



TEAM LEADER GUIDE

Dear Team Leader,

Thank you for volunteering to recruit and lead team members who will raise funds to help support the foundation's life-saving mission. CF Cycle for Life is the Cystic Fibrosis Foundation's premiere cycling event, and we are delighted to have your leadership.

This year the Cystic Fibrosis Foundation is hosting more than 50 bike events that will generate more than \$3.5 million to help support vital cystic fibrosis research, education and care programs. Thank you for helping us reach our goal.

We hope you will take advantage of the many helpful tools and resources that can be found on CF Cycle for Life website: <http://cycle.cff.org>.

As you prepare for your event, all Team Leaders will need to:

- **Review the enclosed information.** We have included everything you need to get started. However, do not hesitate to ask your CF Foundation representative for additional supplies, samples or other resources.
- **Set a cyclist recruitment goal, and ask cyclists to register for your team.** A team consists of four fundraising participants. Think about people you know: co-workers, friends from the neighborhood, people who attend your church or synagogue, exercise class, etc. If you recruit more than 10 cyclists, consider appointing a co-Team Leader.
- **Set a team fundraising goal.** The average team raises \$5,000.
- **Encourage your cyclists to raise funds.** The most effective way to do this is for each cyclist to develop his or her own personal fundraising Web page.
- **Model behavior.** Send out your own online letter writing campaign and collect donations.
- **Ask for help if you need it.** Please call the CF Foundation to get additional fundraising and cyclist recruitment tips and ideas.

Thank you again for your commitment to forming a team, fundraising, and spreading awareness! We look forward to a terrific celebration at this year's CF Cycle for Life!

Team Leader Kit

Below is a quick review of the pages in your Team Leader Kit and how they are useful:

- **Team Leader Supplies** – As a Team Leader, you will be provided with materials to ensure your success.
- **Team Leader Step By Step Guide**
- **Website Tips** – CF Cycle for Life website is an extremely helpful tool. Take a moment to review the special online features available to you as a Team Leader.
- **Fundraising Tips and Ideas**
- **Sample Fundraising Letter** – Many participants conduct a traditional letter-writing campaign in addition to sending out an appeal via the online system. You can also check out additional samples by visiting the virtual fundraising toolkit at <http://cycle.cff.org>.
- **Go Above and Beyond** – Tips for success that will help you reach and exceed your goals.
- **Materials Order Form** – Anyone can request more posters and brochures.

Team Leader Supplies

As a Team Leader you will be provided with the following materials:

- **CF Cycle for Life Brochures**
- **CF Cycle for Life Posters** – Advertise and promote the ride and your team!
- **Cyclist Toolkit** – Once team members register online they can download the Fundraising Toolkit off their account page. You can also give you team members the Fundraising Toolkits. Please make sure your team members review this material.
- **Team Progress** – Monitor the progress of your team. As a team leader you find a team progress bar on your account page.

Sample Team Leader Step By Step Guide

Step 1

- **Register at <http://cycle.cff.org>.**
- **Review Team Leader Kit.**

Step 2

- **Recruit Your Team.** Invite friends, family and co-workers to join your team as fundraising cyclists. Ask people both face-to-face and through CF Cycle for Life website.

Step 3

- **Get your team registered.**
- **Start Your Personal Fundraising Campaign.**

Step 4

- **Encourage each cyclist to conduct an online fundraising campaign!**
Ask cyclists to find out about any company matching gift or sponsorship opportunities.

Step 5

- **Recognize Top Fundraising Cyclists.** Send your team members a team fundraising update with their total raised to date!
- **Keep Your Team Motivated.** Share successes, CF research updates and/or fundraising stories!

Step 6

- **Help Cyclists Reach Their Fundraising Goal.** Remind team members to send out an email reminder to those people who haven't responded to their online appeal.

CF CYCLE FOR LIFE

- **Celebrate Your Success** - Attend CF Cycle for Life with your team – rain or shine!

Post Event

- **Thank your team members** for participating and raising funds!

Website Tips

CF Cycle for Life website is an extremely helpful tool. By registering online at <http://cycle.cff.org> you will be able to:

- Send an email to your personal contacts asking them to donate online
- Invite contacts to join your team
- Register team members who do not have an email account
- Send personalized emails
- Download fundraising tools
- Personalize your home page
- Update your contact information
- Track both your personal and team fundraising progress
- Designate a co-Team Leader
- And much more!

Please encourage your team members to register online and take advantage of the online system.

Fundraising Tips and Ideas

The secret to fundraising is to ask the people you know for support. Below are some strategies that will help you and your team members reach your team fundraising goal. For additional tips and tools, please check out CF Cycle for Life fundraising toolkit found at <http://cycle.cff.org>.

