



# CLEAR THE WAY

for PCD Awareness Month

## FUNDRAISING GUIDE

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This toolkit will help you reach your goals and clear the way for a cure! Use the tips provided to kick off your fundraising for PCD Awareness Month this October. Every dollar you raise helps to fund increased research, accelerated diagnosis, improved health, and ultimately a cure for primary ciliary dyskinesia. 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

The logo for 'CLEAR THE WAY' features the word 'CLEAR' in a large, bold, blue sans-serif font. The letter 'C' is stylized with horizontal lines extending to the left, suggesting motion or a path. Below 'CLEAR' is the phrase 'THE WAY' in a smaller, bold, blue sans-serif font. A thin horizontal line is positioned above the word 'CLEAR'.

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### 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://p2p.onecause.com/cleartheway4pcd2022>.

- **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!
- **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.

## Utilize Social Media

- Social media is a great way to let your network know you're supporting PCD Awareness Month. Create personalized posts to create excitement and encourage others to help you reach your goal.
- Be sure to follow the PCD Foundation, share posts and include the hashtag #cleartheway4pcd.
- We encourage the PCD community to wear blue to show its support during PCD Awareness Month. Capture and share the moment! Don't forget to @pcdfoundation and include the hashtag #cleartheway4pcd. We can't wait to see you in blue!

## 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!

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## 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?

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