



CLIMBER GUIDE



Climber Step-By-Step Guide

Step 1

- Set up your personal webpage.

Step 2

- Send out a fundraising e-mail. Statistics show that most people will generally donate within three days of receiving your e-mail. If one of your prospective donors doesn't reply, your e-mail might have been lost in the shuffle. Send out a reminder and ask again.

Step 3

- Continue to raise funds until you reach your goal!

Step 4

- Invite a friend to participate with you.

Step 5

- Attend the CF CLIMB event and celebrate your success!

Post Event

- Thank your donors and tell them about the event.

What to Expect on Event Day

When you come to the event, you will turn in any collected donations that were not already turned into the chapter or raised online. Please turn in your contributions at the CLIMB registration and check-in table. Ensure that your contributions are complete with your personal contact information and prize request form for account crediting purposes. Please note that the event will happen rain or shine. We look forward to seeing you at CF CLIMB!

To improve safety and efficiency, the Cystic Fibrosis Foundation is moving towards a cashless system in 2015. You can help by converting any cash donations into money orders or checks!

Fundraising Tips and Ideas

On average, each CF CLIMB climber raises \$350. But the secret to reaching and exceeding your personal fundraising goal is to ask, ask and ask. Many people are often surprised by who makes a donation. Never make an assumption about who might want to help support lifesaving CF research and support the overall mission of the Cystic Fibrosis Foundation. Ask for donations from current and former co-workers, neighbors, friends and family members.

Start Your Fundraising Online!

Raising money online is simple. Go to (<http://climb.cff.org>) and log into your personal account. From your personal page you can send out an e-mail donation request to all your personal e-mail contacts. Please send out an e-mail letter today!

Remember, to participate you must turn in the minimum pledge amount before or on the day of the event.

Host a Fundraising Party

Bring your friends and neighbors together and ask them for a contribution. Show them the CF CLIMB web site and encourage them make an immediate online donation on your personal fundraising page.

Ask Your Personal Vendors for Support

Do you give business to a dry cleaner, coffee shop, doctor, restaurant, hair dresser, babysitter or mechanic? Ask the business to support your efforts.

Raise Money at the Office

- Organize a *Jeans for Genes* day (on a specified day, employees can make a pre-determined contribution, such as \$5, for the privilege of wearing jeans in the workplace).
- Ask your company if they will sponsor the stair climb. (CF Foundation staff can provide you with sponsorship financial levels and benefits).
- Post your request on your internal newsletter, web site and e-mail signature.
- Host an office ice cream social or pizza party. Employees can make a donation to the CF Foundation in exchange for a frozen treat or a yummy slice.
- Don't forget about matching funds – see if you can't double or triple coworker contributions!
- Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at the CF Foundation office and get paid grant money (pledges!) for the work. You may need a letter from us stating that you'll be volunteering, which we'd be happy to provide.
- Ask your boss or human resources director if they can swap one of your vacation days for a day's pay that you can then donate to the CF Foundation.

Corporate Sponsorship

Identify one of several major companies in your area and contact them directly.

Fundraising with Social Media

Utilize your online networks to raise money towards your goal with Facebook, Twitter, LinkedIn, etc. Post status updates, progress towards your goal, training photos along with a link to your personal page. As your friends donate, tag them in an update to encourage other friends to jump on board as well!

Colorful Donor Letters

Stand out among bills and junk mail, and print your fundraising letters on colored paper. Send them in colored envelopes too.

Signing your Correspondence

Add a short sentence at the bottom of your email signature saying that you're participating in "event name" and ask for a pledge. Include a link to your personal or team page.

In Memory Of

If you're participating in memory of someone, include a picture of you with your loved one in your pledge letter, posters, etc.

Meet the Press

Does your company distribute a newsletter? Does your company have intra-office email? Take advantage of these...it's a perfect way to get the word out and even get your company involved.

Get an Article in your Local Paper

Call us to talk about media outreach opportunities in local newspapers and how to successfully get your story placed. Include information about how people can contribute. And have a photo ready to go!

Pledges for Each Step you Climb

Ask people to pledge an amount for each step or floor of the climb. For example: 50 floors at \$5 per floor and you will receive \$250. Or 1000 steps at 50 cents a step and you will receive \$500!

Garage Sale

Do you really need all that extra stuff taking up space in your garage, attic and/or basement? Gather it up and ask your friends to do the same and pick a weekend to sell.

Bake Sale

Become Julia Child or Mrs. Fields and host a bake sale with your friends. Hold your bake sale at a garage sale, work, school or religious organization's function.

The "Extra Change in my Pocket" Box

Create little boxes for you, your friends and family and have them place it on their dresser, desk and at work to collect spare change. It can add up quickly.

Voice Mail Message

This will alert everyone who calls you that you're up to something special! Let them know that you need their support!

Your Local Restaurants

1. Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the pledge cards.
2. Ask if you can place a money jar at the front of the restaurant: Check with the manager. They may be willing to place the jar in a high-traffic area so lots of patrons can see it.

