

GREAT STRIDES®

CYSTIC FIBROSIS FOUNDATION



Team Leader Guide

LACE UP. WALK.



CYSTIC FIBROSIS.

Austin, 15, who has CF, and his sister Kate

NATIONAL
ELITE SPONSOR

abbvie

NATIONAL
PREMIER SPONSOR

Walgreens



Claire Nezezon, age 5 (front center) and Team Claire posing for a team picture at the Ogdensburg, New York walk

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. We fund more CF research than any other organization and we are dedicated to attacking CF from every angle. Our focus is to support the development of new drugs to fight the disease, improve the quality of life for those with CF and — ultimately — to find a cure.

It is because of your generous contributions and commitment to our mission that we continue to make outstanding progress. Donors can feel confident in contributing to the Foundation because it is one of the most efficient and effective organizations of its kind. The Foundation is an accredited charity of the Better Business Bureau's Wise Giving Alliance, meeting all of its Standards for Charitable Accountability. We take great pride in being careful stewards of every dollar raised in support of our mission.

Great Strides is the Cystic Fibrosis Foundation's largest national fundraising event. Each year, more than 125,000 people participate in hundreds of walks across the country to support the Foundation's mission to cure cystic fibrosis. The funds raised from Great Strides helps provide people with CF the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment and ensuring access to high-quality, specialized care.

GREAT STRIDES

CYSTIC FIBROSIS FOUNDATION



Thank you...

Welcome! Thank you for joining thousands of fellow team leaders across the country by forming a Great Strides team. In forming a team, you have volunteered to recruit team members and raise money to support the Cystic Fibrosis Foundation's mission to find a cure for all people with CF. We are excited to help you on your way to becoming a successful team leader with these simple steps:

- **Register** as a team leader at www.cff.org/greatstrides. Set a team fundraising goal and a team recruitment goal. *Tip: The average team has 10 walkers and raises \$3,000.*
- **Kick off** your personal fundraising campaign by making a self donation. Making a self donation will show your team members and potential donors that you are invested in the fundraising success of your team.
- **Recruit** your team! Ask friends, family and colleagues to join your team and help reach your team's fundraising goals. Use the "Who Do You Know?" exercise on page three to help you identify potential team members.
- **Ask** for donations! Use the Great Strides website to share your story and solicit donations. Update your personal page with your personal story, photos and a video. Upload your contacts and send an email to supporters asking for donations in the participant center. Set a personal fundraising goal of \$500 or more to be a Super Strider.
- **Encourage and inspire** your team members to fundraise and help reach the team's fundraising goal. Ask team members to also start a personal fundraising campaign by using the Great Strides participant center. Send out regular team updates, recognize team members, and share success stories and fundraising tips.
- **Host** a Passion Fundraising event to boost your fundraising. A Passion Fundraising event is created when a participant is inspired by their favorite hobby or pastime to develop a unique fundraising event or opportunity. Learn more about Passion Fundraising on page seven.
- **Thank** your donors and supporters, and keep them updated on your team's progress. Follow up with prospective donors who haven't given yet. Sometimes it just takes a friendly reminder.
- **Attend** the walk together as a team and celebrate your successes! Set up a time to collect any brochures and donations from your team. Change cash donations into a check or money order and turn in all donations at the walk. Thank your team for participating in Great Strides!

Thank you
again for serving
as a team leader, raising
dollars and spreading awareness.
Remember to take advantage of all
the Great Strides online tools for a
successful campaign!



Team Leader Materials

As a team leader, the following materials are available:

- **Fundraising planning tool:** This worksheet lays out the steps you'll need to take to reach your fundraising goal.
- **Great Strides collection envelope:** Team members turning in contributions on walk day should use this tool to collect money and request a fundraising prize.
- **Great Strides posters:** Advertise and promote the walk and your team in the local community.
- **Walker toolkit:** Once team members register online, they should receive a link to this resource. Please make sure your team members review this material.
- **“Who Do You Know?” worksheet:** You can use this tool to identify potential team members and supporters within your personal network of family, friends, colleagues, social groups, etc.
- **Pin-ups:** Ask a retail store to sell Great Strides pin-ups for a nominal donation. Patrons donate money and write their name on the pin-up to be displayed in the store.

