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)
“When you hear hoof beats, think zebras, not horses.”

In medical school, many doctors learn the saying, “when you hear hoof beats, think horses, not zebras.” Most physicians are taught to focus on the likeliest possibilities when making a diagnosis, not the unusual ones. However, sometimes physicians need to look for a zebra. Primary immunodeficiency patients are the zebras of the medical world. So IDF says “THINK ZEBRA!” Let’s teach the world about “zebras” while raising funds to help promote awareness of primary immunodeficiency diseases.

Tell your story here...

The Immune Deficiency Foundation (IDF) is the national patient organization dedicated to improving the diagnosis, treatment and quality of life of persons with primary immunodeficiency diseases through advocacy, education and research.

That is why I have decided to lend my full support to IDF by helping to raise money through 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.

Please visit www.primaryimmune.org for more information about IDF. Your tax-deductible contribution, no matter how big or small, will help a great deal. The Immune Deficiency Foundation is a non-profit 501(c)(3) organization, and contributions are tax-deductible to the maximum extent allowed by IRS regulations. Checks should be made payable to IDF or Immune Deficiency Foundation and can be returned to me in the enclosed envelope by date. Or you can make a gift online at www.primaryimmune.org/zebra. Be sure to check off the “THINK ZEBRA!” button and put my name under “Referred by” so IDF knows I sent you to the Website.

Thank you for supporting THINK ZEBRA! to make a difference! If you have any questions, please contact me at (phone number or e-mail address).
Is it just an infection?
You should be suspicious if you have an infection that is:

**Severe**
requires hospitalization or intravenous antibiotics

**Persistent**
won’t completely clear up or clears very slowly

**Unusual**
caused by an uncommon organism

**Recurrent**
keeps coming back

or if it

**Runs in the Family**
others in your family have had a similar susceptibility to infection

If any of these words describe your infection, the Immune Deficiency Foundation (IDF) recommends that you ask your physician to check for the possibility of a primary immunodeficiency disease. These diseases are caused by genetic defects and can affect anyone, regardless of age or sex. People with primary immunodeficiencies are more susceptible to infections and health problems that lead to serious and debilitating diseases. It is critical to get an early diagnosis and proper medical care.

Questions? Contact IDF to learn more.
www.primaryimmune.org • 800.296.4433
As the national patient organization dedicated to persons living with primary immunodeficiency diseases, IDF says THINK ZEBRA!

In medical school, many doctors learn the saying, “when you hear hoof beats, think horses, not zebras” and are taught to focus on the likeliest possibilities when making a diagnosis, not the unusual ones. However, sometimes physicians need to look for a zebra. Patients with primary immunodeficiency diseases are the zebras of the medical world.

In the United States, approximately 250,000 people are diagnosed with primary immunodeficiency. Thousands more go undetected. So help spread the word!

THINK ZEBRA! and help promote awareness of primary immunodeficiency diseases.

Questions? Contact IDF to learn more. www.primaryimmune.org • 800.296.4433
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<th>Would you like to receive additional info from IDF? Circle Yes or No</th>
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<th>Address</th>
<th>City, State, Zip</th>
<th>E-mail and Phone</th>
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Make as many copies as necessary. Please send this completed form, the Funds Raised form, and all checks made out to IDF, to Immune Deficiency Foundation, THINK ZEBRA!, 40 W. Chesapeake Ave., Ste. 308, Towson, MD, 21204 by June 17, or bring the forms and checks with you to the National Conference. Do not keep checks for more than 30 days!
Funds Raised Form

Thanks for participating in the Immune Deficiency Foundation’s THINK ZEBRA! program. Please complete this form and return it to IDF with the completed Donor List, and accompanying checks (made out to IDF). Do not keep checks for more than 30 days!

Name________________________________________________________
Address______________________________________________________

_____________________________________________________________

Names of additional family members who participated _________________

_____________________________________________________________

_____________________________________________________________

Phone________________________________________________________
E-mail address_________________________________________________
Total Funds Raised $____________________________________________

Please return this form, the completed donor list, and all checks to:

Immune Deficiency Foundation
THINK ZEBRA!
40 W. Chesapeake Ave, Suite 308
Towson, MD  21204

FAX to 410.321.9165
E-mail to amayberry@primaryimmune.org
THINK ZEBRA!

Join the Herd! by posting your zebra for all to see.

Are you looking for an even easier way to raise funds and promote awareness? Well, join the Herd!

This program is easily implemented in nearly all types of settings, but works particularly well in stores, healthcare facilities, libraries, schools, and other places where there is high foot traffic. It is a great way to become involved and support the Immune Deficiency Foundation (IDF).

IDF supplies paper cutouts of the THINK ZEBRA! logo to place near the cashier, receptionist or main lobby. All customers, patrons or visitors are asked to support IDF by buying a cutout for one dollar or more.

When supporters pay for cutouts, they personalize them by writing their names on them. Then the cutouts are posted in a prominent place such as a wall or window. This display of sponsored cutouts gives instant recognition to the donor and generates maximum awareness.

Be sure to give an IDF THINK ZEBRA! information card to all the people who donate so that they can learn about primary immunodeficiency diseases, as well as the mission of IDF.

That is all there is to it! The dollars add up fast and the money raised is used to support education and advocacy efforts of IDF. To receive a Join the Herd! packet, please send an email to frontdesk@primaryimmune.org or call 800.296.4433.

THINK ZEBRA!

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In medical school, many doctors learn the saying, “when you hear hoof beats, think horses, not zebras” and are taught to focus on the likeliest possibilities when making a diagnosis, not the unusual ones. However, sometimes physicians need to look for a zebra. Patients with primary immunodeficiency diseases are the zebras of the medical world. So the Immune Deficiency Foundation (IDF) says “THINK ZEBRA!”

Enclosed, please find your THINK ZEBRA! kit with everything you need to get started. What better way to raise funds and promote awareness of primary immunodeficiency diseases, while helping to save lives? Money raised will help fund patient and physician education and awareness.

IDF cannot succeed without your help!

We challenge you to raise as much as you can. Gifts at all levels are greatly appreciated. Although we hope you will support THINK ZEBRA!, we realize everyone’s financial circumstances are different and we hope you will make a gift at whatever level you feel comfortable.

Your Kit Includes:
- Instructions
- Suggested Talking Points
- Simple E-mail or Letter
- Zebra Print Bracelets
- IDF Information Cards
- IDF Tax Receipts
- Envelope to send to IDF with all of your donations
- Forms to send to IDF with all of your donations:
  - Donor List
  - Funds Raised Form

Additional Information:
All forms can be downloaded from www.primaryimmune.org/zebra