



Asthma and Allergy
Foundation of America

FUNDRAISE WITH US



**KIDS WITH
FOOD ALLERGIES**
A Division of the Asthma and Allergy
Foundation of America

A BIG THANK YOU

Thank you for sharing our vision to help people with asthma and allergies. However you decide to fundraise, you are providing services and potentially life-saving support to patients and their families.

If you're new to fundraising, it might seem a little overwhelming at first. Don't worry! We'll be with you every step of the way to give you advice and support.

By fundraising for the Asthma and Allergy Foundation of America (AAFA) and Kids With Food Allergies (KFA) you'll make a difference to millions of Americans living with asthma and allergies. Our generous donors, fundraisers and partners make our work possible. Your continued support provides on-going programs for patients.

Your reasons for supporting AAFA and KFA are likely very personal and powerful. This passion will be your greatest asset, and we are honored to be a part of your journey. Please feel free to share your stories and experiences with us. We would love to hear from you!

HAPPY FUNDRAISING and THANK YOU for your support!

Donor Relations



This guide is intended to help you plan your fundraiser and give you some ideas and tips to make it successful. In it you'll find information about:



Planning and Organizing



Fundraiser Ideas



Promoting Your Event



Fundraising Tips



Information About AAFA
And More!



If you have any questions, please don't hesitate to contact us by phone at **1-800-7-ASTHMA** or by email at **info@aafa.org**.

What we can do, **BECAUSE OF YOU...**

\$25

provides educational
information to
a support group

\$75

trains a healthcare
professional at
AAFA's Asthma
Management and
Education Program

\$100

provides 10 newly
diagnosed patients
or families with
free customized
educational materials

\$250

provides a week of
Ask the Allergist -
which provides
personal and unique
answers for patients
by a Board-certified
allergist, free of charge

AAFA is proud to receive high ratings from Charity Navigator, Better Business Bureau, National Health Council and more. We earn these ratings by offering quality programs and services while keeping administrative expenses low. The funds you raise will be used to make a difference for those who need it!





Build Your **FUNDRAISING PLAN**

Any event, no matter how big or small, can be planned and organized with a few simple steps. Each event is unique, but here are some easy ideas to get you started:



Pick something to do...if it's your first event, keep it simple and stick with what you know. No matter what you decide, choose an activity that you enjoy! This should be fun.



Choose a date, place and time that will be easy for people to participate. Keep in mind conflicting events, holidays, and sports or school happenings.



If you're hosting an event, choose a suitable venue and tell them it's for a fundraising event. Don't be afraid to ask for discounted, donated or free services.



Ask for help. You can't do everything yourself, so don't be afraid to ask for help!



Tell everyone! The more people who know, the more money you can raise, the more people you will help! You'll probably need to tell people more than once. Make posters, emails, letters, Facebook and Twitter posts.



Fundraise. The easiest way to raise money is to ASK. This is often the least comfortable step, but remember – the answer to the question you never ask is always NO. Collect donations online or in person, and send them in to AAFA.



Keep in touch! We hope you have a safe and successful fundraiser, but spreading awareness and education are invaluable too! Whether you raise \$10 or \$10,000, every dollar makes a difference to those managing asthma and allergies.



FUNDRAISING IDEAS

There are hundreds of ways to fundraise – but which is right for you? It's time to be creative! Some people use a personal challenge like a marathon to fundraise. Others prefer to do something social like host a bake sale or trivia night. Whatever you decide, make sure to choose something you'll enjoy. Here are some ideas to help you get started:



Workplace Ideas

- Dress down days
- Coin war
- Auction/raffle a vacation day



Sports and Games

- Marathon
- Triathlon/Ironman
- Walk/Run/Cycle 5K
- Trivia Night
- Yoga/dance lessons



Special Occasions

- Birthdays
- Weddings
- Anniversaries
- Holiday party
- Costume party
- Rather than favors or gifts, make or suggest a donation



School and Community

- Karaoke night
- Jean day
- Car wash
- Book sale/bake sale
- Auction/raffle
- Lemonade stand
- Dinner
- Picnic/BBQ
- Make and sell t-shirts, bracelets, etc.



In Honor and Memory

- Fundraise in honor of a loved one living with asthma/allergies
- Fundraise in memory of a loved one

MY IDEAS

Event: _____

Event Name: _____

Date: _____

Location: _____

Who to Invite: _____

If you have any questions, contact us! We'll help you think it through.



PROMOTING Your Event

CREATE A FUNDRAISING PAGE

Once you have your fundraising event chosen, you will want to provide supporters an easy way to donate and find out information about your event. The easiest way to collect your donations is by creating an online fundraising page. It's simple to set up and easy to share with friends, family, and colleagues. Donations are automatically sent to AAFA – saving you time and effort, while also assuring donors their contributions will support the mission of AAFA.

Getting started is easy! It only takes a few minutes to create your personal and free fundraising page.


