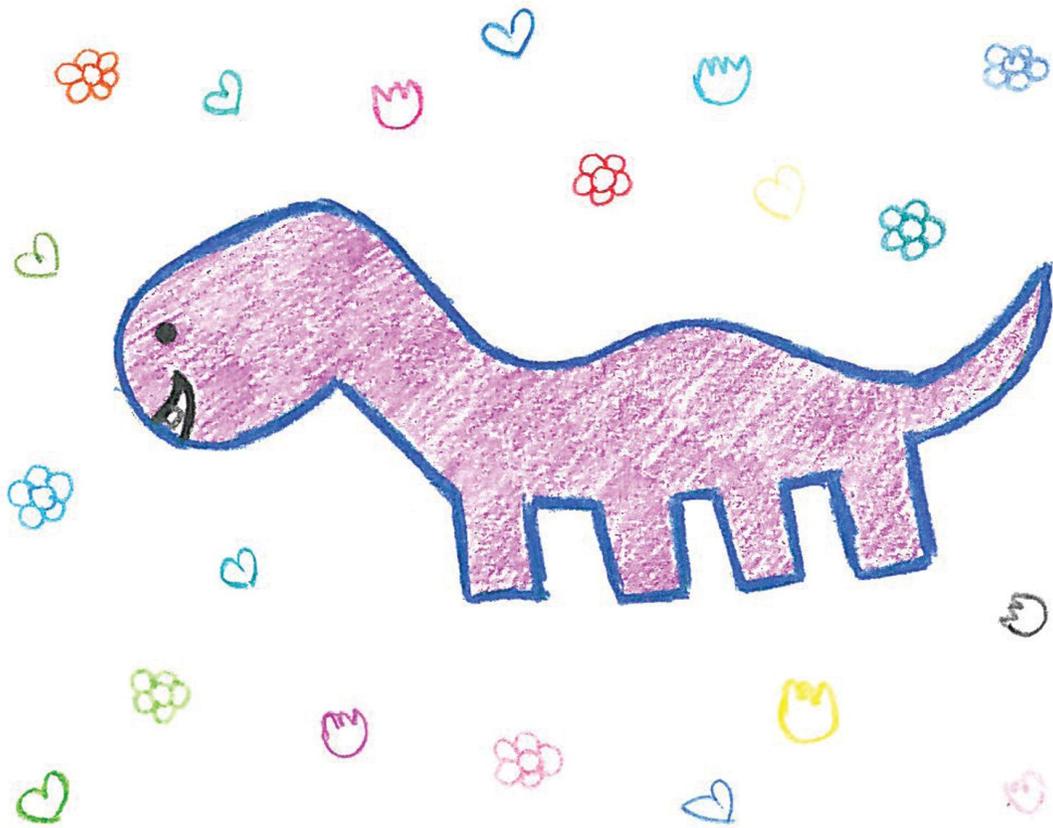




HIKER FUNDRAISING GUIDE

ONE HIKE | ONE DAY | A LIFETIME OF HOPE

"You have not lived today until you have done something for someone who can never repay you." — John Bunyan



**Thank you for helping us achieve our goal in
making CF extinct!**



The Cystic Fibrosis Foundation's **XTREME HIKE** program takes hikers through some of the most scenic trails in the nation to raise funds and awareness for cystic fibrosis. Xtreme Hike is about reaching new heights – physically and philanthropically. It's a journey of passion, determination, and personal triumph, as much as it is an opportunity to make a difference in the lives of people with CF.

What is cystic fibrosis? Cystic fibrosis is a genetic disease that affects the lungs and digestive systems of about 30,000 children and young adults in the United States (70,000 worldwide). The Cystic Fibrosis Foundation began in 1955; few children with CF lived to reach elementary school. Today, due to the work of the CF Foundation, patients are living into their 30's, 40's, 50's and beyond.

Why Hike? In 2009, avid hikers and longtime CF Foundation supporters, John Barlow and Amos Beason presented themselves with a challenge: hike 30 miles in a single day to give hope to those who may never have the opportunity to experience the thrill of climbing a mountain or the wonders of the outdoors. After a long and grueling day of hiking, they accomplished their goal and their passion has inspired hikers throughout the CF community and beyond to continue hiking until a cure is found. In just four short years, the XTREME HIKE program has raised more than \$1 Million for vital CF research, care and education.

What's included? Fundraising support, workout calendar, training hikes prior to event, lodging for 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.

