

Checklist for Building Awareness & Planning Events

Checklist for Raising Awareness. . .

- Personalize & send out FPIES Awareness Letters (businesses, media, etc)
- Download and print flyers about FPIES
- Download and print awareness posters
- Share awareness via social media
- Wear your awareness gear
- Request “Awareness & Events” packet

Checklist for Event Planning. . .

- Select a style of event & secure a venue, request a point of contact at the venue
- Alert local media about your story
- Alert us about your event so we can post it to our awareness events page
- Download and print awareness posters
- Involve local businesses in promoting your event and/or raising awareness
- Confirm all arrangements prior to the event-- at 2 weeks, 1 week, and 1 day prior

How Can You Build Awareness?

1. **Start the conversation!** It does not have to be formal or lengthy! Start with sharing your experience with FPIES to mom’s groups, daycares, breastfeeding support & new parent meetings, etc. Always remember your audience & what matters to them.

2. **Tell your family’s story!** On our Inspiring Families web page, to the Media, in your community, at school. What helped your family to cope? What resources that made a difference for your family? _____

3. **Partner with the Foundation** for Foundation fundraisers, a community awareness event, an online awareness event, or a personal benefit arranged in tandem with an FPIES Awareness/Fundraiser event!

4. Get more ideas of what other families have done on our **roster of family fundraisers and awareness events!** These examples are just a start!

If you would like more information on raising awareness and planning fundraising events for The FPIES Foundation, please contact us at contact@thefpiesfoundation.org, today!

At The FPIES Foundation, we believe that forming strong bonds with our local and global communities means greater strength for supporting our children and families. We hope to partner with you, our global community, in order to advance education, advocacy and medical research of FPIES through awareness!

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Your Event: The Big Day

- Prepare all awareness materials for your venue in advance
- Remind local media about your event
- If there is an email guest list, send out e-reminders for the event
- Ensure all appropriate permits are accessible, if needed
- Arrive early and enlist volunteers for set-up, assigning specific tasks to individuals
- Review any policies for your venue related to your event
- _____
- _____
- _____
- _____
- _____

Resources for Awareness & Events. . .

- ☆ **Awareness Gear:**
www.cafepress.com/thefpiesfoundation
- ☆ **Social Media Sharing:**
www.fpiesfoundation.org/social-media-support-awareness
- ☆ **Awareness Posters and Print Materials:**
www.fpiesfoundation.org/posters-for-fpies-education-and-awareness
- ☆ **FPIES Foundation's Awareness Events Page:**
www.fpiesfoundation.org/taking-big-steps-fpies-events-near-you/
- ☆ **Starting the Conversation, Resources and Tips:**
www.fpiesfoundation.org/start-the-conversation
- ☆ **Foundations of Fundraising-- Resources, Tips, & Event Examples:**
www.fpiesfoundation.org/fundraise

For more information about FPIES, documents and forms, visit

www.fpiesfoundation.org/resources