Visit aafa.org/fundraise to set up a fundraising page. On this page, you'll be prompted to create an account with an email address and a password that you choose. Once your account is created, you can create a fundraising page where you'll be able to tell your story, set a fundraising goal and upload a photo. This page can be shared in emails, on Facebook, Twitter and more! Donations made through this page will be tracked toward your goal, and you can always edit the information as needed.

For assistance in setting up your fundraising page,
please email info@aafa.org.

KIDS WITH FOOD ALLERGIES

1 AND 2 FOR SAFE AIR AND FOOD

I'm "Mom" to these 2 soccer players, and I fundraise for the Asthma and Allergy Foundation of America (AAFA) and Kids With Food Allergies (KFA) because I don't want catching their breathe or the snacks after the game to be scary for any child or any family. For families who manage asthma and allergies, getting enough air or being exposed to the wrong food are scary. AAFA and KFA provide education, support, research and advocacy to these children, patients and families.



AAFA and KFA serve the 60 million Americans living with asthma and food allergies, has trained over 18,000 health professionals, has provided over 3,400 free educational kits and provides a searchable recipe database with allergen exclusions or replacements.

Please support these kids and families!

ABOUT STRIDES FOR SAFE KIDS 2016 PHILADELPHIA

SUPPORTERS

| Name | Date | Amount | Comments |
|------|-------|--------|----------|
| | Total | \$0.00 | |

[Edit My Page](#) [Report Abuse](#)

[> Donate](#)

Fundraising progress:

0%

\$0.00 Raised \$750.00 Goal

[+ Create a page](#)

[All fundraisers](#)

[+](#) [|](#) [p](#) [t](#) [f](#) [e](#)

USE SOCIAL MEDIA


Social media is a simple and effective way to spread the word about your fundraising. You may be amazed with some donations you receive from people you would never expect.

Top tips for using social media:

- Post links about your fundraiser
- Regularly post updates about your fundraising efforts
- Ask your friends to 'like' or 'share' your status
- Tag/mention friends who have donated
- Share pictures and videos
- Tell people 'why' – your personal reason for supporting our mission

SAMPLE POSTS FOR SOCIAL MEDIA

The image displays four sample social media posts arranged in a 2x2 grid. Each post is from a user named 'Jen Smith' and includes a profile picture of a group of children. The top-left post is for AAFA, dated '1 min · Edited', and includes a link to a fundraising page. The top-right post is for KFA, dated 'Just now', and mentions a goal of \$300. The bottom-left post is for AAFA, dated 'Just now', and mentions a fundraiser at a middle school. The bottom-right post is for KFA, dated 'Just now', and mentions a fundraiser to help kids with asthma and allergies. Each post has 'Like', 'Comment', and 'Share' buttons and a prompt to 'Be the first person to like this.'

Jen Smith
1 min · Edited · 🧑
I'm fundraising to support Kids With Food Allergies - please share on your pages and check out my fundraising page at <https://secure.aafa.org/np/clients/aafa/campaign.jsp?campaign=57&fundraiser=222773&>

1 and 2 for safe air and food
1 and 2 for safe air and food
secure.aafa.org

Jen Smith
Just now · 🧑
Oh my gosh! We raised \$180 toward my \$300 goal to support the Asthma and Allergy Foundation of America - thank you to Aunt Becky for your gift! Only \$120 to go, and it all helps patients and families managing asthma and all types of allergies! Please give! Thank you!
Like Comment Share
Be the first person to like this.

Jen Smith
Just now · 🧑
I'm hosting a fundraiser to support Kids With Food Allergies - please come to the middle school on Saturday June 10 at 2- we'll have games, a raffle and recipe contest! See you there!
Like Comment Share
Be the first person to like this.

Jen Smith
Just now · 🧑
My heart hurts to think of kids struggling to breathe and feeling excluded from activities because of asthma or dreading Halloween or field trips or birthday parties because of food allergies. So I'm fundraising to help AAFA provide support and education to those kids, please, please, please - donate to my fundraiser to help these kids! Thank you!!!
Like Comment Share
Be the first person to like this.

AAFA



facebook.com/AAFANational



instagram.com/AAFANational



@AAFANational



youtube.com/AAFANational

KFA



facebook.com/kidswithfoodallergies



instagram.com/kidswithfoodallergies



@kfatweets

PERSONAL COMMUNICATIONS

An easy way to fundraise is to craft a heartfelt message to the people you know – you can share details of your fundraising efforts with your friends, family, co-workers – and encourage them to share your message too! Feel free to share pictures and stories. To help you with your fundraising efforts, we crafted a sample email for you to use – edit it in any way that feels right to you!

Dear (INSERT NAME OF YOUR FRIENDS AND FAMILY HERE!)

I am doing a fundraiser to support the Asthma and Allergy Foundation of America (AAFA). Did you know that nearly 60 million Americans are living with asthma and allergies? And that 1-in-13 kids in the US has a food allergy?

