



# WARRIOR  
WEDNESDAY

# 2020 IMPACT REPORT

*Warrior Wednesday leads the charge in advocacy for the cystic fibrosis community.*

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#WARRIOR  
WEDNESDAY



# INTRO

## IGNITE THE ADVOCATE, CHAMPION THE CAUSE, EMPOWER A COMMUNITY

Warrior Wednesday is amplifying the voice of the cystic fibrosis community worldwide! As the ever changing landscape of CF brings new hope and new challenges, we stand united to empower our CF Warriors and their families. We rally to honor and remember all those who came before us that paved the way to make today's reasons to celebrate our CF Warriors even more triumphant.



**#WARRIOR  
WEDNESDAY**

# COALITION OF CF NON-PROFITS





# PARTNERSHIPS



TDI is a web design and digital marketing firm based out of West Palm Beach, Florida. TDI took Warrior Wednesday under its wings to provide pro bono support to develop a full-scale strategy for achieving soaring growth.



iSplack is the official paint provider of Warrior Wednesday providing a percentage of sales back to the CF community. iSplack under eye stick is high-end, high-performance eye black that goes on smooth, comes off easily, and contains no harmful chemicals.



#WPW

Happy Warpaint  
Wednesday!

Donate now

Get Involved!

Shop Now

English

What is WPW?

What is CF?

Take Action

Content Contest

More

#WARPAINT  
WEDNESDAY

A global day of activism and giving for the  
cystic fibrosis community

Represent Your CF Warrior In The  
Fight!

2,076

USERS

(Sept 1 – Sept 30)

6,658

USERS

(Oct 1 – Nov 30)

295

USERS

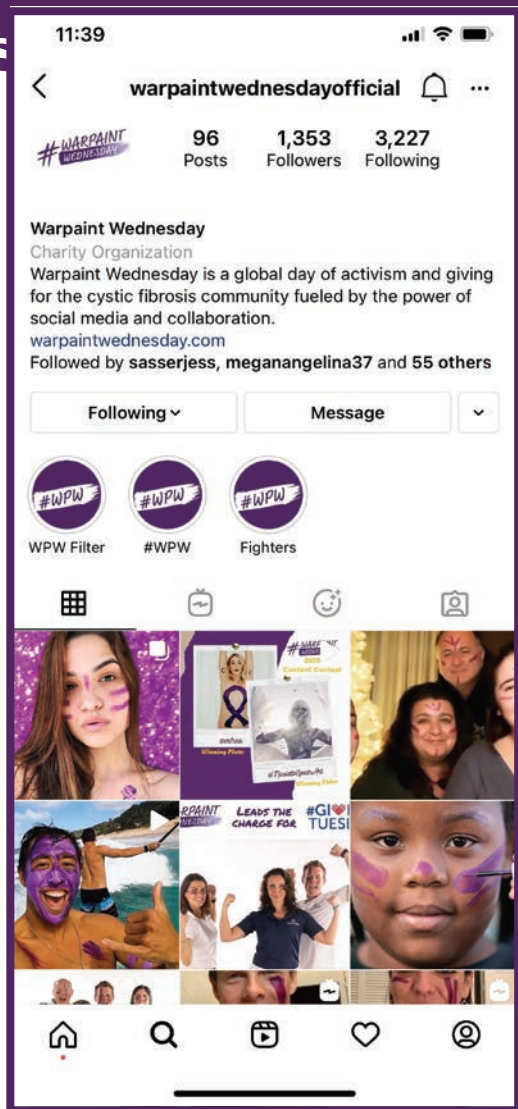
(Wed, Nov 25)

## TOP 4 PARTICIPATING COUNTRIES

US, United Kingdom, Australia, and Canada

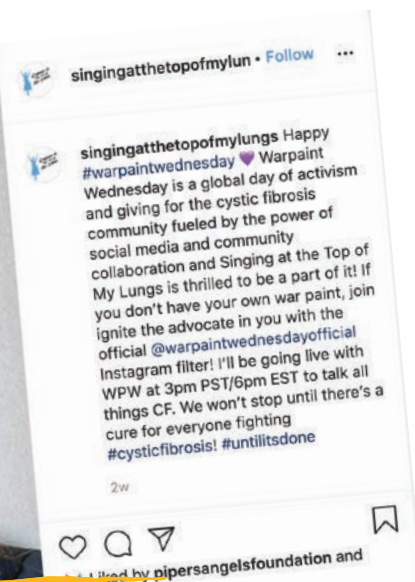


# INSTAGRAM



7,534  
TOTAL REACH  
(653.4 % Increase)

