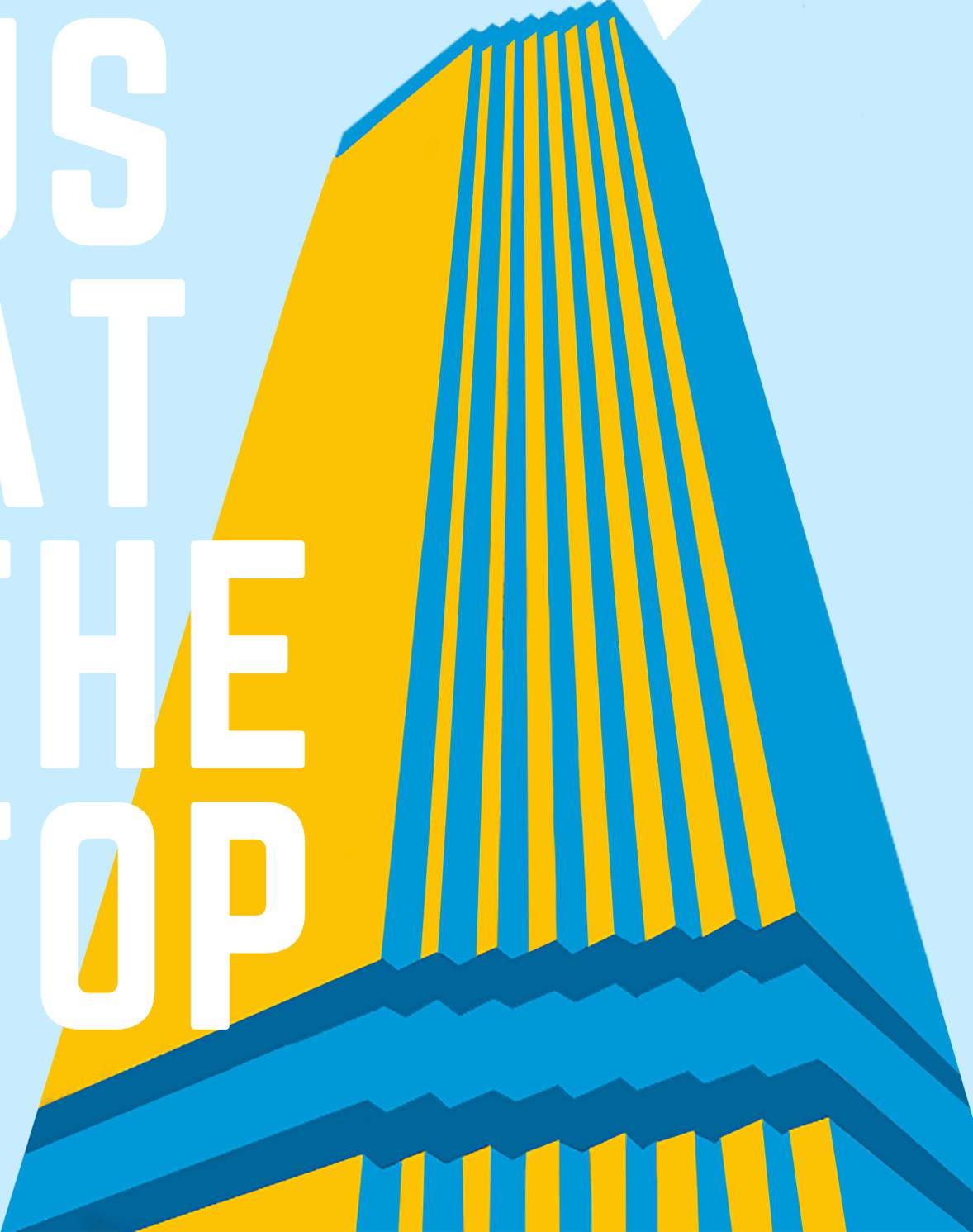


CYSTIC FIBROSIS FOUNDATION

MEET US AT THE TOP



CLIMBER GUIDE

THANK YOU FOR STEPPING UP FOR A CURE

The Cystic Fibrosis Foundation's CF Climb event takes the search for a cure to new heights. Each year, thousands of participants race the stairs of a tall building or stadium in a challenge of will and endurance to raise funds to support the mission of the CF Foundation. Together we are working to find a cure for cystic fibrosis, and to also 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.