Ask a local server or bartender to donate a portion of one night's tips

You can create a sign for the bartender to place on the bar stating "All tips collected tonight will go directly to _____, who's raising money for the Cystic Fibrosis Foundation." If patrons see the sign, they may be willing to dig a little deeper into their pockets.

Guest Bartending

Ask your local watering hole if you can work behind the bar and donate all the tips you make to the Foundation. Most bars will also agree to drink specials for the occasion. Create a sign for the bar stating that "All tips collected tonight will go directly to _____, who's raising money for the Cystic Fibrosis Foundation." Invite all your family, friends and their friends to come out.

Happy Hour Party

Invite all your friends (and their friends) to a local bar or restaurant for happy hour. Call the location ahead of time and set up a drink and appetizer special. Get your friends to sign your past event T-shirt for \$10 per signature. Not only will you have a great fundraiser, you'll end up with a great shirt to wear on event day.

Movie/Performing Arts Ticket Donation

Ask your local movie house or theater to donate several tickets. Auction them off and put the money toward your pledges.

Host a Movie Night at your House

Pick a new release or a classic favorite, make some popcorn, pick up some drinks, and invite your friends and family over for the night. Charge \$5 and have plenty of pledge cards out!

Game Night

Get out those board games and start playing! Break into teams and let the fun begin.

Host a Poker Game

Call your card-playing friends and invite them over for a poker night!

Birthday or Holiday Gift Pledge

It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you. And then you can donate the amount to your pledge total.

Delegate

Give 10 of your friends 10 pledge cards each and ask them to help raise money for you.

Creative Friends

Find a local artist or ask a creative friend if they would donate a piece of art or jewelry that you could auction off. Or see if they would be willing to create mass quantities that you could sell and the proceeds benefit your fundraising efforts.

Trading Cards

Order trading cards from our website and customize with a sticker on the back with information on how to give.

Return Address Labels

Print return address labels for your outgoing mail. Print something like, "I'm participating in CF Climb. Will you sponsor me?" You may want to include a pledge card and a self-addressed envelope to make it really easy for them to donate.

Travel Agency

Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.

Doctor/Veterinarian/Insurance Agent

Ask them to write a check.

Radio Station

Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Pledges can be sent directly to the CF Foundation office.

Gym

Ask your gym to place a pledge jar at the front desk! Leave a stack of pledge cards at the counter as well.

Hair Salon

Ask your barber or hairdresser to support your fundraising efforts. The business could make a donation and let their patrons know that they are proud to support the Cystic Fibrosis Foundation.

Picnics

National holiday picnics are a great place to raise money.

Mow-a-thon

Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for \$50.

Neighborhood Chores

Are you a Mr. or Ms. Fix-It? Place signs around your neighborhood or place in mailboxes advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)

Errand Boy/Girl

Offer to be your friends' and/or coworkers' personal assistant for a day (or maybe for just a few hours) in exchange for a large donation. Maybe \$250 or more.

Pet Sit

Are your neighbors going away and they don't want to leave their pet(s) at the kennel? Again, offer up your services and charge them what they would have paid at the kennel and donate it to your pledge total.

Ebay.com

Gather any slightly used items from your home, and your friends, and auction them off on eBay.

Ask a Potential Donor to Train with You

He or she may be more willing to donate once they fully understand what you are committed to doing.

Bowling Night

Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into pledges.

Used-Book Sale

Everyone has books that have been sitting on their shelves, in the attic or in the basement collecting dust. Ask your friends, family and neighbors to donate books they no longer want and set up a weekend book sale in your front yard. Put up some signs so people will know where the money is going and once they know, hopefully they'll give you even more.

Religious Organization Bulletin

Place an advertisement in your organization's bulletin or newsletter to let the congregation know what you're fundraising for! Or better yet, invite them to join you.

Rock On!

If you know any musicians, ask them to perform a benefit concert. The proceeds from the concert can benefit your fundraising efforts.

Pledge Yourself

Kick start your fundraising and set a great example for your teammates and supporters by being a fantastic contributor yourself.

Alumni Organizations, Fraternities, & Sororities

Contact your alma mater and ask them to place an ad in the alumni newsletter asking for donations. Additionally, you can also contact the national chapter of your fraternity or sorority and ask them for a donation.

Ask for the Right Amount

Don't ask for \$100 if you know someone could pledge \$1,000.

Clubs & Organizations

Send a letter requesting a donation to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They like to support individuals in their communities.

Ask as many times as you can, and then ASK AGAIN!

Taking Advantage of Your Personal Webpage!

Once you register online you will be given the opportunity to create a personal CF CLIMB home page. You can do the following through this personal page:

- Upload a personal home page message and photo
- Send out e-mail requests to prospective donors
- Remind donors to respond to your appeal and thank donors for contributing
- Allow donors to post personal comments on your home page
- Share your personal fundraising goal and show your progress
- Edit your contact information
- Access tools and resources from the Fundraising Toolkit
- Download the fundraising widget to your social networking site
- Make a personal donation
- And much more!

If you forget your username or password, you can hover over the Login button and click “Need help” and then click on the “forgot your username or password link” to receive an e-mail with this information.

