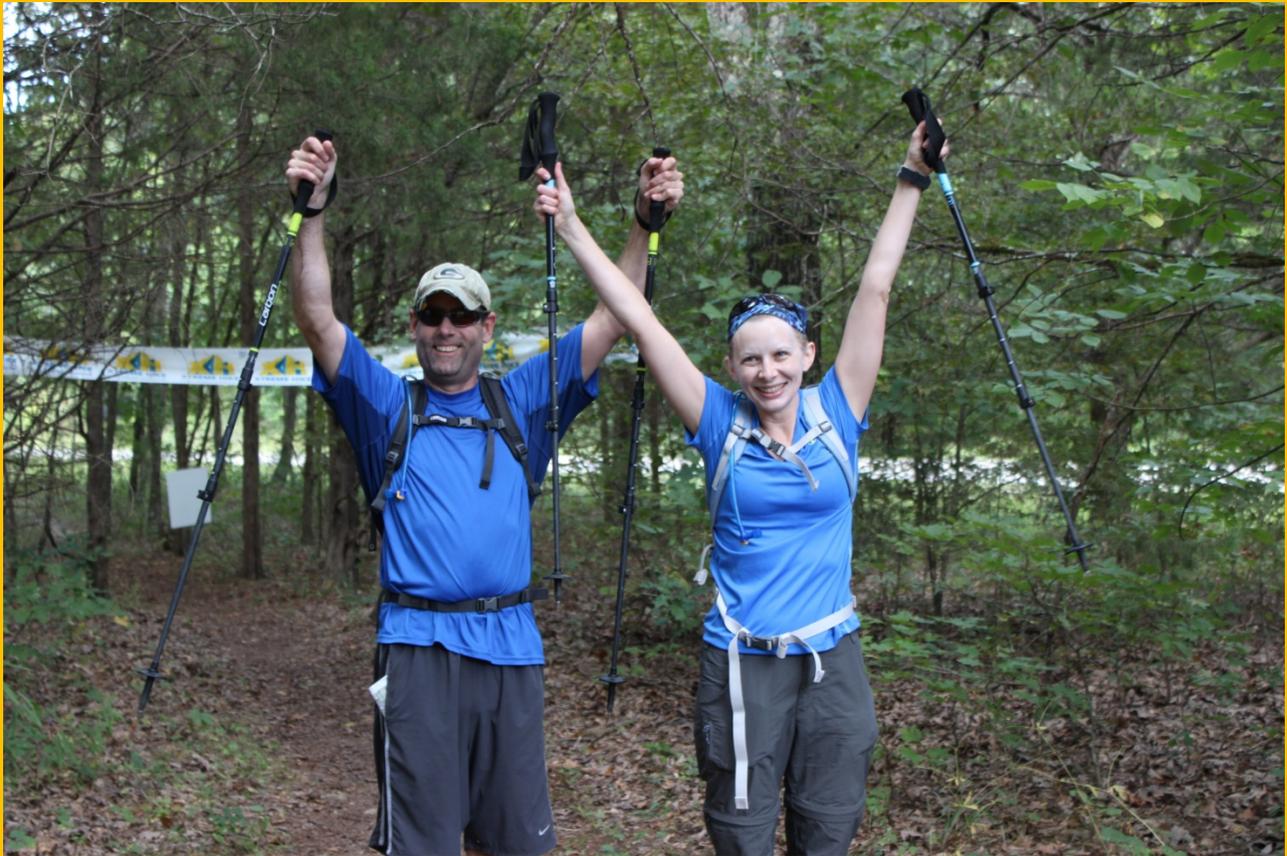




Hiker Guide



The Cystic Fibrosis Foundation is proud to be hosting the **XTREME HIKE**. Xtreme Hike is a three day destination experience that includes one full day of hiking. It is a fundraising event that challenges people to test their philanthropic and fitness ability.

Fundraising Checklist: 10 Steps to Success

✓ 1. Register

Go to <http://xtremehike.cff.org> and sign up for a hike near you. You can sign up as a hiker on a team, an individual hiker or the team leader of your own team!

✓ 2. Set your fundraising goal

Select your personal fundraising goal. Set a goal of at least \$5,000 to become a top hiker, or set a goal of \$20,000 or more to become a top team.

✓ 3. Set up your personal web page

It takes just a few minutes to set up a personalized Xtreme Hike page, and it's quick and easy to share it with your friends. They can choose to donate online, join your team or forward your page on to their friends.

✓ 4. Write your fundraising letter

Why not tell your friends, family and colleagues that you have signed up and made a commitment to help cure CF? Write a personal letter or email to let them know why you are hiking and ask for their support. You can use your participant center to manage your emails.

✓ 5. Go Mobile

Download the new Xtreme Hike mobile application to fundraise on the go! You can download the app at the Xtreme Hike webpage.

✓ 6. Invite a friend to hike with you

Everything is more fun with a friend! Ask a friend, or two, or more to join you in the fight against CF. They can sign up to hike with you and ask their friends and family to support them.

✓ 7. Follow up with the people you asked

Most people donate within three days of receiving your email. If one of your prospective donors doesn't reply, your email might have been lost in the shuffle. Send out a reminder and ask again.