In 2017, CF Climb raised nearly \$2 million to help support life-saving research, care, and education programs. Real progress toward a cure has been made, but the lives of people with CF are still cut far too short. Every climber who joins us makes a difference!

CF Climb provides a fantastic opportunity for companies, groups of friends and family members to come together and climb in support of a worthy cause. Challenge yourself as you race to the top. Step up and take the search for a cure to new heights!

Finding a cure for CF, one step at a time.

CLIMBER GUIDE INCLUDES:

- Recruitment and retention ideas and tools for a successful team building.
- Creative fundraising ideas to implement at work and in the community.
- Guidance and support available online at fightcf.cff.org/IDSClimb or by contacting your Climb Staff Team.
- Online tools and social media resources to help spread the word and kickoff your fundraising efforts.

DID YOU KNOW?



MORE THAN
30,000

Estimated number of people with CF in the US.



MORE THAN
70,000

Estimated number of people with CF worldwide.



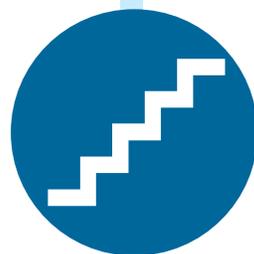
\$169 M

Provided in 2017 by CF Foundation to advance research and high-quality CF Care.



5

CF CARE CENTERS in the Minnesota Dakotas Chapter



38

NUMBER OF ANNUAL YEARS
Oldest event on record in the Minnesota-Dakotas Chapter

YOU GET TO CLIMB THIS

TALLEST BUILDING IN DOWNTOWN MINNEAPOLIS IN FEET

792'
IDS CENTER

775'
CAPELLA TOWER

774'
WELLS FARGO CENTER



38TH ANNUAL IDS CLIMB

Join us on March 2nd for our 38th Annual IDS Climb, which is our chapter's longest running event! This challenging and unique fitness event allows participants to climb over 1,200 steps up the IDS Center in downtown Minneapolis! Whether climbing to improve timing or to simply cross the finish line, this event is a great way to spend the day with co-workers, friends and family while "Adding Tomorrows" for people with cystic fibrosis. At the end of the climb, participants will celebrate at a finish-line party complete with delicious food and great entertainment!

1,280 STEPS
50 FLOORS
1 CURE
MARCH 2, 2019

Fightcf.cff.org/IDSClimb

- 6:15 AM** Registration Opens for All Categories
- 7:00 AM** Fitness Climb Starts
- 8:00 AM** Public Safety Climb Starts
- 9:00 AM** General Climb Starts

Register here!

CHOOSE YOUR CLIMB!



Fitness Climb

Our fitness category is a timed and competitive climb for participants looking for a challenge! Test your time and get a good workout when you sign up for our fitness climb.



Public Safety Climb

The public safety climb is a timed climb only open to firefighters (full gear), police officers, EMTs, and other public safety officials.



General Climb

The general climb is not timed and open to all ages and climb abilities! This non-competitive climb is great for families, friends, and co-workers that want to climb at their own pace while supporting a great cause!



WEBPAGE 1 - 2 - 3

1

Sign up as an individual climber or register your team at fightcf.cff.org/IDSClimb. Registration is only \$25! (Registration fees are not tax-deductible.)

2

Customize your personal page by setting your fundraising goal, updating your bio, and creating a personal URL!

Personal Page **Team Page**

\$100.00
My Goal (change)

Personal Page URL: (URL Settings)
http://fightcf.cff.org/site/TR/Climb/80_Minnesota_Minneapolis?px=3765750&pg=personal&fr_id=7163

This page is Public

3

If you started a team, customize your team page by setting your fundraising goal, updating your team photo, and creating a team URL!

Personal Page **Team Page**

Team Page URL: (URL Settings)
http://fightcf.cff.org/site/TR/Climb/80_Minnesota_Minneapolis?team_id=79635&pg=team&fr_id=7163

Images must be .gif, .jpg or .png files.
Choose File No file chosen

Caption
Join our team and help add tomorrows!

Save/Upload or remove photo

FUNDRAISING 101

On average, each climber raises \$350. But the secret to reaching and exceeding your personal fundraising goal is to 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.



