



FUNDRAISING TOOLKIT

**Together, we can save and
improve the lives of people
with asthma and allergies.**



Asthma and Allergy
Foundation of America



Table of Contents

About AAFA	3
AAFA's Programs and Services	4
AAFA's Impact.	5
Fundraising Tips.	6
Online Fundraising Activities	7
Ways to Spread the Word About Your Fundraiser	7
Sample Social Media Posts – AAFA	8
Sample Social Media Posts –KFA	9
Sample Email Template – AAFA.	10
Sample Email Template – KFA	11

Let's Get Started

Since 1953, the Asthma and Allergy Foundation of America (AAFA) has been committed to saving lives and reducing the burden of disease for people with asthma and allergies through support, advocacy, education, and research.

Donations from supporters like you provide funding for our mission-critical programs. Because of you, we can help people with asthma and allergies live full, active lives by delivering:

- Emotional and social support so families don't feel isolated or overwhelmed.
- Advocacy to build a safe and inclusive future.
- Education on how to overcome asthma and allergy barriers.
- Research on asthma and allergy prevention, treatment, and care.

Thank you for choosing to increase your impact by starting a fundraiser. Your commitment to helping people with asthma and allergies is inspiring.

There are countless ways to fundraise. You can host online fundraisers or in-person events like coin wars, auctions/raffles, food sales, events, and marathons. The possibilities are endless. It's up to you to choose what type of fundraiser works best for you. Whatever type of fundraiser you choose, we're here to help you create an online personal fundraising page so you can easily collect and track donations.

Inside this toolkit, you'll find information about our programs and fundraising strategies to support your fundraising goals.

Let's get started.

Contact us at fundraise@aafa.org if you have questions along the way and one of AAFA's team members can help you.

About AAFA

Our Vision

To be recognized as the most trusted ally serving the asthma and allergy community.

Our Mission

AAFA is dedicated to saving lives and reducing the burden of disease for people with asthma and allergies through support, advocacy, education and research.

Our Values



Patient-Centric

Everything we do is in service of helping people with asthma and allergies, their families and their communities; of elevating the voice of the patient; of always putting their interests first.



Diversity, Equity, Inclusion

We acknowledge the harmful impact of disparities in asthma and allergy care on the communities we serve. We support the dismantling of systemic inequities and believe that by building the core values of diversity, equity, and inclusion into all of AAFA's operations, we can intentionally make space for positive outcomes to flourish as we model those values and advance our mission



Compassion

We understand that an asthma or allergy diagnosis can be a life-changing event. For those affected, we stand together, prepared not only to listen and empathize, but also serve as a lifeline of support and reliable helpmate for life.



Trust

We live by the firm commitment to act with integrity and transparency in all our endeavors, and we provide the best information available.



Empowerment

Our approach to advocacy amplifies the voices of and empowers the asthma and allergy community. We develop positions that reflect and represent their interests, and we champion vital policies that improve their lives.



Innovation

Whether using new tools and technology to communicate and educate, seeking innovative opportunities to improve patient outcomes and reduce costs, or building new and creative alliances and partnerships, ours is a ceaseless quest to listen, adapt and respond for the good of our community.



AAFA's Programs and Services

Founded in 1953, the Asthma and Allergy Foundation of America (AAFA) is the longest-serving asthma and allergy patient advocacy organization. Kids with Food Allergies (KFA)—a division of AAFA founded in 2005—has become the largest national online community for families managing food allergies. Together, AAFA and its KFA division save and improve the daily lives of the more than 100 million people managing asthma and/or allergies.

Your generous donations support:

- **Education programs and resources** on disease prevention, diagnosis, and management for families and health professionals.
aafa.org/programs
- Two **online support communities** where people can find trusted health education as well as social and emotional support.
aafa.org/join
- **Research** that contributes to knowledge about asthma and allergies and can save and improve lives.
aafa.org/research
- **Advocacy** to ensure people with allergies and asthma have access to high-quality health care and medications and live in healthy environments.
aafa.org/advocacy



Impact in Action!

No one should have to choose between their health and financial stability. Unfortunately, far too many people face challenges accessing and affording the medications their doctors prescribe for them. People with asthma and allergies need solutions to improve access to critical, life-saving medications.