Visit our website at www.cff.org/GetInvolved/XtremeHike
Questions?
Xtremehike@cff.org

Because of risks to people with cystic fibrosis (CF), individuals who have ever had a confirmed positive sputum culture for Burkholderia cepacia (B. cepacia) complex shall not attend any Foundation events. These requirements are because CF germs can be passed between individuals who have CF. B. cepacia in a person with CF can cause serious respiratory illness and, in some patients, may lead to death. CF germs are not a risk for otherwise healthy individuals. At any outdoor event, people with CF should keep at least 6 feet away from others with CF. Despite this policy, individuals with CF might choose to attend events without informing the CF Foundation or without the Foundation's knowledge. If so, they do so at their own risk. The Foundation accepts no responsibility for any risk to health involved in attendance, or in any social contact between persons with CF. For more information, please visit www.cff.org.



ONE HIKE | ONE DAY | A LIFETIME OF HOPE

Thank you for donating
money to cure my CF.



YOUR COMMITMENT TO THE CYSTIC FIBROSIS FOUNDATION

Raising funds to support the CF Foundation's mission to find a cure for cystic fibrosis should be fun and rewarding. Remember you are not asking people for money for yourself, you are helping to save young lives!

Registration

Once you complete the registration form and submit with \$100 (which will be credited directly towards your fundraising efforts), your CF Foundation Xtreme Hike staff will contact you to set up

your fundraising webpage and answer questions you may have about training and Hike weekend.

Contact your local Chapter for your Total Suggested Fundraising Minimum Goal

Date Due: one month after your hike

Any sponsorship you secure for the event will be credited towards your fundraising goal! Ask about our sponsorship levels and deadlines!

Why set a minimum goal?

Fundraising minimums are calculated based on keeping XTREME HIKE costs at no more than 25% of funds raised. We strive to keep all of our costs low while still providing you with the best endurance training and HIKE weekend experience possible!

OUR COMMITMENT TO YOU

The primary objective is to raise funds for cystic fibrosis research. In light of this, we take your commitment to reach your fundraising goal seriously. Xtreme Hike participants will be given all of the tools necessary to be successful. At any time, don't hesitate to contact your Xtreme Hike staff to assist you in your fundraising efforts.

TOOLS & ASSISTANCE

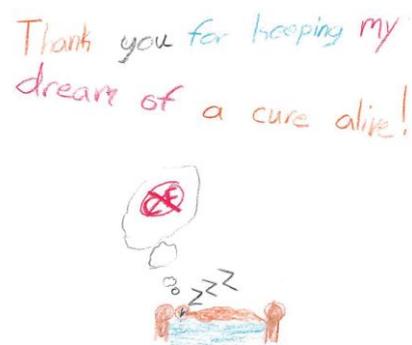
To support you in your fundraising efforts, we have developed fundraising samples and tools. Our experienced staff is available to assist you in becoming a successful fundraiser. We recommend an online letter writing campaign, through your personal Xtreme Hike web page, as the backbone of your fundraising. This packet will give you many ideas for raising money for the CF Foundation.

If you need ideas, templates or CFF materials to assist with your fundraising efforts, please **contact** Xtremehike@cff.org

TIPS ON SECURING DONATIONS TO HELP FIND A CURE

SET A GOAL AND CREATE A PLAN

We are here to help you create your plan based on your network, interests and experience level. Treat your fundraising goal like you would any other personal challenge. Your training schedule will prepare you for the physical challenge of hiking 30 miles in one day by increasing activity over time; your fundraising strategy will help you meet your fundraising goal over time.



DID YOU KNOW? *The CF Foundation has raised and invested hundreds of millions of dollars to help develop CF drugs and therapies. Through our efforts, the life expectancy of a child with CF has doubled in the last 30 years, and research to find a cure is more promising than ever before.*

THE THREE EASIEST and MOST EFFECTIVE WAYS TO SECURE DONATIONS

- Web-based/Social media campaigns;
- Sponsorship and Matching Gifts; and
- Events

Web-based/Social Media Campaigns

Your personal request for support to individuals, clubs and businesses is one of the fastest and easiest ways to complete your fundraising. Once you register for Xtreme Hike, you will be provided with your own webpage which can be personalized and emailed out to any contact list! Once your personal webpage is set up, it will allow you to reach a mass of people with the click of a button.

You might consider mailing information to any contacts that may not use email or may be uncomfortable donating online. Include the **donation form** we provide so donors can send checks or credit card authorizations directly to the local CFF office for processing. Donations will be credited toward your fundraising.

