



# Crohn's & Colitis Foundation Pie Day March 14, 2023



## It's Time to Get Pied

Thank you for participating in the Crohn's & Colitis Foundation's 2023 Pie Day! **Pie Day is a fun way to create awareness and help raise funds for vital research and patient programs.** More than 10 million people worldwide are affected by Crohn's disease and ulcerative colitis, known collectively as inflammatory bowel disease (IBD). Your Pie Day fundraiser will show IBD patients that they are not alone.

**Mission:** To cure Crohn's disease and ulcerative colitis, and to improve the quality of life of children and adults affected by these diseases.

- Since being founded in 1967, the Foundation has played a role in nearly every major breakthrough in IBD research.
- We have invested almost half a billion dollars into finding the causes, treatments, and cures for Crohn's disease and ulcerative colitis.

**Getting involved to make a difference for Crohn's and colitis patients is as easy as pie!** There's no fee to participate. You can register between January 30 and April 14, 2023. Get pied or recruit someone to get pied when you reach your fundraising goal.

## How to Participate

### Register online to get started.

Registration takes just minutes and can be done in a few simple steps. Visit [www.pie-day.org](http://www.pie-day.org) and click "Register" on the top right.

Register for Pie Day 2023

FOR THE BEST EXPERIENCE:

- Sign Up with Facebook
- Sign Up with Google
- Sign Up with Twitter

DO I HAVE TO USE A SOCIAL NETWORK?

No, but Pie Day 2023 is all about the social experience - doing things that are fun, rewarding and good for the community and sharing them with your friends. Plus why would you want yet another password to remember?

Sign Up Using Email

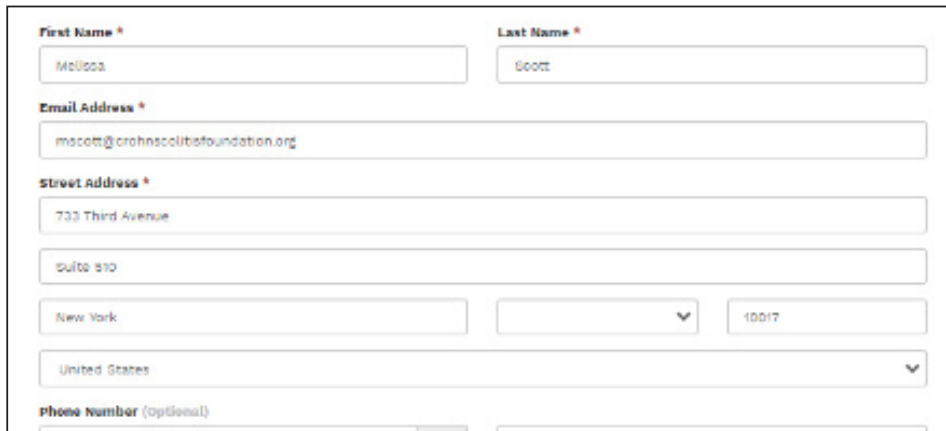
[I already have an account](#)

By signing up you accept the OneCause Peer-to-Peer Social Fundraising [Terms of Service](#) and [Privacy Policy](#)

A pop-up window will appear providing various options to register—through social media (Facebook, Google, or Twitter) or by using your email (you will also input your password at that time).

If you already have a OneCause account, that's great, just click "I already have an account" below the sign-up button.

You'll then be directed to the Pie Day event registration page:



The registration form includes the following fields:

- First Name \*: Melissa
- Last Name \*: Scott
- Email Address \*: mscott@crohnscolitisfoundation.org
- Street Address \*: 733 Third Avenue
- Suite #: Suite 510
- City: New York
- State: (dropdown menu)
- Zip: 10017
- Country: United States (dropdown menu)
- Phone Number (Optional):

Once complete, simply click the green **“Registration Complete–Set Up Your Page”** button at the bottom. You can customize your personal page with a fundraising goal, photos, videos, and text. Once you're happy with your page, click “save” at the bottom right and start fundraising!



The confirmation box contains the following text:

You are all set to participate in Pie Day 2023.

The next step is to set up your fundraising page. Click the button below to get started.

**REGISTRATION COMPLETE - SET UP YOUR PAGE**

## Checklist for a Successful Fundraiser:

### □ Setting your fundraising goal.

- Funds raised will help support the mission of the Crohn's & Colitis Foundation, and make a difference for those living with the disease.
- Participants who raise \$100 or more will receive a special Crohn's & Colitis Foundation Pie Day t-shirt as a way of saying “thanks” for your support.

### □ Who are you pieing?

- If you're not getting pied, find someone willing to get pied for a cure!
- Ask your manager, coach, HOA president, town mayor, or someone else who will garner lots of support for taking a pie in the face. The possibilities are endless and you'll be amazed who is willing to step up for a good cause.

### □ Share your fundraising page with your friends.

- Utilize social media, email, text messaging, and person-to-person outreach to share your goal.
- Encourage family, friends, or colleagues to join your team or ask them to donate online.
- Share a personal story about how you have been impacted by IBD and why you chose to participate.
- Visit our resource page for talking points, graphics, and email templates.

### □ Pick a location.

- Look for outdoor spaces or surfaces that are easy to wipe down (it's amazing how far that pie will fly).
- Have some towels or a sheet laid down for easy cleanup.

### □ Determine a time and date to film your pieing

- Go live on March 14 or post a prerecorded pieing video.
- You simply need your cell phone camera to record the event. You may need some help holding the phone, so be sure to have someone available.
- Upload your video to social media using #pieday2023.

### □ Pick your pie.

- Purchase a real pie.
- Purchase a disposable pie tin or pie crust and fill it with whipped cream.
- Throw the pie!

For a chance to have your video or pictures be featured during the Crohn's & Colitis Foundation 2023 National Pie Day live event, be sure to email them to [ibdiy@crohnscolitisfoundation.org](mailto:ibdiy@crohnscolitisfoundation.org) before March 4.

**Get sticky, have fun, and raise money to help us find cures!**

For more information/questions, contact Melissa Scott, Marketing Manager, [mscott@crohnscolitisfoundation.org](mailto:mscott@crohnscolitisfoundation.org).

**abbvie** *Lilly*

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