Start Your Fundraising Online

You can login to your Participant Center to browse fundraising tools and send out emails to your contacts! There are templates you can use to help solicit donations, recruit team members, and say thank you once people donate to your page!



Get Social!

Spread the word about your team and the IDS Climb on your social media channels (Facebook, Twitter, Instagram, LinkedIn, etc.) You can copy and paste your personal or team URL directly into your social post and have donors link directly to your Climb page.



Fundraising Toolkit

In addition to your CF Climb participant center, our chapter is full of fantastic tools and resources to help make your Climb experience fun and successful:

- IDS Climb Poster (8.5 x 11 and 11 x 17 available)
- IDS Climb Team Poster (8.5 x 11 - customizable!)
- Fundraising Perks
- "Who do you know?" worksheet
- Social media downloads
- 101 Fundraising Ideas
- Materials Request Form

FUNDRAISING PERKS



TOP FUNDRAISING TEAM

Our top fundraising team will receive an exclusive VIP tent on climb day in the 'Team Town' atrium filled with delicious treats and fun CFF swag!



*DEADLINE FEBRUARY 27



*DEADLINE FEBRUARY 27

TOP 5 FUNDRAISING TEAMS

The top 5 fundraising teams will receive a personalized tent in our 'Team Town' on climb day with water and snacks!

TEAMS FUNDRAISING \$2,500+

All teams that fundraise \$2,500 or more will receive a personalized team sign!



*DEADLINE FEBRUARY 20



CLIMBERS FUNDRAISING \$500+

All individual climbers that fundraise \$500 or more will be recognized as part of our exclusive 'Climber Club' and receive a Climber Club VIP bag filled with snacks and CFF swag!

FUNDRAISING IDEAS

Raise Money at the Office

- Organize a Jeans for Genes day (on a specified day, employees can make a predetermined 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.

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! If you use Facebook to fundraise, currently we are unable to credit your individual fundraising efforts. All funds raised through Facebook are applied to one account and used towards our mission.

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.

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 Tips from Local Server or Bartender

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.

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.

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.

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/Shovel-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 or shovel for \$50.

Neighborhood Chores

Are you a Mr. or Ms. Fix-It? Place signs around your neighborhood 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. Tell people that their admission ticket is a check made out to the CF Foundation.

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!

