



2025 PFIC Awareness Day Campaign Fundraiser Toolkit

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Welcome!

Thank you for joining PFIC Network's 2025 Awareness Day Campaign. We are excited to help you fundraise!

This toolkit contains everything you need to run a successful campaign and achieve your personal goal toward our collective goal of \$65,000 which we hope to raise by October 5, 2025.

In this document you will find background on PFIC Network, an outline for success, sample material, tips, etc. While we have made every effort to make this toolkit as comprehensive as possible, if you need additional information or assistance our team is also available to help you in any way we can – we want you to reach your goal! We will be checking in with you throughout the campaign, and please feel free to [contact us](#) at any time as well.

Campaign Overview

The 2025 PFIC Awareness Day Campaign will run during the entire month of October.

To start your own fundraising page, simply choose the “+ Fundraise” button under the Goal Tracker on the main page.

PFIC Network has set a goal to raise \$30,000 from peer-to-peer (P2P) fundraisers for the Awareness Day Campaign. We are hoping that you will consider setting a goal to raise at least \$500.

Getting started is as easy as [creating your page](#), adding a personal note as to why PFIC Network's work is important to you, and sending your link out to as many friends and family as possible! From email to social media, don't be shy! The more people you ask, the faster you'll reach your goal. If just 25 people gave you \$20 you'd reach \$500.

This toolkit includes more details for those who are new to crowdfunding, but for those who understand the process already, feel free to jump right into your page from here!

Getting Started!

The Basics

If this is your first time managing your own fundraiser, no worries! We have prepared this toolkit to help you and the PFIC Network team is also here to ensure you meet your goal. Below we go step by step into how to prepare your website and send it out to friends and family for maximum success.

The detailed steps below are to ensure that everyone has all the information needed to feel ready to hit send by the campaign kick off in October.. However, they are not meant to overwhelm! The most important thing to remember is to get your story out there to your community and in whatever way is easiest and fastest for you. So, once you personalize your webpage, be sure to share it on social media and to send it out via email and you'll be off and running! Read on for a more detailed way to think through this process.

Step 1: Personalize Your Website, Tell Your Story

You should personalize your website with your own story and a photo. We have provided sample text in the appendix which you are free to use in its entirety, but encourage you to think of our sample as a starting place to tell your own educator story.

The appendix also contains more about the goals and mission of PFIC Network, which we encourage you to share if it helps you tell your story.

Step 2: Create Your Prospective Supporter List

Telling your story authentically, and telling it to as many people as you can think of, are the secrets to the success of any fundraising initiative.

You'll want to spend some time creating a list of names/emails to whom you will send your personal fundraising page, and then be ready to follow up with this list throughout the campaign as well. Use the "50 names" exercise in the appendix below to help you start gathering at least 50 contacts. And don't stop there! The more people you ask, the faster you'll reach your goal, and the greater impact you'll have on PFIC Network's mission.

If 50 people donated just \$10 each to you, you would meet the \$500 goal! It's that simple.

Think about friends and family located anywhere in the country – or the world! There is no geographic limit to who may be excited to help advance this mission. Also think about all the people who have offered help or wanted to support you and your family throughout the years – this is an opportunity for you to give them the chance to support you in a tangible way.

Step 3: Write your Email(s)

Once you have your website ready and a list of who you will send it to, it's time to craft the message you will send. This will likely overlap with your story on your website, that's okay! Your goal is to inspire the reader to click on the link to your website and donate. If they see a similar message once they get there, that only serves to reinforce your messaging overall.

You should plan on sending at least three emails throughout the five weeks of the campaign, and more if you can! As you think of how to tell your story in that initial email, think also about how to build on that story over the course of an email series.

A sample of how to build your email series has been included in the appendix.

As your friends and family answer your calls to action and make donations to your page, be sure to remove them from future emails that ask them to give. Instead, make a list of supporters to whom you send updates and thank you messages, without asking them to donate again. You may find that some choose to make a second donation as they get excited about helping you to reach your goal, but this should come as a result of thanking them for their impact. Once they've given, you don't need to ask again.

Step 4: Plan Your Weekly Outreach

As you know, people's inboxes are full! It's highly likely that some of your friends will want to contribute to your campaign, but your first email will simply get buried in the list. This is the reason we suggest to plan at least three emails. If you can send four, even better!

Before the campaign kicks off, plan out your email series and mark your calendar for when you will send each. In between emails, plan to follow up with your closest friends directly via text or a phone call. You want to meet your potential supporters wherever they are. This means it's also a good idea to post on social media throughout the campaign – mark your calendar with those plans as well!

Step 5: Hit Send! Again and Again!

Now you're ready to get your message out to your community! Send emails and post on social media throughout the five weeks, according to your planned calendar. You'll want to keep track of who has donated to you along the way, and thank them with a quick note (email or text) once they give. Be sure to remove those people's emails from your next email ask, so you're not re-asking people who have already given.

