Pie for PI

Pie for PI Challenge Supporting
IDF Walk for Primary Immunodeficiency

The Pie for PI Challenge is an in-school fundraising program with two goals: to educate students about primary immunodeficiency diseases (PI) and to provide them with an opportunity to make a difference by raising money for the Immune Deficiency Foundation (IDF) Walk for Primary Immunodeficiency. The program can help foster an environment of community service in your school. Through your efforts, students learn empathy for others and raise awareness of PI in the community.

What do I need to do to start the challenge in my school?

1. **Schedule a meeting with your principal** to ask if the school will participate in the IDF Pie for PI Challenge. With your principal, explain why you want to do this and how it would benefit the school and people living with PI. Also make sure to set a fundraising goal. Once your school reaches that goal, someone will end up with a pie in the face! It could be the principal, a favorite teacher—you can decide!

2. **Register** for the walk of your choice at www.walkforPI.org. No walk near you? Register for the Nationwide Virtual Walk! Name your team “Pie for PI – Your First Name, Your Last Name.”

3. **Email** walk@primaryimmune.org and ask for the Pie for PI Challenge Kit.

4. **Plan** your campaign—we recommend allowing a month to raise funds. Host a kickoff for the challenge, and share with your classmates what primary immunodeficiency is. Promote the challenge in a variety of avenues, including social media. Contact the IDF office if you need help!

5. **Collect** funds! Encourage online giving, and be sure to send checks to IDF. Any cash should be turned into a check and also mailed to IDF.

6. **Reach** your goal, and schedule the Pie for PI day at your school when someone actually gets the pie in the face. It can be a fun and enjoyable experience for all!
Want to Increase Your Pie for PI Campaign?

A great way to do this is to also run a Booster campaign at the same time! Tens of thousands of individuals are using Booster every day—from schools to small businesses and cause marketers, charities to pet projects and crowdfunding ideas.

It’s easy to create a shirt and put it up for sale on a Booster campaign. Share with friends and family and increase your support of IDF.

How to Create a Booster Campaign

Are you looking for a fun, new way to support IDF? Create a Booster campaign in support of the IDF Walk for PI! We have seen several of our walk teams create a Booster campaign with great success. It’s easy to create your shirt, and spread the word to your family and friends about your campaign and watch the funds come in.

Here are the steps to get you started!


2. Click “Get Started” and design your product! Not only can you create t-shirts, you can also design and create sweatshirts, polo shirts, drinkware, hats, bags, magnets, stickers and more. We recommend a t-shirt, but you can select whatever you think would best! Booster also provides free design support.

3. Decide what you think you can sell. The more shirts you sell, the more you make per shirt. Try selling as many as you can! There is no limit to how many shirts you sell beyond your goal.*

4. Complete your campaign page. Creating a unique headline is the most important item as this is what will appear within Facebook and Twitter. Telling your story of how primary immunodeficiency affects you is a great way to educate people and increase your sales!

5. Enter your settings. Two week campaigns tend to be the most successful. Shirts will be received about two weeks after the campaign closes.

6. Funds raised will be sent directly to IDF! Within seven business days of IDF receiving the funds, they will appear on your walker page.

*What if you don't make your goal? No worries! As long as the cost to produce your items is covered (usually around 20 shirts), your order will print and profits will be sent. Supporters will only be charged for the shirts they purchase, and any additional donations they choose to contribute. You will not be responsible for purchasing additional shirts to meet the goal.

Read on for our step-by-step how to guide!

![Design Your Shirt](image)

**See how much you can earn with your design ideas. Just set a price and goal. Do you need help with the design? Contact our team for free design support.**

**Your Product:** Gildan Ultra Cotton T-shirt - Red  
**Your Design:** 1 Color Front, 0 Color Back

![Estimated Profit](image)

- **$569**
  - Must sell 11+ to print  
    - $244 at 25 shirts  
    - $1,210 at 100 shirts
  - **Sale price:** $20
  - **Set shirt sales goal:** 50

2. **Add text and art to create your team t-shirt!** Booster also offers free design support if needed.

3. **Need a back design? Click rotate and continue designing!**

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4. **For optimal fundraising, keep the shirt priced at $20.**
5. When you are happy with your design, click save & continue!

6. Fill out your info on the Story page. Add any relevant links or images in the full story, click continue.
7. On the settings page, select the furthest close date available.

**Settings**
There are a few important decisions to ensure your Booster comes off without a hitch.

**Close Date**
Supporters will receive shirts about **two weeks after the campaign closes**. Make sure to plan accordingly, especially for events. Two week Boosters tend to be more successful.

**Funds Recipient**
- A registered U.S. non-profit or charity
- Me, the organizer
- Another person, group, or team

**Additional Donations**
Collecting optional additional contributions at checkout is a great way to allow supporters to give more to the cause and increase funds raised.
- Yes, I’d like to accept additional donations

**Delivery Options**
- Individual shipping to each supporter (a flat shipping fee of $5 will be added to each order)
- Bulk shipping to the organizer (shipping is free. It's your responsibility to distribute the shirts.)
- Both - Your supporters will choose their preference.

8. Under Funds Recipient, select non-profit and enter EIN 52-1214782 into the search field. Then select Immune Deficiency Foundation.

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- Yes, I’d like to accept additional donations
9. Select yes to allow supporters to add additional donations. Then, choose delivery method, select both, this allows the support to decide.

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  - Both - Your supporters will choose their preference.

10. Enter your contact info and click continue

11. Check the box for creative rights and click LAUNCH BOOSTER to finalize your campaign.

**Looking Good!**
Here is a quick Preview of your Booster. Take a look before you launch. If you have any questions, contact a Booster Advisor at 855-631-6850 or service@booster.com before you launch.

**Congratulations! Your Booster is now live!**

*Read on for some quick tips on how to make the most successful campaign as possible!*
Ideas to Maximize your Booster Campaign

We want your campaign to be as successful as possible, so we’ve put together some suggestions from the pros!

1. Post on every available online outlet you can think of. Make your first post concise and be sure to include the reason you are running the campaign, and the potential impact. Include important items like your goal and how long the campaign will run for. Lastly, make sure you include the link where they can order the shirts from!

2. Make sure you thank all of your supporters, especially publicly thank those ones who purchased early!

3. Host a contest for those who share your campaign. Encourage your supporters to share your campaign, and offer a free t-shirt to whoever shares the contest the most.

4. Start thinking of those who you may not be connected to online. Does your Grandma not use Facebook? Make a phone call to her! Think of 5-10 other potential supports who may not be super active online.

5. As things start to wind down, take a look at your list of supporters. Is there anyone who said they would purchase, but haven’t yet? Make sure you follow up with them!

6. After your campaign has ended, make sure you post a recap! Include a photo or two of supporters wearing their shirts and thank everyone for helping out.

Samples of Social Media Posts:

Hey everyone, we are having a t-shirt fundraiser for Kelly! Order a t-shirt and become a part of Team Kelly to show your support as she goes through treatment. T-shirts are $15 and the proceeds go to Kelly. The last day to order is July 30, and t-shirts are expected to be delivered around August 13. Thanks!

Hi all! ACDRI has created a t-shirt fundraiser for the confiscated Mississippi Cattle Dogs. Please check out the great design that Susan Phillips graciously designed for us. These will be great Christmas gifts and you are supported these dogs and their many medical needs as they start their new lives.