



# THINK ZEBRA!

## Instructions:

*How To Promote Awareness of Primary Immunodeficiency Diseases and Collect Donations for IDF in seven easy steps!*

### Step One:

**Make a list of all the people you could approach.**

*Some suggestions:*

- Parents
- Siblings
- Aunts, Uncles, and Cousins
- Grandparents
- Friends
- Neighbors
- Colleagues
- Local businesses you frequent (*Dry Cleaner, Beauty Salon, Coffee Shop, Restaurant*)

### Step Two:

**Decide how you want to contact the people on your list. In person or via e-mail or letter.**

### Step Three:

**Call or visit your prospective donors and tell them about the program.**

Or

**Send an e-mail or letter to your prospective donors.**

### Step Four:

**Collect contributions and fill out Donor List.**

**For a minimum gift of \$10, donors receive a bracelet, but please encourage larger contributions if possible.**

### Step Five:

**Thank your donors!**

- ~ Give or send a bracelet to all donors of \$10 or more.
- ~ Give or send a tax receipt to each of your donors.

### Step Six:

**Fill out the Funds Raised Form.**

### Step Seven:

**Send to IDF in the Return Envelope:**

- ~ Donor List
  - ~ Funds Raised Form
  - ~ All donations
- (Please do not send cash. Make checks payable to Immune Deficiency Foundation.)

## Suggested Talking Points:

- ◆ The Immune Deficiency Foundation, founded in 1980, is the national non-profit patient organization dedicated to improving the diagnosis, treatment and quality of life of persons with primary immunodeficiency diseases through advocacy, education and research.
- ◆ Primary immunodeficiency diseases are a group of relatively rare conditions caused by intrinsic or genetic defects in the immune system.
- ◆ The most famous case is "The Boy in the Bubble." This was an unusual case and patients do not live in bubbles anymore. Years ago, a diagnosis of a primary immunodeficiency meant an extremely compromised life, not just for the patient but for his or her family as well.
- ◆ Today, with early diagnosis and appropriate therapies, many patients with that same diagnosis can live healthy, productive lives.
- ◆ In the United States, there are approximately 250,000 people diagnosed with primary immunodeficiency diseases and thousands more go undetected.
- ◆ These individuals often find it difficult to receive specialized health care, proper diagnosis and treatment.
- ◆ Individuals affected by primary immunodeficiency diseases also experience difficulties financing their health care, finding educational materials on the disease and locating others with whom to share their experiences.
- ◆ The mission of IDF is to help individuals overcome these difficulties and live a healthy and productive life. The constant presence of IDF assures patients, their families and their medical caretakers that there is a place to turn for help.
- ◆ That is why I have decided to lend my full support to IDF by helping to raise money for their **THINK ZEBRA!** campaign.
- ◆ This effort is designed to raise funds for IDF to support patient and physician education, and promote awareness of primary immunodeficiency diseases.
- ◆ Won't you please consider making a donation of \$XX to IDF to support my efforts? (*\$10 or more gets a bracelet, but please encourage larger gifts if possible*)

