



BUILDING FRIENDS FOR A CURE (BFC)



**VOLUNTEER FUNDRAISING
& OUTREACH MANUAL**



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WELCOME TO AIF BUILDING FRIENDS FOR A CURE

The Alpha-1 Foundation's (AIF) Building Friends for a Cure (BFC) empowers volunteers to raise funds and awareness for Alpha-1 Antitrypsin Deficiency (Alpha-1). Whether hosting events, outreach campaigns, or peer fundraising, every effort contributes to research, awareness, education, and advocacy.

PROGRAM GOALS & IMPACT

- Raise funds for Alpha-1 research and related programs
- Increase awareness of Alpha-1
- Strengthen community engagement
- Empower volunteers with tools and guidance



WHAT IS EXPECTED?

You may choose to host a large community fundraising event, organize a series of days to distribute Alpha-1 educational materials, execute smaller events for your friends and family, or meet with members of the press to talk about your Alpha-1 journey. The initiative is completely up to you, you know your network better than anyone else and can decide what works best. Remember, AIF staff is available to provide you with materials, support and guidance.

WAYS TO PARTICIPATE

There are many wonderful opportunities to get involved and make an impact through the AIF Building Friends for a Cure program. Whether you enjoy planning events, connecting with your community, or spreading awareness, your participation helps drive fundraising, education, and support for the Alpha-1 community.



FUNDRAISING IDEAS

- Community dinners
- Golf outings
- Walk/run events
- Auctions and raffles
- Online campaigns



OUTREACH

- Local events
- Health fairs
- Media engagement

WHAT RESOURCES DOES AIF PROVIDE?

AIF can provide:

- Help create a personalized fundraising page for your event
- A dedicated page on the website highlighting your local activities
- Updated information and educational materials on Alpha-1
- Personalized online training sessions for your group
- Dedicated BFC staff members to assist with initial organization and ongoing logistical support
- Preparation of press releases

PLANNING A SUCCESSFUL FUNDRAISER

Successful fundraiser events start with thoughtful planning and you don't have to do it alone. The A1F team is here to guide you every step of the way, offering tools, resources, and support to help make your fundraiser impactful and stress-free. Use the steps below as your guide to build a strong and successful event.



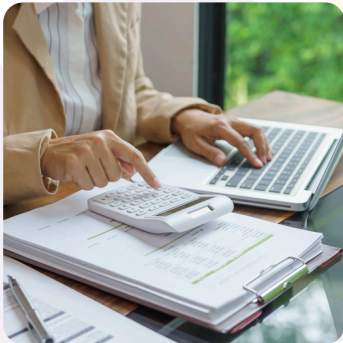
CHOOSE AN EVENT

Choose a project that aligns with your personality, available time and resources. Share YOUR Alpha-1 story.



RECRUIT VOLUNTEERS

Assemble a reliable team of friends and family to help bring your vision to life.



CREATE A BUDGET

Map out finances and support to ensure a sustainable and successful fundraiser.



STAY CONNECTED WITH A1F

Maintain open communication with A1F for ongoing guidance.

BUDGET

As a Building Friends for a Cure guideline, we encourage teams to keep expenses as low as possible. Ideally only 20% of total ticket/admission sales should be spent, so the majority of funds raised directly support AIF's mission.



BUDGET EXAMPLE

Revenue:
Tickets (\$50 x 50): \$2,500
Auction/Raffle: \$1,000

Expenses:
Venue/Food/Supplies: \$500
Estimated Donation: \$3,000

FUNDRAISING TIP

Seek donation items and discounts for logistics and venue whenever possible to maximize your impact.



FUNDRAISING COMMUNICATIONS

The following examples are designed to serve as templates and inspiration for your campaign. The AIF team can provide additional guidance and templates.

DONATION ASK:

“Would you consider supporting my Alpha-1 fundraiser?”

SPONSORSHIP EMAIL:

Request support and outline benefits clearly.

REMEMBER:

People give to people!

SPONSORSHIP LEVELS TEMPLATE:

- Presenting Sponsor
- Gold Sponsor
- Silver Sponsor
- Community Sponsor

SILENT AUCTION REQUEST:

Ask local businesses to donate items.