38TH ANNUAL IDS CLIMB

1,280 STEPS

50 FLOORS

1 CURE

MARCH 2, 2019

FIGHTCF.CFF.ORG/IDSCLIMB

IDS CENTER, MINNEAPOLIS, MN

7AM FITNESS CLIMB

8AM PUBLIC SAFETY CLIMB

9AM GENERAL CLIMB

TO REGISTER, VISIT OUR CLIMB

WEBSITE OR CONTACT

MINN@CFF.ORG OR 651-631-3290

IDS center



CYSTIC FIBROSIS FOUNDATION



MARQUETTE HOTEL

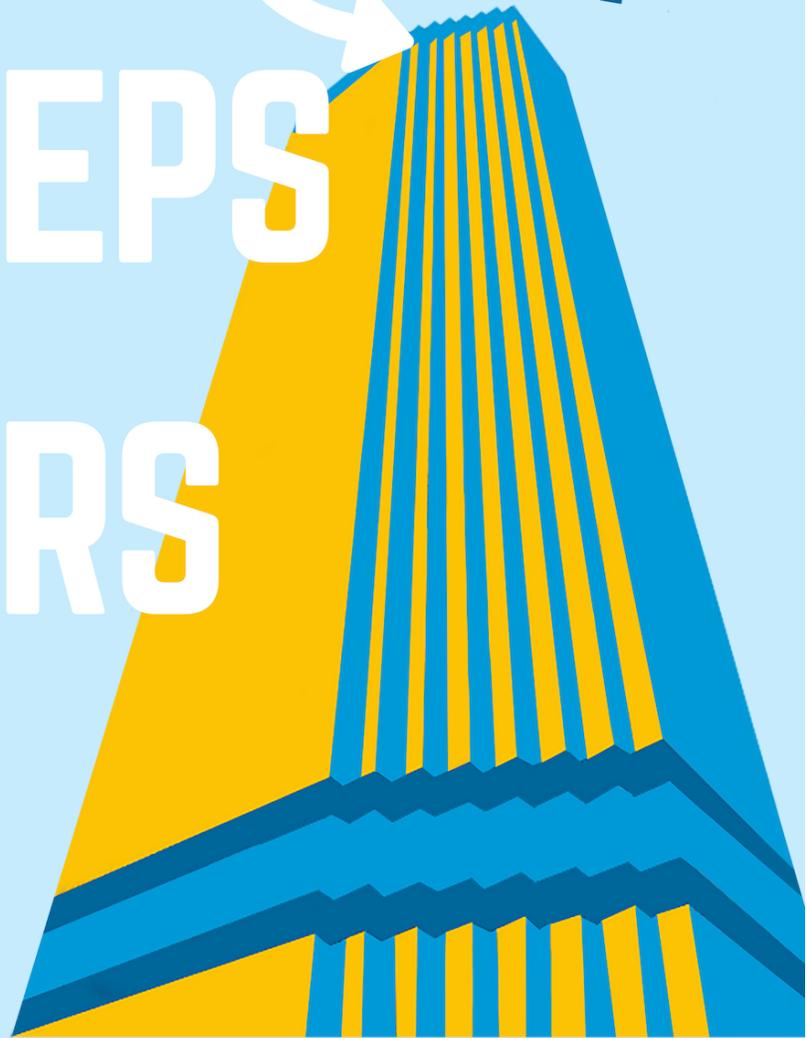
38TH ANNUAL IDS CLIMB

JOIN US AT
THE TOP

1,280 STEPS

50 FLOORS

1 CURE



TEAM NAME _____

WEBSITE _____

IDS CENTER | MARCH 2, 2019 |

6:15 AM Registration Opens
7:00 AM Fitness Climb
8:00 AM Public Safety Climb
9:00 AM General Climb

minn@cff.org
651-631-3290



MARQUETTE
HOTEL

Who Do You Know?

The key to building a team and a successful fundraising campaign depends on asking people you know for support. Think about everyone whose lives you touch and ask him or her to join your team or make a donation. Use this chart to help you identify people that you know and organize them into categories.

Start with the easiest people to reach – your family and friends. Next, ask acquaintances and personal vendors. Before you know it you will have a complete list of people you know!

Family & Friends

Parents, In-Laws, Siblings, Aunts, Uncles, Cousins, Grandparents, God Parents, Friends, Neighbors

Activities

Gym, Sports Teams, Book Club, Place of Worship, Junior League, Cheerleading, Boy/Girl Scout, 4-H Club, Tennis/Swim/Golf Club

Personal Vendors

Dry Cleaner, Mechanic, Restaurants, Insurance Agent, Salon/Spa, Physicians, Dentist, Real Estate Agent, Mortgage Representative



CYSTIC FIBROSIS FOUNDATION

School

PTA, Teachers, High School/College Alumni, Fraternity/Sorority, Service Clubs

Work

Co-workers, Vendors, Competitors, Clients, Networks & Connections, Chamber of Commerce

Community

Local Businesses, Community Centers, Neighborhood Associations, Civic Clubs



CYSTIC FIBROSIS FOUNDATION

MATERIALS REQUEST FORM

NAME: _____ PHONE: _____

EMAIL: _____ ADDRESS: _____

CITY, STATE, ZIP: _____

TEAM NAME: _____

MATERIALS	AMOUNT REQUESTED
8.5 x 11 POSTER Spread the word by hanging these up around your community and in your workplace.	
11 x 17 POSTER Spread the word by hanging these up around your community and in your workplace.	
8.5 x 11 CUSTOMIZABLE POSTER Customize these posters with your personal URL and hang them around your community and workplace.	
"JEANS FOR GENES" STICKERS Host a 'Jeans for Genes' day at your workplace!	
5 x 7 CLIMB POSTCARDS Mail these out to recruit more climbers in your personal network.	
WHO DO YOU KNOW? <i>an outreach worksheet</i> Offer these to your team members to brainstorm possible team members, donors, etc.	
FACTS AND FIGURES Use these infographics to share general information about the Cystic Fibrosis Foundation.	

Please send this form to:

Fax: 651-631-3296 **Email:** mvandusartz@cff.org

Mail: Cystic Fibrosis Foundation, 100 N 6th St, Ste 604A, Minneapolis, MN 55403

For any questions about CF Climb, please call 651-631-3290 or email mvandusartz@cff.org.