Sponsorship and Matching Gifts

Ask companies to sponsor the Xtreme Hike. There are a number of sponsorship opportunities available for Xtreme Hike. Various levels and benefits are outlined in our sponsorship packet. Think about the company you work for or businesses you frequent – they may have an interest in the promotional and marketing opportunities available.

Matching gifts are often offered to employees. Ask about your companies match plan and double your donation!

Events

Be creative! Hosting an event where people donate is another great way to raise funds. Raffles, wine and cheese parties, auctions, garage sales, and more are just a few ways to bring people together, while raising funds for an important cause. Whatever your event planning experience - our staff is here to help you create a custom event that will be fun and help you reach your goal!

Our Mission

The mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease.



EVERYTHING YOU NEED TO KNOW ABOUT WRITING A FUNDRAISING REQUEST

The personal appeal is the most effective way to receive donations. **If you do not have a direct CF connection, we would be happy to introduce you to one of our CF families so that you can learn first-hand what a “day in the life” of a CF child is like.** Your personal approach will depend upon your own style and your association with the prospect. Remember – you are asking people to help you save lives! Regardless of your approach, the following steps will apply.

Step One: Identify Your Prospects

The more people on your list, the more donations you will receive.

- Consider people in your social media circles, family, alumni, friends, work associates, clubs, organizations, church, synagogues, neighbors and community businesses.

Step Two: Select Your Approach

- Face-To-Face
- Online
- Telephone

Step Three: Select the Style of Message

- Serious, hard hitting (using CF patient stories)
- Light, humorous (“This started as a New Year’s Resolution and now look at me...”)
- A combination of the above

Step Four: Select the Format

- Form Letter—same letter to every individual
- Personal Letter—personalized on an individual basis
- Solicitation Card—provides an opportunity for a creative touch

Step Five: Suggest the Level of Giving

It is helpful for donors to know the level of contributions that you would like them to consider. Don’t underestimate the donor’s willingness to give. Also, some of your individual donors may belong to a company that participates in a matching gift program—ask them!

FOLLOWING UP ON YOUR LETTER WRITING CAMPAIGN

- Many times people set aside the initial request but have it on their “to do” list. Send them a follow up request about two weeks after your initial request.
- Utilize the Xtreme Hike Mobile app and fundraise on the go
- Keeping in touch with the people on your mailing list throughout the program is an excellent way to increase your response rate. Send an update or newsletter sharing your training progress. Give them an update on the health of a CF patient. Share interesting stories from your training or fundraising experience. Include a donor form with all correspondence and invite them to share the newsletter with people they know.
- As event day draws near, continue to send personalized, friendly reminders about your efforts. Remind your friends, family and co-workers about the rigors of training for such an extreme event and update them on your progress and excitement as Xtreme Hike draws near!

A FUN "WHO DO YOU KNOW" WORKSHEET

WHO CAN YOU ASK FOR DONATIONS TO SUPPORT YOUR FUNDRAISING CAMPAIGN?

Everybody! Here are some ideas to get you started thinking about your network:

Name five members of your family

1. _____
2. _____
3. _____
4. _____
5. _____

Name five former coworkers

1. _____
2. _____
3. _____
4. _____
5. _____

Name five of your closest friends

1. _____
2. _____
3. _____
4. _____
5. _____

Name five of your coworkers

1. _____
2. _____
3. _____
4. _____
5. _____

Who is your doctor? _____

Who is your dentist? _____

Who does your pest control? _____

Who is your landscaper? _____

Who is your accountant? _____

Who is your veterinarian? _____

Who is your travel agent? _____

Who are your sports/poker buddies? _____

Who is your lawyer? _____

Who sold you your car? _____

Who is your stylist/barber? _____

Who is your insurance agent? _____

Where do you grocery shop? _____

Who is your dry cleaner? _____

What restaurants do you frequent? _____

2014 XTREME HIKE

SAMPLE ONLINE FUNDRAISING LETTER



Charlie, age 11

Personalized messages work best. Here is an example and photo that you can copy/paste onto your website or use via email/snail mail. Email your contacts directly from your email address and include the direct link to your page.

Dear Friends and Family,

This fall, I will be participating in Xtreme Hike. In just one day, I will take on the challenge of hiking 30 miles on one of the most scenic trails in the nation in support of children like Charlie. I am training to complete the 30 miles in one very long day, rain or shine AND raise *(insert your \$ goal)* in support of finding a cure for cystic fibrosis (CF).