Thanks to supporters like you, AAFA continues to break down barriers to treatment by improving affordability and access to asthma inhalers and epinephrine (the first-line treatment for a severe allergic reaction called anaphylaxis).

Asthma

In 2024, AAFA took a bold position on the high cost of asthma inhalers by shining a light on the barriers to access created by America's complex drug pricing system. We began working with many stakeholders to fix the broken system. In March of 2024 three manufacturers announced a \$35/month cap on the cost of asthma inhalers for qualifying patients. While this is an incredible first step, more should be done.


Drug manufacturers, pharmacy benefit managers, insurers, employers, and the government operate in a perverse system that drives prices higher. All stakeholders must work together to improve affordability and access.

Access to asthma medications can save lives, reduce hospitalizations, and lower the more than \$82 billion in annual costs to the U.S. economy from this chronic disease.

Food Allergy

AAFA continues to advocate for reducing the cost of epinephrine auto-injectors. The EPIPEN Act would cap out-of-pocket costs for all brands of auto-injectors to \$60 per two-pack.

Lowering the costs of these potentially life-saving medications will allow more people to get them and improve their lives.



**AAFA will continue to advocate
for the asthma and allergy community.
With your support, we can improve and save lives!
Thank you for trusting AAFA to be your ally in health.**

Fundraising Tips

There are countless ways to fundraise. It's up to you to choose what type of fundraiser works best for you. Whatever type of fundraiser you choose, here are a few tips to help you get started.



Set a Goal – Establishing an ambitious, but achievable goal will help establish trust and create excitement among your potential donors.



Get personal – 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.



Promote your fundraiser – Use email, social media, or any other tools that you regularly use to promote your fundraiser among friends, family, coworkers, etc.



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 that they were asked!



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



Self-Donation. Consider donating to your page to get things started. Even a small donation will show your commitment to helping people with asthma and allergies!

You can host online fundraisers or in-person events. A few examples of in person events are:

- Coin wars
- Auctions/raffles
- Food sales
- Events
- Races
- Trivia nights
- Golf tournaments
- Step challenges
- Talent shows
- Yard sales



Online Fundraising Activities

You can create a personal fundraising page on our website. Here are the steps to help you get started.

On AAFA's Website

Instructions

1. Visit aafa.org/aafaallies
2. Click "Become a fundraiser" on the right-hand side and follow the prompts to create an account (or login to an existing account).
3. Follow the instructions to create your page by filling out the form. You can personalize your page by adding photos, sharing your story, and setting a fundraising goal.
4. Share your link to your fundraiser with your network. This page can be shared in emails, on Facebook, Instagram, LinkedIn, and more!

Donations made through this page will be tracked toward your goal.

Ways to Spread the Word About Your Fundraiser

An easy way to spread the word about your fundraiser is to write a heartfelt message and share it across your social media channels and email it to your friends, family, classmates, and coworkers. Below are tips and examples of messages that you could use to support your fundraiser. Please contact fundraise@aafa.org for help drafting personalized emails and/or social posts.

Tips for online fundraising

- Share your connection to asthma and allergies and why you are choosing to support AAFA and/or KFA.
- Share links to your fundraiser.
- Tag AAFA or KFA in your fundraisers on social media! We love to see your photos and videos!
- Regularly share updates about your fundraising efforts.
- Thank your friends who have donated.
- Share pictures and videos.



Social Media Handles

AAFA



@AAFANational



@AAFANational



@AAFANational



@Asthma and Allergy
Foundation of America

KFA



@kidswithfoodallergies



@kidswithfoodallergies



@kfatweets

Sample Social Media Posts – AAFA

Facebook, Instagram, and LinkedIn

Call to Action

I'm asking for donations to the Asthma and Allergy Foundation of America (AAFA). AAFA saves and improves the lives of people with asthma and allergies by delivering:

- Emotional and social support so families don't feel isolated or overwhelmed.
- Advocacy to build a safe and inclusive future.
- Education on how to overcome asthma and allergy barriers.
- Research on asthma and allergy prevention, treatment, and care.