OUTREACH & AWARENESS STRATEGY:

- Educate community groups
- Participate in health fairs
- Share your Alpha-1 story
- Partner with local organizations

A1F FUNDRAISING PLATFORMS

Modern fundraising is about more than just a donation button. Today's platforms prioritize mobile device access and peer-to-peer tools, turning one-time donors into a connected community of fundraisers. Whether you're hosting a livestream online or a local event, these platforms help move our mission forward with ease.

TEAMRAISER PLATFORM OVERVIEW

TeamRaiser is A1F's peer-to-peer online fundraising platform that makes it easy for participants to register, build teams, track, and share their impact. It's designed to create friendly competition, encourage engagement, and help volunteers maximize their fundraising success. The platform is user-friendly and provides real-time progress updates to help participants stay motivated and connected throughout their fundraising campaign.

ABILITY TO: :

- Register as an individual
- Create or join teams
- Fundraise with teammates
- View leaderboard progress

Personal Progress for Karen

GOAL: \$500.00

100%

OF GOAL

\$1,155/\$500.00



HCCLSM - Aloha 1 Walk

Please join me in my efforts to support Alpha-1 Foundation!

Nov 18 Tuesday

5K (3.2 Miles)

Time 54:07

Average Pace 16'53"/MI

Nov 17 Monday

4.1 Miles

Time 1:17:59

Average Pace 19'25"/MI

Finishing a 5K at my granddaughter's elementary school

My Achievements

Personal Progress for Daniel

GOAL: \$1,500.00

100%

OF GOAL

\$1,670/\$1,500.00



Join me in my efforts to support Alpha-1 Foundation!

I was diagnosed with Alpha-1 earlier this Spring. Since then, I've learning more about my health, my risk factors for developing chr disease, and all the amazing support the Alpha-1 Foundation provides. Donating to help support the great programs and reser conducted to find a cure for Alpha-1 is profoundly appreciated, as directly impacts what kind of medical treatment I'll have access to when I get older.

FUNDRAISING HONOR ROLL

Colleen M. Loranger

John Haselmann

Mr. Jered Tucker

David Dullman

My Achievements

Light the Way!



Who would have thought that at age 71 I would be diagnosed with a rare genetic disorder, Alpha-1 Antitrypsin Deficiency? Over the years, Alpha-1 Antitrypsin Deficiency has destroyed a considerable amount of my lung tissue, making it difficult for me to breathe. Even something as simple as climbing a flight of stairs can leave me gasping for breath.

I was lucky to be diagnosed by a knowledgeable radiologist during a routine exam. Had I been diagnosed earlier, it could have prevented the loss of so much of my lung tissues. I am fortunate to still be able to ride my bicycle, although not nearly as fast as in past years. I am riding my bicycle in a special fund raiser during the month of September to raise awareness for Alpha-1 and to raise funds to help find a cure for this life altering genetic disorder.