Online Letter-writing Campaign

Send out a request for contributions through CF Cycle for Life website (<http://cycle.cff.org>) to your friends, family, co-workers, vendors, neighbors, high school and college alumni, and everyone else you know. **This is the quickest and easiest way to raise big dollars to help support the search for a cure.** Online contributions tend to be larger than gifts of cash or check.

Mailed Letter-writing Campaign

Mailing out an ask letter is also a great way to raise money. The best letter-writing campaigns incorporate: a specific dollar amount, a deadline to receive contributions, a personal message that illustrates why you want to make a difference in the lives of those affected by cystic fibrosis, a picture, and the URL for your personal fundraising Web page. Use your sponsor pledge form to keep track of off-line donations.

Pin-Ups

Does your place of business have walk-in customers? Selling pin-ups is a great way to promote awareness for CF and CF Cycle for Life. For a nominal donation to the CF Foundation, patrons can sign their names on a pin-up and hang it in a high-traffic area to show their support of the CF Foundation.

Corporate Sponsorship

You and your team members can enhance your team's total by recruiting sponsors. In exchange for a sponsorship, businesses often receive exposure or other benefits. Contact your CF staff person so that he or she can partner with you to make an appropriate ask.

Jeans for Genes

On a specified day(s), employees who are normally required to wear business attire can make a pre-determined contribution (e.g., \$5) to the CF Foundation for the privilege of wearing jeans at the workplace. Make it a challenge—see which department or branch has the most participants. If you work in an environment that is already very casual, consider a hat day, shorts day or crazy-shirt day instead.

Ice Cream Social

Host an "ice cream social" in your office and ask the president of your company, or a department manager, to scoop the ice cream. Employees can make a donation to the CF Foundation in exchange for a frozen treat, and see their

favorite senior manager in action! This is also a great opportunity to recruit more team members!

Matching Gifts

Make sure that every cyclist knows to ask their donors if they work at a business that matches employee donations. Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Many times a team can double or triple their efforts very quickly. **To find out if a company has a matching gift policy visit <http://www.matchinggifts.com/cff/>.**

Sample Fundraising Letter

Dear (Enter friend/family member name here):

I recently made a commitment to the Cystic Fibrosis Foundation to help raise money to find a cure for cystic fibrosis (CF)—a life-threatening genetic disease. I made this commitment because (Add in personal story of why you are participating.) This year I am leading a team in the CF Foundation's premiere cycling event, CF Cycle for Life in [enter event information, date and location here] and have committed to raise [goal].

I am asking you to help me meet this goal by making a generous contribution that will help support the search for a cure for [Name of honoree]. He/she is one of approximately 30,000 Americans living with cystic fibrosis who need our help. The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis, and one of the most efficient organizations of its kind. Any amount that you can donate is greatly appreciated, and all contributions are 100 percent tax deductible.

Advances continue to be made in finding a cure and your support will help make a difference in the fight against CF. And, although we have made tremendous progress in research and care, we continue to lose precious lives to this disease.

Donating to CF Cycle for Life is such a simple and effective way for you to show your support for this important cause. Together, we can make a difference in the lives of those with CF! Please send a donation check, made payable to the Cystic Fibrosis Foundation, to my attention at [insert address information] or you may make a secure online contribution to support me on the Foundation's website at: [insert personal website address here].

Once again, thank you for supporting the mission of the CF Foundation!

(Insert Your Name Here), Team Leader

Go Above and Beyond - Tips for Success:

- Dedicate your team to an individual with CF in your company or community. Contact the CF Foundation if you would like to meet an individual living with cystic fibrosis.
- Organize an employee presentation to recruit co-workers and invite people from different departments.
- Encourage team members to recruit others, too!
- Keep your experience fun by challenging another department or friend to start their own team!
- Use incentives to motivate your team members and reward employees who raise the most money.
- Involve your company. Ask your place of business if they will sponsor the bike ride, match contributions, and/or help to recruit more cyclists.
- Call the CF Foundation for additional support.

Materials Request Form

This order form is designed to ensure that you have all the supplies needed to raise funds for the CF Foundation and to recruit your team of cyclists. Have fun and call if you need anything else!

Please fill out the quantity requested and fax in your order.

Qty _____ CF CYCLE FOR LIFE Brochures

Qty _____ CF CYCLE FOR LIFE Posters

Please PRINT the address that you would like your supplies mailed to:

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Day Phone:(_____) _____

Email: _____

Team Name: _____

PLEASE RETURN THIS FORM TO YOUR LOCAL CF FOUNDATION OFFICE.