You may want to create a second email list of contacts who have donated. Send this “donated” list BCC emails that update them on your progress, express your gratitude, and share the impact of their gifts.

Step 6: Thank Your Supporters

Once the campaign is over, send one more final thank you to your “donated” list! Let them know the final outcome of your campaign (how much you raised total) and the impact of their collective giving on PFIC Network’s mission. Invite your supporters to follow PFIC Network on social media, and/or join our email list, to remain part of the movement.

Frequently Asked Questions

What if someone wants to support my campaign but does not want to donate on the website?

PFIC Network accepts donations of all types and sizes! If a donor does not want to give through the website, they are also welcome to send a check.

Please have them write YOUR name on the memo line so we are sure it’s attributed to your campaign, and mail to:

PFIC Network
PO Box 551
Stanton, KY 40380

In addition to checks and credit cards, PFIC Network can accept gifts of stock and other financial vehicles. For this type of giving please contact Sallie Williams at sallie@pfic.org for more details.

Can a company/business or foundation support my campaign?

Absolutely! If you have connections to businesses or foundations (including family foundations) who want to fund PFIC Network on your behalf, we encourage you to talk with them about your efforts and the impact PFIC Network is having on your life and the lives of others impacted by PFIC.

These entities can give directly to your website, or you may connect them with PFIC Network staff to coordinate other ways of transferring their funding. If an application process is required, PFIC Network staff are happy to assist you with those efforts.

My donor's company will match their gift, will that count toward my total?

Absolutely! We encourage you to remind your donors to check with their companies about matching opportunities, as many corporations offer this (often-forgotten) perk to their employees.

If your donor is able to get their gift matched, ask them to send you an email or screen shot of the confirmation of the match. Send that to admin@pfic.org and we will be sure to credit your campaign immediately, as the gift itself may take several months to arrive depending on each corporation's process.

Appendix Materials

Sample Website Set Up

The below text is a sample of what you may want to insert into *Add A Note: Why are you passionate about this campaign?* field in your Give Butter page.

[Title: A Compelling Headline that Grabs Attention]

[Engaging Introduction]

Introduce yourself or your organization and briefly explain the purpose of your fundraising campaign.

[Tell Your Story]

Explain why your cause is important and how it has personally impacted you or you.. Highlight how PFIC has changed your life, the challenges and the wins.

[Impact]

Describe how the funds raised will make a difference. Be specific about how donations will be used and the positive outcomes they will achieve. Refer to the main PFIC Network campaign for messaging regarding the Impact.

[Call to Action]

Clearly ask for support—donations, sharing the campaign, or getting involved. Emphasize urgency to raise the funds by October 5th, PFIC Awareness Day

[Express Gratitude]

Thank your supporters and express appreciation for their contributions. Let them know their support is valued and impactful.

Sample Social Media Templates

LinkedIn

Hello LinkedIn community! On October 5th, we will be observing PFIC Awareness Day. I am honored to be part of the @PFIC Network's efforts this year, raising funds to support their Research Program in the quest for improved solutions and treatment options for this rare disease.

Many of you may already be familiar with my journey with PFIC, but for those who are not, let me share a little about myself. [Insert 1-2 paragraphs about your story].

This PFIC Awareness Day, I am reaching out to ask for your support in helping me achieve my goal of raising [\$xxx] to contribute to vital PFIC research initiatives. Every contribution, no matter the amount, makes a significant difference.

Thank you for taking the time to read my story and for considering supporting this important cause. Together, we can make a lasting impact.

[Insert link here]

Facebook

Hello friends! This year on October 5th is PFIC Awareness Day. I am joining the @PFIC Network this year to raise funds in support of their Research Program as they seek to find better solutions and treatment options for this rare disease. There are many of you that know my journey with PFIC, but for those that don't, here is a bit about me. [Insert 1-2 paragraphs about your story].

I am asking for your support this PFIC Awareness day to help me reach my goal of [\$xxx] to support PFIC research efforts. Any amount goes a long way. Thank you for reading my story, and for your help.

[insert link here]

*** Important for Facebook, do not start a Facebook Fundraiser through the Facebook platform, rather, share your Give Butter personal URL in each of your fundraising posts ***

Instagram

Hello friends! This year on October 5th is PFIC Awareness Day. I am joining the @PFIC Network this year to raise funds in support of their Research Program as they seek to find better solutions and treatment options for this rare disease. There are many of you that know my journey with PFIC, but for those that don't, here is a bit about me. [Insert 1-2 paragraphs about your story].

I am asking for your support this PFIC Awareness day to help me reach my goal of [\$xxx] to support PFIC research efforts. Any amount goes a long way. Thank you for reading my story, and for your help. To donate, click the link in my bio (or post a story with the link).