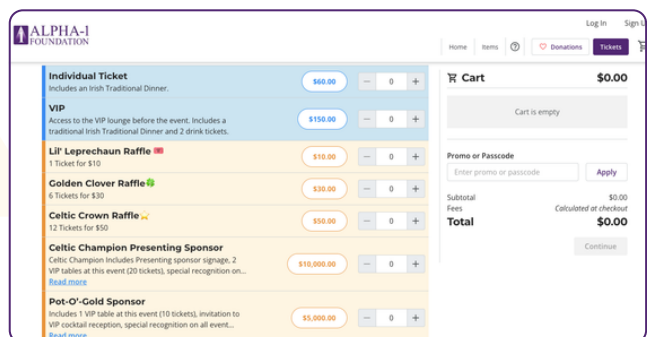
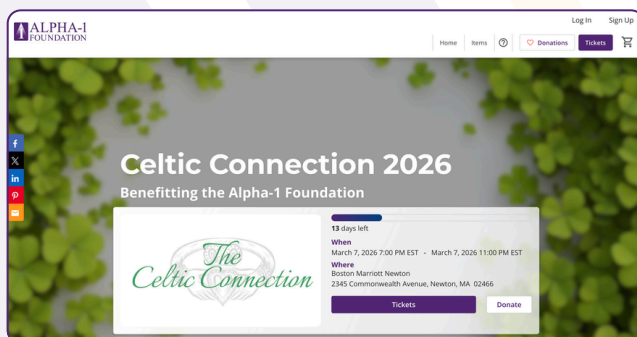
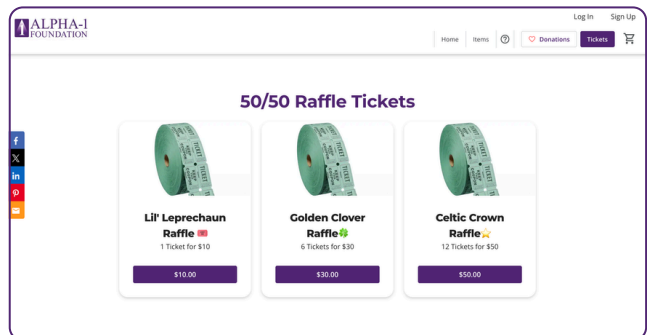
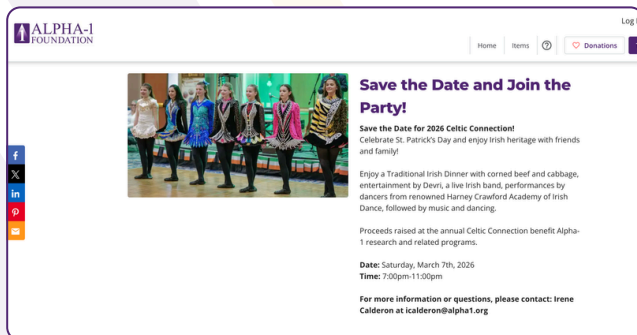
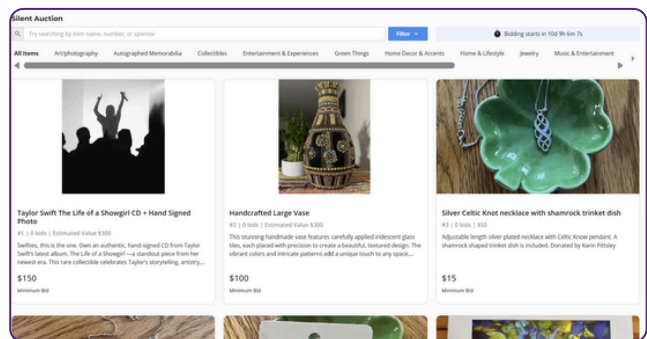
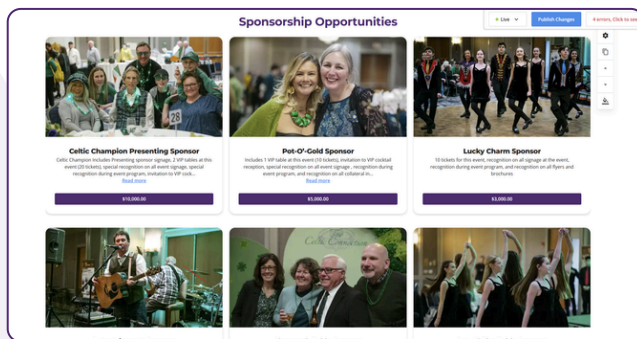
A special Thank You to all of you who supported my Alpha-1 fund raiser last year with a donation. Through your generosity, I raised over \$10,000 to support the ongoing research to find a cure for Alpha-1.

TRELLIS PLATFORM OVERVIEW

Trellis is AIF's event fundraising platform, designed to streamline event management and maximize revenue. It provides flexible tools to showcase sponsors, increase giving, and manage auction and raffle activity in one easy-to-use place.

TRELLIS SUPPORTS:

- Sponsorship packages
- Fundraising thermometer
- Silent auctions
- Raffles



WAYS TO COLLECT FUNDS

To ensure accurate tracking and proper processing, AIF offers several approved methods for submitting donations. Please note that we do not accept cash submissions. If cash is collected at your event, please convert the total amount into a cashier's check before sending to AIF.



CHECKS PAYABLE TO:

Alpha-1 Foundation
Attn: Development Department
3300 Ponce de Leon Blvd
Coral Gables, FL 33134



VENMO:

@alphafoundation



ONLINE DONATIONS:

Via the approved fundraising platforms.
Options include: Credit card, Paypal,
Apple Pay and Google Pay.