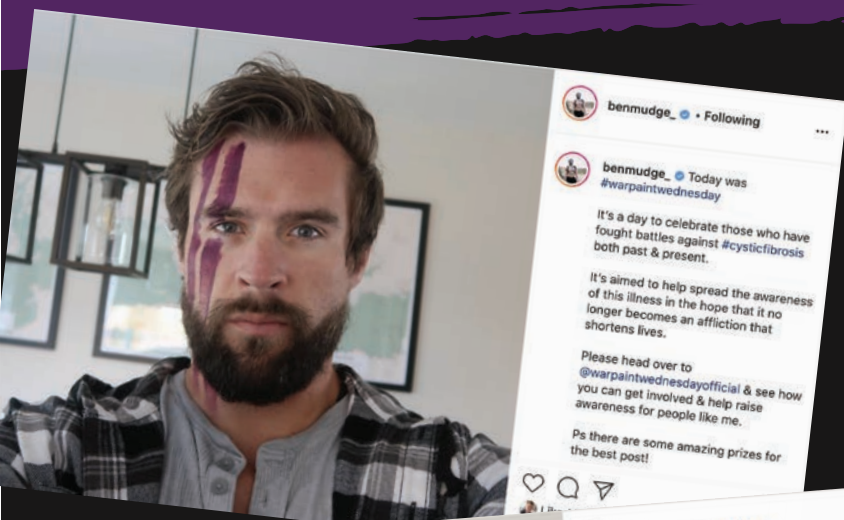
3K  
REACH DAY OF  
THE EVENT



You are all warriors! I too am a CF patient I'm 62 now but wasn't diagnosed till I was 58 yrs. old. I truly don't know how kiddos and parents do it, so you are warriors and you all have my prayers — Leslie Harland

# INSTAGRAM

## CONT.



801.4%  
INCREASE  
Content Interactions



7,562  
ACCOUNTS  
REACHED

My CF warrior is 4 years old. 23 pills, 3 liquid meds, 3 neb meds, 3 exacerbation hospitalizations, 2 sinus surgeries, 2 bronchoscopies, and 1 gtube.  
— Jilleean Teeples

4,042  
PROFILE VISITS

51,395  
IMPRESSIONS

1,848  
CONTENT  
INTERACTIONS

# INSTAGRAM



# INSTAGRAM FILTER

51.3K  
IMPRESSIONS

2.3K  
OPENS

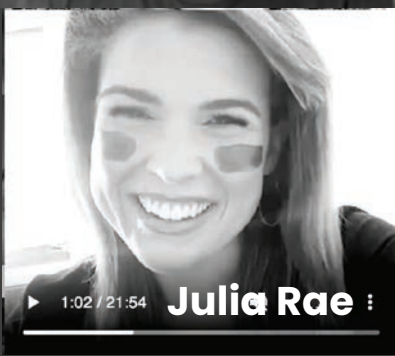
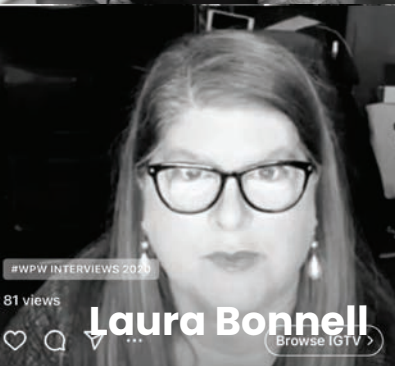
191  
SHARES

1.4 K  
CAPTURES

240  
SAVES



INSTAGRAM FILTER



2,030  
TOTAL VIEWS

## LIVE INTERVIEWS

**Megan Barker**, CF Spouse  
**Laura Bonnell**, The Bonnell Foundation  
**Amber Dawkins**, CF Warrior Ninja  
**Chole Dubois**, Breathe Purple  
**Eric Larsen**, CF Fighters  
**Josh Llewellyn-Jones**, CF Warriors  
**Katie Malik**, CF Yogi  
**Rima Manomaitis**, Lung\_Story\_Short  
**Dylan Mortimer**  
**Ben Mudge**  
**Katie Osborn**, Alltheworldsherstage  
**Julia Rae**, Singing At The Top Of My Lungs  
**Will Schluter**, GoBigWill  
**Jeremiah Stemple**, Path Way CF Super Hero  
**LeeAnn Suit**

295  
LIKES

335  
INTERACTIONS

21  
COMMENTS

13  
SHARES

6  
SAVES

# FACEBOOK



56,624  
TOTAL REACH  
(40.6 % Increase)