✓ 8. Ask your employer about matching gifts

Find out if your employer has a matching gift program and see if they will match the total that you raise.

✓ 9. Attend the entire Xtreme Hike 3-day event and celebrate your success

Our progress in the search for a cure would not be possible without you. You will get the most out of the experience if you attend the entire 3 day event. It is a great opportunity to celebrate all your hard work!

✓ 10. Thank your donors and tell them about the event

Let everyone know the fun and challenge you experienced at the event. Tell them how much you raised. They will appreciate knowing that their contribution made a difference.

Because of you, the CF Foundation is Adding Tomorrows for all those with cystic fibrosis. We want your experience with Xtreme Hike to be as rewarding as possible. Please feel free to contact the CF Foundation with questions or comments at any time.

Let's Get Started!

Set a Fundraising Goal

Decide how much you are going to raise and tell everyone your goal. People are eager to help you reach your goal; especially by doing something so challenging and noble. Hikers are encouraged to raise \$2,500 - \$3,000. Most hikers raise at least \$3,500. So reach for the stars. Share in the determination to add tomorrows to someone's life. You can do it! We're here to help you succeed.



Set up your Hike page

When you register, you will receive your very own Xtreme Hike fundraising page. Your page can be personalized with your own message and pictures. Use it to start fundraising right away! Once you have registered for an Xtreme Hike you can access the Participant Center. Tools in the Participant Center include your fundraising progress, sending emails to friends and family, and editing your personal page.

Mission of the CF Foundation: The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high-quality, specialized care.

Why set a goal?

The CF Foundation, with razor focus, works hard to find a cure for cystic fibrosis sooner than later. Money buys science. Xtreme Hike is just one of several national fundraising events that helps open the door to discovery and opportunity.



Fundraising Materials

To raise awareness and promote your fundraising efforts some materials are available for download from the website or available through your local chapter. We have posters, brochures, sample letters, sponsorship packets and more!

Get Social!

One of the easiest and quickest ways to get support and donations for Xtreme Hike is to share your personal page with your friends and family. You can use the social media tools: Facebook, Twitter, and LinkedIn, to post a status update about your participation in Xtreme Hike.

Top Hikers

Any hiker can become a Top Hiker by setting and meeting a fundraising goal of \$5,000 or more. Once you raise \$5,000, you will earn an award badge to display on your Xtreme Hike Web page. You will also receive special recognition at your Xtreme Hike event.



Follow this easy plan to raise \$5,000 and become a Top Hiker:

1. Your initial registration donation will count towards your recommended fundraising goal of \$100
2. Make your own \$10 contribution for each training hike you go on brings you to another \$100
3. Ask twenty neighbors for \$20 each, which equals \$400
4. Ask your boss to contribute \$100
5. Ask ten co-workers for \$25 each, which represents \$250
6. Ask 10 family members (parents, siblings, or aunt/uncle) for \$50 each for a total of \$500
7. Ask ten businesses (doctor, dentist, drycleaner, realtor, bakery, restaurant) for \$100 each that equals \$1,000
8. Ask twenty friends for \$50 each for a total of \$1,000
9. Ask twenty people at your place of worship, community organization, book club or social group to donate \$50 each, which equals \$1,000
10. Post your Xtreme Hike event on Facebook and ask twenty five friends for \$25 each - \$550

Asking will result in success!

What is a Top Team?



Any Xtreme Hike team that sets and reaches a fundraising goal of \$20,000 or more will become a Top Team. You will receive a Top Team badge on your personal Xtreme Hike Web page and special recognition at your local Xtreme Hike event.



What to do with the donations you collect?

If you have received cash or check donations, you can avoid bringing them with you to the hike, (and have them credited to your account faster) by mailing them in to the address supplied in your participant center. The donation mail-in form that is available in your online toolkit. Send it along with your cash and/or check(s) to the address listed on the form. You can also drop off at your local CFF office.

What to expect on hike weekend

The hike event will include 3 days and 2 nights near the trail head, transportation to and from the trail on hike day, aid stations along the trail stocked with food and hydration, Xtreme Hike wicking shirt, pre-Hike pasta party, post-Hike celebration, victory & awards breakfast.

Hike Event Policy

Safety on the trail for the day of the Xtreme Hike Event is the CF Foundation's number one concern. Please help us maintain a safe environment for all registered participants.

- Xtreme Hike participants must be registered and at least 18 years of age.
- Restrictions may be imposed by the trail authorities on the number of event participants allowed on the trail on the day of the hike (including our hikers, volunteers and staff). Fees could be assessed against the CF Foundation for exceeding the number of event participants, volunteers and staff allowed.
- For safety concerns and out of the respect to all registered CFF Xtreme Hike event participants, we ask that "guests" or unregistered participants- NOT be invited to join registered hikers during the course of the event. Additional unregistered hikers could compromise safety resources on the trail and diminish the experience for registered Xtreme Hike participants

Please note that the CF Foundation has the right to ask any participant to leave the event at any time if this policy or other CF Foundation policies are not followed.

Your local chapter contact is happy to answer any questions you may have regarding this policy.

