** Small newspapers, such as your local weekly paper, are more likely to print your letter than major metropolitan dailies.
- **Share your publication.** Did your letter get published? Congratulations and let us know! Send a link to socialmedia@pulmonaryfibrosis.org so that we can share it on our social media platforms!