12K  
REACH DAY OF  
THE EVENT

Lost my little sisters. They were warriors!  
Miss them everyday— Terry Dugas



167,413  
IMPRESSIONS

1,185  
UNIQUE CLICKS

1,153  
LP VIEWS

I absolutely love this campaign, unleash the warrior  
within... fantastic! Great job! —Liz Poret-Christ

# FACEBOOK



# CONTENT CONTEST

2,917  
PAGEVIEWS

2,148  
UNIQUE VIEWS

18  
ENTRIES

1,237  
GALLERY VIEWS

22  
GALLERY  
SUBMISSIONS

823  
GALLERY  
VOTES



# CONTENT CONTEST

# YOUTUBE

## #WARPAINT WEDNESDAY



#WPAW

Warpaint Wednesday

12 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads

▶ PLAY ALL



Warpaint Wednesday 2020 Overview

40 views • 1 month ago



Warpaint Wednesday - Battles By The Numbers - ...

276 views • 1 month ago



Warpaint Wednesday - Battles By The Numbers - ...

171 views • 1 month ago

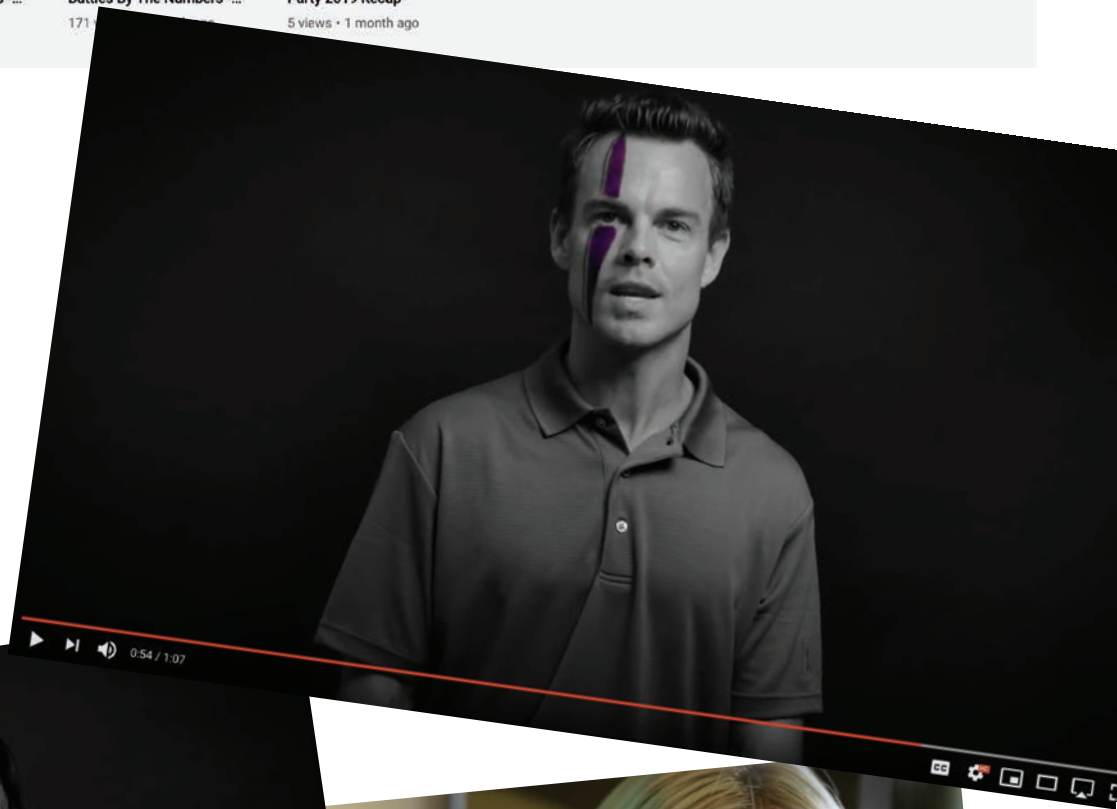


Warpaint Wednesday Launch Party 2019 Recap

5 views • 1 month ago

4  
VIDEOS

490  
VIEWS



# YOUTUBE



# KEY HIGHLIGHTS



## MARGARITAVILLE AMBASSADERS



## O'NEILL THROUGH MAUI OLA



## JANA ANGEL INTERVIEW





# #WARRIOR WEDNESDAY

**To get involved and for more information  
about participation, partnership,  
and sponsorship opportunities, please contact:**

**Tatiana Tims at [Tatiana@pipersangels.org](mailto:Tatiana@pipersangels.org).**