Note: Organizers may collect cash and personal checks, but all cash must be converted into a cashier's check before submission to AIF.

SOCIAL MEDIA FUNDRAISING & PROMOTION

Social media is one of the most powerful tools to promote your event and inspire giving. A1F provides approved social media templates and messaging to help keep your outreach with A1F branding and impactful.ng to A1F.



BEST PRACTICES:

- Share your personal connection to Alpha-1
- Post fundraising milestones and updates
- Publicly thank and recognize supporters
- Tag A1F to expand reach



FOLLOW & TAG A1F

Instagram:

@alphafoundation

Facebook:

Alpha-1 Foundation

LinkedIn:

<https://www.linkedin.com/company/alpha-1-foundation/>



MEDIA ADVISORY TEMPLATE:

- Event Name:
- Date/Location:
- Purpose:
- Contact Information:
Irene Calderon
i.calderon@alpha1.org
(877) 228-7321 Ext:319

SOCIAL MEDIA CALENDAR

A consistent social media post schedule helps build awareness, maintain momentum, and drive participation. Use this sample calendar as a simple guide for your event promotion.

Week 1: Announcement

Week 2: Education

Week 3: Momentum

Week 4: Final push

Event Day: Gratitude

Post Event: Impact sharing

EVENT TIMELINE & PLANNER

Staying on a timeline helps reduce stress and keeps your event on track. Use this suggested planning framework as a guide.



PRE EVENT:

Confirm date and venue, recruit volunteers, promote event through outreach

EVENT DAY:

Assign roles, track donations, capture photos

POST EVENT:

Send thank-you notes, submit funds to AIF, review results

Event Checklist:

1. Review BFC manual
2. Submit plan to AIF
3. Form a committee
4. Recruit volunteers
5. Begin outreach

EVENT TIMELINE

12 Weeks:

Solidify event, build volunteer team, create budget

6 Weeks:

Promote / collect donations & items

2 Weeks:

Finalize logistics, Send Reminders

Event Day:

Execute plan

Post Event:

Submit funds, thank donors

VOLUNTEER ONBOARDING GUIDE

A strong volunteer team is the foundation of every successful BFC event. Use this checklist to ensure everyone is aligned, prepared, and ready to make an impact.

- Welcome volunteers and thank them for their time
- Explain Alpha-1, the A1F mission and impact
- Outline expectations for the event
- Assign clear roles and responsibilities
- Encourage communication and questions throughout the event

VOLUNTEER TRAINING TALKING POINTS

A brief yet intentional volunteer briefing sets the tone for a smooth, successful event. These talking points can serve as a quick guide for welcoming and preparing your volunteer team.



THANK YOU & NEXT STEPS

Thank you for being part of the AIF Building Friends for a Cure program. Your time, creativity, and dedication make a meaningful difference for individuals and families affected by Alpha-1. Because of volunteers like you, we are able to expand awareness, strengthen the community, and accelerate Alpha-1 research and support related programs.

As you close out your event, please remember to submit all funds promptly, share your event results with AIF, and celebrate the impact made. Don't forget to thank your volunteers, sponsors, and supporters, as they are key to success and future growth.

The AIF BFC team is here to support you beyond this event. Whether you are planning your next fundraiser, growing your team, or looking for new ways to get involved, we are proud to partner with you every step of the way.

FOR ANY QUESTIONS, CONTACT

Irene Calderon
Development Manager
icalderon@alpha1.org
(877) 228-7321





"Dare to believe that ordinary people affected by a life-threatening illness can raise its awareness from the depths of obscurity, establish the means to marshal scientific research, and join forces to advocate the federal government to protect our own rights."

We, Alphas, have done just that and together we will find a cure for Alpha-1 Antitrypsin Deficiency."

John W. Walsh – Co-founder of the Alpha 1 Foundation

The Alpha-1 Foundation (A1F) is committed to finding a cure for Alpha-1 Antitrypsin Deficiency (Alpha-1) and to improving the lives of people affected by Alpha-1 worldwide.

3300 Ponce de Leon Blvd.
Coral Gables, FL 33134
ALPHA1.ORG
1 (877) 2 CURE A1 | 1 (877) 228-7321