Sample Email Templates

The best emails are ones that tell your unique story about why PFIC Network is important to you, thus inspiring your community to get involved. Our samples offer a model for a three-email series, where you fill in the details for your personal story.

Email #1

Introducing Your Fundraising Campaign

Subject: Join me in raising awareness and support for PFIC Awareness Day!

Dear [Friend/Colleague/Community Member],

I hope you and your loved ones are doing well. I am writing to share that I am raising \$XXX for PFIC Awareness Day on October 5. The PFIC Network is committed to improving the lives of PFIC patients and families while driving for a cure of PFIC and related diseases.

My personal story is what pushes me to take action in fighting this rare disease. [Share your personal connection with the rare disease, such as a loved one's diagnosis, personal experience, or witnessing the challenges faced by someone close to you]. This experience has ignited a fire within me to make a difference and provide hope to individuals and families affected by PFIC.

I am reaching out to you today to ask for your support in this mission. Your contribution, no matter the size, will go a long way in helping me reach my goal of [insert goal amount] which will help build a research program centered on the patient voice and collaboration in research. I invite you to visit my fundraising page [Provide the link to your fundraising page] to learn more about my journey and make a donation.

Thank you for considering supporting this cause that is very close to my heart.

Warm regards,

[Your Name]

Email #2

Email 2: Sharing Progress and Impact

Subject: Update on our journey to fight PFIC

Dear [Friend/Colleague/Community Member],

I wanted to take a moment to express my heartfelt gratitude for everyone who has supported my fundraising campaign for PFIC Network. Thanks to your generosity, we are making great strides in raising awareness and support for those affected by PFIC.

Since launching our campaign, we have achieved [mention a milestone or accomplishment, such as reaching a fundraising goal, garnering media attention, or organizing a successful event]. These funds bring me, and the rest of the PFIC community, real hope and tangible change in the lives of individuals and families facing the challenges of PFIC.

Every dollar donated has enabled PFIC Network to begin building a research program centered on the patient voice and collaboration in research. Through these fundraising efforts PFIC Network will improve care and treatment outcomes for PFIC by strengthening relationships with expert researchers at their annual Family & Scientific Conference, grow their patient registry into a valuable research tool, and directly fund research that is meaningful to our community. With your help, we will shed light on this rare disease and ensure that no one faces it alone.

If you haven't had a chance to contribute yet, I invite you to visit my fundraising page [Provide the link to your fundraising page]. Your donation will make an immediate impact and support for the PFIC Network.

Thank you once again for your incredible support. Our journey is far from over, and I am grateful to have you by my side as we continue to make a difference.

With deep appreciation,

[Your Name]

Email #3

Email 3: Final Call to Action

Subject: Last chance to support our fight against PFIC

Dear [Friend/Colleague/Community Member],

As my fundraising campaign for PFIC Network's fight against PFIC draws to a close, I want to extend my heartfelt appreciation for your support thus far. Your generosity has been truly remarkable, and I am so grateful for every contribution made.

However, we still have a chance to make an even greater impact. With just a few days left in our campaign, we are \$XXX away from reaching our goal! I am kindly asking for your help one last time. Your donation can provide the necessary resources to

improve the lives of individuals and families affected by PFIC through the PFIC Network Research Program.

I understand that times are tough, and there are many causes vying for your support. But together, we can accomplish something truly extraordinary. By donating to my fundraising page [Provide the link to your fundraising page], you are not only supporting PFIC Network's mission but also becoming an integral part of a movement that offers hope, love, and understanding to those who need it most.

Help me create a better future for individuals living with PFIC. Thank you once again for your support, and please know that your contribution, no matter the amount, makes a significant difference.

With heartfelt gratitude,

[Your Name]

50 contacts - Building Your Outreach List

Are you wondering who to ask for a donation? Here's a quick way to jog your memory of people that might consider supporting you! This list isn't exhaustive by any means but rather an exercise to help you consider all the different groups of people you could ask to support your efforts. By all means, don't stop at 50 – the more people you ask the quicker you'll reach your goals! Grab a pen and start writing. You'll be surprised by how quickly your list grows!

- 5 relatives
- 5 friends from high school
- 5 friends from college
- 5 current co-workers
- 5 former co-workers
- 5 neighbors
- 5 church or social group contacts
- 5 people you do business with (salon, mechanic, trainer, etc)
- 5 people who have invited you to a gathering
- 5 friends through your partner, children, parents, etc (friend of a friend!)

More about PFIC Network

This campaign is about raising funds for research but also raising awareness for PFIC. Therefore, the more details you can share about PFIC Network as you tell your story, the better! Here are some of our favorite resources to share when introducing the program to new people. Please feel free to use them as well!

- [About Us](#)
- [PFIC Network's Impact](#)
- [PFIC Network Research Program](#)
- [PFIC Network Support & Resources](#)