Well, AAFA and KFA are the ones to help all those people – they provide life-saving information and education through their blogs and online forums. They train patients, families and health care providers on the latest treatment information, and so much more.

I'm fundraising to support their mission because (FILL IN YOUR REASON FOR FUNDRAISING HERE).

I'd really appreciate a donation to support my fundraiser (DETAILS ABOUT YOUR FUNDRAISER – LIKE THE DATE, PLACE, LINK TO YOUR FUNDRAISING PAGE, ETC)

AAFA is only able to reach all those people and patients with support like ours, and I am proud to support their mission!

Please support my fundraiser and those managing asthma and allergies today, and share with your friends and family too. We can truly make a difference together!

Thank you!

(INSERT YOUR NAME OR OTHER NOTES)





TOP FUNDRAISING TIPS

Now that you're on your way to a successful fundraising event, make sure to keep the below tips in mind:



Stay safe – Whatever you're doing to raise money, make sure it's legal and safe. If you have any questions, reach out to us for help.



Have fun – Enthusiasm is inspiring and contagious. People will be more likely to help you reach your fundraising goal if they see your passion. Sharing your story and inspiration will help motivate your supporters.



Aim for the sky – Set a fundraising goal and tell everyone about it. Know the impact your efforts will have on patients and families and share this information with your supporters.



Know your cause – You may get questions about AAFA and KFA, or about asthma and allergies. AAFA has plenty of educational materials that you can copy and share with your donors. Visit aafa.org/store to find free PDF handouts, brochures and educational materials. **The following pages can also be copied and distributed to share the valuable work AAFA does.**



Get online – Use email and social media to spread the word about your event. Your online fundraising page is quick and easy and personalizes your fundraising, while allowing supporters to donate online.



Make the ask – Keep your reason for fundraising front of mind. People will be honored to be included in your fundraising efforts. Remember the number one reason people donate is because they were asked!



Double up – Many companies have a gift-matching program. Ask your donors if their employers would be willing to match their gift.



Make headlines – Talk with your local media, newspapers or radio stations to spread the word about your event.



YOU ARE SUPPORTING:

The Asthma and Allergy Foundation of America (AAFA) is the largest and oldest nonprofit in the United States dedicated to people with asthma and allergies. AAFA's mission is to improve the quality of life for people with these diseases through education, advocacy and research.



EDUCATION

AAFA offers extensive educational resources and news for managing asthma, food allergies and allergic diseases. Learn more at aafa.org/programs.



ADVOCACY & PUBLIC POLICY

AAFA supports public policy initiatives that improve and protect quality of life and treatment options for those affected by asthma and allergies. Learn more at aafa.org/advocacy.



RESEARCH

AAFA is the only patient organization in the United States that funds research grants for asthma and allergies. We work closely with respected healthcare professionals and researchers to better understand the issues and challenges that impact a patient's life. Learn more at aafa.org/research.



KIDS WITH FOOD ALLERGIES

A division of AAFA, Kids With Food Allergies (KFA), is the leading national online support community for families dealing with food allergies and anaphylaxis. KFA offers the much-needed support and resources to help manage and treat food allergies and improve quality of life. Learn more at kidswithfoodallergies.org.



Asthma and Allergy
Foundation of America

800-7-ASTHMA • aafa.org

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KIDS WITH
FOOD ALLERGIES

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Foundation of America

215-230-5394 • kidswithfoodallergies.org

facebook.com/kidswithfoodallergies

twitter.com/kfatweets

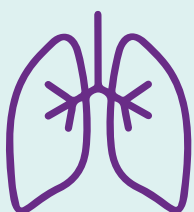
AAFA AND KFA BY THE NUMBERS

AAFA has served
patients for over
60 YEARS



2,500+ online Asthma
Community members

52,000+ online Food
Allergy Community
members



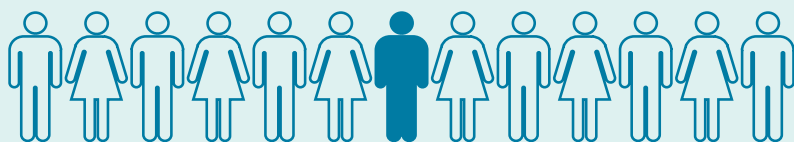
Almost
25 MILLION Americans
have asthma

60
MILLION

Americans
live with asthma
and allergies



KFA provides a free
searchable database
with **1,200** recipes



1 IN 13 kids in the U.S.
has a food allergy



10 people die each day
in the U.S. from asthma



AAFA has trained
more than **18,000** allied
health professionals

AAFA has sent over
3,400
educational kits
to patients and families



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800-7-ASTHMA • aafa.org

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 twitter.com/aafanational



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215-230-5394 • kidswithfoodallergies.org

 facebook.com/kidswithfoodallergies

 twitter.com/kfatweets



Asthma and Allergy
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If you collect your donations in person, please contact info@aafa.org
or 1-800-7-ASTHMA for more information on how to send the donations to AAFA.



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