I have decided to take on this challenge to raise awareness as well as money for the Cystic Fibrosis Foundation. CF is a life-threatening genetic disease that affects the lungs and digestive systems of approximately 30,000 children and adults in the United States. Research and care supported by the Cystic Fibrosis Foundation are making a huge difference in extending and improving the quality of life for those with CF. **However; we continue to lose at least one precious life to CF each day.**

I am taking on this extreme endeavor in order to be a part of something bigger than myself. Many children and adults with CF will not have the opportunity to take on a mountain or experience the wilderness as we have without real progress toward a cure. I am doing this not only to accomplish a personal goal but to raise money so that, hopefully one day; children and young adults with CF will be able to live a normal, healthy life. It provides me with great strength and courage to know that my actions are contributing to such a worthy cause. The Foundation is on the verge of incredible scientific breakthroughs which could actually be 'the cure' but they cannot do it without vital funding and nuts like me. I hope that you will make a donation to the Cystic Fibrosis Foundation on my behalf.

Making a donation is easy and secure! Just click the "Donate Now" button on this page to make a donation that will be credited to my fundraising. Any amount you can give is greatly appreciated!

Please be assured that your generous gift will be used efficiently and effectively—as nearly 90 percent of every dollar of revenue raised by the Foundation is available for investment in vital CF programs to support research, care and education.

That's why our collective help is needed to ensure that a cure is found sooner, rather than later. Together, we can make a difference in the lives of those with CF.

Thank you for helping me recognize this special occasion and for supporting the mission of the CF Foundation!

Sincerely,

[Your Name/Signature]



DONATION FORM

Name of Donor: _____

Address: _____

City: _____ State: _____ Zip: _____

I would like to make the following donation to the CF Foundation in support of

Extreme Hiker: _____ Donation Amount: \$ _____

Method of payment: ___ Check (made payable to Cystic Fibrosis Foundation) ___ Credit Card (circle one)

AMERICAN EXPRESS

DISCOVER

MASTERCARD

VISA

Credit Card #: _____ Exp. Date: _____

Cardholder's Signature: _____

Simply mail this form with your donation to:

Cystic Fibrosis Foundation

P.O. Box 5004

Hagerstown, MD 21741-5004

or donate securely online at [\[your fundraising link\]](#)

The Foundation will track the donations and apply them to [your name's] goal.

Thank you for your support and generosity in this endeavor.

2014 XTREME OTHER FUNDRAISING IDEAS

JEANS FOR GENES

On a specified day, employees 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 or team spirit day instead.

BAG OF 20S

Everyone loves a 50/50 drawing! Walk around the office with a bag and collect \$20 bills from your co-workers. Ask them to write their name on the bill they drop in the bag. Shake up the bag and pull out a winner. The person who wins gets half the money and the other half goes to CF!

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!

BAKE SALE

Ask your co-workers to help you make a variety of baked goods and sell them for a price that will ensure you’ll make a profit. Valentine’s Day and Mother’s Day are great times to hold bake sales because people are always looking for easy and delicious gifts and treats. Be sure to publicize the bake sale ahead of time so people bring money.

GUEST BARTENDING

Ask a local bar/restaurant if they will allow you and your fellow hikers or friends to be guest bartenders with tips (and maybe even a portion of the evening’s proceeds) going to the CF Foundation.

PIZZA LUNCHESES

This is a fun, easy and delicious way to raise money. Ask a local pizza establishment to donate pizzas and sell slices for \$5 each. You can invite the entire office, and it’s a great way to socialize with co-workers you may not see often.

PERCENTAGE OF THE PROCEEDS

Ask local establishments to donate a percentage of the night’s proceeds to the CF Foundation. In return, you should promote the “event” within your company and the local community to help drive traffic to the establishment. The more people who attend, the more money you will receive.

PENNY WARS/JAR WARS

Select a specific week and ask employees from each department in your company to contribute coins to their department’s coin jar. At the end of the week, the department that raises the most money wins!

BASKET AUCTION

Designate a theme basket to each of the departments in the organization (spa, chocolate, cooking, sports, book baskets, etc.). Have the people in that department contribute at least one item to the basket, and auction all of the baskets off on a designated day. In order to participate in the auction employees must pay a small fee (e.g.: \$5) that will go to the CF Foundation. People in the department who contributed to that basket cannot win it. Members of different departments win baskets from the other departments.

★ Love, Tucker ★
Thank you for
making so much money
for my CF.