Together, we can make a difference. Donate today! {Insert link to fundraising page here}

Personal Story

I'm asking for donations to the Asthma and Allergy Foundation of America (AAFA). AAFA's mission means a lot to me because {Insert personal story}

I hope you'll consider donating so that AAFA can continue helping families like mine! Donate today! {Insert link to fundraising page here}

Follow-up Post

I'm humbled by your support. We raised \$XXX toward my goal of \$XXXX in support of the Asthma and Allergy Foundation of America. Only \$XXX to go.

Let's keep going. Thank you!

Tweets

Call to Action

I'm raising money for @AAFANational. Donate today to save and improve the lives of people with asthma and allergies through support, advocacy, education, and support. {Insert link to fundraising page here}

Follow-up Tweet

Help me reach my goal of raising \$XXXX for @AAFANational. {Insert link to fundraising page here}

Sample Social Media Posts – KFA

Facebook, Instagram, and LinkedIn

Call to Action

I'm asking for donations to Kids with Food Allergies (KFA), a division of the Asthma and Allergy Foundation of America (AAFA). KFA helps people manage their food allergies with confidence by delivering:

- Emotional and social support so families don't feel isolated or overwhelmed.
- Advocacy to build a safe and inclusive future.
- Education on how to overcome food allergy barriers.
- Research on food allergy prevention, treatment, and care.

Together we can make a difference. Donate today! {Insert link to fundraising page here}

Personal Story

I'm asking for donations to Kids with Food Allergies, a division of the Asthma and Allergy Foundation of America.

I'm supporting KFA because its mission means a lot to me. {Insert personal connection to food allergies and KFA}

I hope you'll consider donating so that KFA can continue helping families like mine! Donate today! {Insert link to fundraising page here}

Follow-up Post

I'm humbled by your support. We raised \$XXX toward my goal of \$XXXX in support of KFA. Only \$XXX to go. Let's keep going. Thank you!

Tweets

Call to Action

I'm raising money for @kfatweets. KFA improves the lives of people with food allergies through support, advocacy, education, and research. Make a difference today! {Insert link to fundraising page here}

Follow-up Tweet

Help me reach my goal of raising \$XXXX for @kfatweets. {Insert link to fundraising page here}

Sample Email Template – AAFA

Dear {INSERT NAME OF FRIENDS AND FAMILY HERE}

As you may know, managing asthma and allergies is near and dear to my heart. {Insert personal connection to asthma and allergies}

I'm fundraising to support the Asthma and Allergy Foundation of America (AAFA) because they save and improve the lives of people like me. {Give an example of how AAFA has helped you manage asthma/allergies}

A gift to AAFA supports critical research on asthma and allergies and advocacy efforts to safeguard people's health. Your gift will also support vital support and education programs that help people manage asthma and allergies.

Donating is easy. Here's how you can help.

1. Visit my fundraising page at {insert fundraising page link}.
2. Share the fundraising page with your friends and colleagues who might also be interested in contributing.

I believe that together, we can make a difference in the lives of the asthma and allergy community. I hope you'll join me in donating to AAFA today!

Thank you!

{INSERT YOUR NAME}

Sample Email Template – KFA

Dear {INSERT NAME OF FRIENDS AND FAMILY HERE}

I'm fundraising to support Kids with Food Allergies (KFA), a division of the Asthma and Allergy Foundation of America (AAFA) because {Insert personal connection to allergies and KFA}

You can help people with food allergies live active, full lives by supporting KFA today.

A donation to KFA helps a person with food allergies access education and tools to help them find and prepare safe food. Your gift helps a parent connect with other parents managing food allergies, so they never need to feel isolated or overwhelmed. You also help people advocate for a safe and inclusive future for people with food allergies. And you support critical food allergy research that can improve and save lives.

Donating is easy. Here's how you can help.

1. Visit my fundraising page at {insert fundraising page link}.
2. Share the fundraising page with your friends and colleagues who might also be interested in contributing.

Donate today to make a difference.

Thank you!

{INSERT YOUR NAME}

Contact Us

Please contact our development team at fundraise@aafa.org for support or if you have questions.

Ways to donate directly to AAFA

Online

aafa.org/donate

kidswithfoodallergies.org/donate



Asthma and Allergy
Foundation of America



Kids with Food Allergies

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