Mass Mail a Fundraising Letter

Consider sending out a letter to your alumni, relatives, your holiday list, people who don't have e-mail accounts – anyone!

For additional fundraising ideas or advice, please contact the CF Foundation or check out the Fundraising Toolkit on the CF CLIMB Web page.

Supporting the CF Foundation!

There are many reasons why you should feel good about raising money and participating in CF CLIMB. Here are just a few:

- When the Foundation was established in 1955, children with CF rarely lived long enough to attend elementary school. Due in large part to the Foundation's aggressive investments in innovative research and comprehensive care, many people with the disease are now living into their 30s, 40s and beyond.
- In 1989, CF Foundation-supported scientists discovered the defective gene that causes cystic fibrosis — a monumental breakthrough on the road to a cure.
- The Foundation played an integral role in the development and FDA approval of a number of therapies that are now part of regular treatment regimens for many with CF. The Foundation has a robust pipeline of promising potential drugs that target the disease from every angle.
- The Foundation helped support the development of two groundbreaking drugs that treat the underlying cause of the disease rather than the symptoms. Ivacaftor (Kalydeco™) is approved for use by people six years and older with the G551D mutation. While the lumacaftor/ivacaftor combination drug (Orkambi™) treats those individuals who are at least 12 years old and carry two copies of the F508del mutation. Orkambi could treat nearly half of all people living with CF. The Foundation continues supporting research to treat the root cause of the disease in more people living with CF. We will not rest until we find a cure for all people with CF.
- Nearly every CF drug available today was made possible because of Foundation support
- The Foundation's drug development success has been recognized by Harvard Business School and by publications such as Forbes and The Wall Street Journal.
- Based in Bethesda, Md., the Foundation funds and accredits a national care center network that has been recognized by the National Institutes of Health as a model of care for a chronic disease.
- The Cystic Fibrosis Foundation is one of the most efficient organizations of its kind and is an accredited charity of the Better Business Bureau's Wise Giving Alliance.

Stretching

Taking a few minutes to stretch and warm up your muscles before exercising releases a lubricating substance from the cartilage within the joints. This aids the fluid motion of muscles and keeps the bones from scraping against one another at connection points within the body.

Lubricated and fluid moving muscles have more flexibility which reduces your chances of injury. Helping your muscles become more flexible by stretching is not only beneficial for preventing injuries, but flexible muscles are also able to better distribute strength which in turn helps you do a variety of physical activities with more balance and less energy, especially while lifting and bending.

Stretching muscle groups such as the neck, shoulders, back, hips, thighs and calves for at least thirty seconds before and after exercising usually gets the job done. You can stretch them for longer if they still feel extra tight. Below are some recommended stretches:



*Achilles Crouch
Seated Hamstring*



Butterfly



Squatting



*Piriformis
Stretch*



Gluts



Spinal



Lunge



*Quad
Hamstring*



Shoulder chest



Calf



Iliotibial (IT) Band stretches



Hydration & Nutrition

Hydrating before and after you exercise is just as important as drinking fluids during your workout. For best absorption, sip 12 to 16 ounces of water four hours before starting your program. Two hours before, sip another 12 ounces. While climbing and training, drink enough to match the intensity of the exercise, the heat of the day and your body's needs. The average recommended amount is one 16-ounce bottle per hour in cool weather and up to as many as four bottles per hour in extremely hot weather, based on a 150-pound person. Afterward, your goal is to replace lost fluids and electrolytes.

Along with dehydration, hyponatremia (loss of sodium) is another serious condition that can be life threatening. Hyponatremia can be caused by losing more salt through sweating than you take in, or by diluting your salt levels by drinking too much plain water. To prevent hyponatremia, some fluids should contain electrolytes, namely salt, which can be found in sports drinks and gels.

A good breakfast is essential to fuel your body. A half-hour before training, you'll need to top off your energy supplies and make sure that you are well hydrated. A high-carb, low-fat diet works best for most.

Take in 30-60 grams (1-1.5 bananas, 1-2 gels, or 1-2 bottles of sports drink) of carbohydrates every hour during events that are greater than 1 hour. This amount represents the upper end of what most athletes can absorb during exercise. Carbs that are not absorbed can lead to abdominal discomfort and diarrhea. Experiment during training to figure out how much carb intake you can tolerate during exercises.

It is important to remember that your body will not be able to absorb enough carbs to keep up with the demand of moderate to intense exercise. Your intake of carbs simply extends the time you have before you are no longer able to continue exercising. .

We need Volunteers!

CF Climb provides a fun and exciting opportunity for volunteers to support participants as they race up stairs for a great cause! We couldn't do it without our volunteers, and we offer a variety of pre-, day of, and post-event opportunities for volunteers of all ages to get involved. Family and friends make the best volunteers — so please ask yours to join us this year.

Areas where we need help include:

- Check-in/registration
- Set up/clean up
- Greeters
- Food volunteers
- Rest stop/landing area attendants
- Cheerleaders
- Musical entertainers
- Photographers/videographers

For more information, please contact your local CFF Chapter.