Materials are available upon request on the Great Strides website at www.cff.org/greatstrides or through your local CF Foundation chapter.

Set Your Fundraising Goal

Decide how much you are going to raise and tell everyone your goal. People get excited to donate when they see that their contribution helps move you closer to your goal. Most walkers raise an average of \$300! Consider setting a goal of \$500 to become a Super Strider. Once you raise \$500, you will earn a Super Strider badge to display on your Great Strides web page. You will also receive special recognition and a gift at your local walk.

Great Strides Teams

Create a family team:

Connect your friends, family members and neighbors to form a family team. This is a great way to spread awareness, grow your fundraising potential and make a difference in your community.

Create a corporate team:

Let's work together — it's good business! Companies can create a corporate Great Strides team and build stronger relationships within their local communities to foster pride and camaraderie within their organizations.

Take your team national:

Harness the power of people across the country; build a national team by recruiting members and registering teams in three or more different states. A national team gives you the opportunity to raise awareness, and dollars, all over the country.

For more information about creating a national team, please contact greatstrides@cff.org.

Who Do You Know?

The key to building a walk team and a successful fundraising campaign is to ask people you know for support. Think about everyone whose lives you touch and ask these people to join your team or make a donation.

Use the list below to identify people you know and organize them into categories. Start with the easiest people to reach—your family and friends—and then branch out.

Before you know it, you will have a complete and organized list of potential donors and walkers!

- Family
- Friends
- Employers
- Neighbors
- High school/college alumni
- Fraternity/sorority
- Your children's sports teams
- Your children's schools
- Community/civic/social clubs
- Colleagues
- Vendors/suppliers
- Your place of worship

The "Who Do You Know?" worksheet will help you identify potential team members and donors. You can find it in the participant center on the Great Strides website.

Team Kylee's Krazies walking in the Lancaster, Pennsylvania walk

Sample Fundraising Letter/Template

Dear [Name]:

[Enter personal anecdote/message about your reasons for raising money for cystic fibrosis.]

On [date of walk], I'm leading a team in the Great Strides walk event in [walk site location], to raise money for the Cystic Fibrosis Foundation. Please help me meet my team fundraising goal of [enter team goal here] by sponsoring me with a donation of [enter dollar amount here]. Cystic fibrosis is a life-threatening genetic disease that affects the lungs and digestive system.

Advances continue to be made in the search for a cure, so help us keep up the momentum of life-saving CF research.

You'll feel confident knowing your generous gift will be used efficiently and effectively. The CF Foundation takes great pride in being careful stewards of every dollar raised in support of its mission. Plus, your gift is tax-deductible.

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 at my fundraising web page: [personal webpage address].

Thank you for supporting the mission of the CF Foundation!

[Insert your name here],
Team Leader

Letter-Writing Tips and Ideas

The secret to fundraising is to ask the people you know for support and follow up on your request. Below are some strategies that will help you, and your team members, reach your team fundraising goal. For sample letters and tools, please check out the Great Strides fundraising toolkit at www.cff.org/greatstrides.

Letter-Writing Campaigns

Send out a request for donations through your Great Strides participant center or mail letters to your friends, family, co-workers, vendors, neighbors, high school and college alumni and everyone else you know, and ask them to sponsor you. This is the quickest and easiest way to raise money. Online contributions tend to be larger than gifts of cash or check.

Whether you do your campaign online or by mail, the best letter writing campaigns incorporate:

- a specific dollar amount
- a personal message that illustrates why you want to make a difference in the lives of those affected by cystic fibrosis
- a picture
- your personal fundraising webpage address



The national corporate team, Chubb & Son, posing for a team photo at their Los Angeles, California office

Go Mobile

Raise funds while “on the go” using your smart phone! Download the Great Strides mobile application using the iPhone App Store or Google Play.

Features include:

- checking your fundraising progress
- sending emails to your contacts asking for donation
- sending texts to phone contacts asking for support
- donate to a walker
- searching for a walker or team
- learning about Great Strides



Participants “Go Mobile” at the San Francisco, California walk

Get Social



Motivate friends and family to support your fundraising efforts by sharing your story on all their favorite social sites. You can share your personal page or team page directly from the Great Strides website by clicking the social media icons in the top right hand corner. Choose from Facebook, Twitter, or LinkedIn and share your message.

Website Tips

Raising funds is easy using the Great Strides website.

By registering online at www.cff.org/greatstrides, you will be able to:

- Send a customized email to your personal contacts asking them to donate online
- Customize your URL for your Great Strides web page
- Invite friends, family, coworkers and neighbors to join your team
- Download the mobile application
- Visit your participant center for fundraising tools
- Customize your team page and personal page with your story and photos
- Set your fundraising goal to \$500 or more to be a Super Strider
- Track both your personal and team fundraising progress
- Send thank you emails to your donors
- Request flyers, posters and other materials
- Encourage your team members to register online and take advantage of the online tools
- Share your walk’s event page with social sharing tools

Passion Fundraising

Take your Great Strides fundraising to the next level by organizing a passion fundraising event. A passion fundraising event is created when a participant is inspired by their favorite hobby or pastime to develop a unique fundraising event or opportunity. Passion fundraising allows participants to elevate their Great Strides fundraising efforts by getting their friends, family and community involved in a fun, exciting and personalized way.

Both team leaders and team members can organize a passion fundraising event to benefit their Great Strides team. A link to the Great Strides passion fundraising website can be found in the Participant Center 48 hours after registration. Use the Passion Fundraising website to bring your event to life.

Here are a few tips to help you get started:

- Identify your passion and how you can turn it into a fundraising event
- Use the tools on your passion fundraising event site to help spread the word about your event, collect event registration or ticket sales and thank your donors and sponsors
- Remind your team members that everyone one can host a passion fundraiser of their own to help the team reach its goal!

Abigail Chestnut, age 13 (left) with her team, Abigail's Angels at the Middle Georgia walk



Workplace Fundraising

Tips for Success

Kickoff

Host a kickoff to introduce employees to the CF Foundation and the Great Strides program. Ask someone in a managerial position to endorse the campaign by hosting the event and speaking about the company's participation. Ask someone living with CF to speak, if appropriate.

Incentives

Ask if your company will provide incentives for employee fundraising. Maybe the top fundraiser can earn an extra day of paid vacation or a special parking spot. Inexpensive items such as company branded shirts or giveaways make great incentives too.

Corporate Sponsorship

The Great Strides corporate sponsorship program offers a range of opportunities to fit any budget. Benefits include recognition on walk day and print materials, sampling opportunities at the walk, logo placement on t-shirts and much more.



Owen Scheetz, age 7,
proud Great Strides
walker living with CF
at the Lancaster,
Pennsylvania walk

Fundraising Ideas

Matching Gifts

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Make sure that every walker knows to ask their donors if they work at a business that matches contributions. Teams can double, or triple, their efforts very quickly. If your company does not have a formal matching gift program, ask your company to match each dollar that you and your coworkers collectively fundraise. To find out if a company has a matching gift policy, visit www.matchinggifts.com/cff.

Jeans for Genes

On specified days, let employees make a predetermined contribution (e.g., \$5) to the CF Foundation for the privilege of wearing jeans to the office. Make it a competition to 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 sports jersey day instead. Any team member can host a "Jeans for Genes" day at their place of employment. To create a "Jeans for Genes" day event, visit the participant center and click on the Passion Fundraising web page to get started.

Contact your local CF Foundation office for more workplace fundraising ideas.

Fundraising Ideas

- **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 bake 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. Be sure to publicize the bake sale ahead of time so people can plan accordingly.
- **Field Day** — Love the outdoors and team sports? Rally your friends, family and co-workers together for a day of field games. For a fee, teams can sign up to participate in various round-robins of softball, volleyball, dodge ball and any other outdoor game of choice. The day can be complete with food, beverage, and entertainment, with gold medals for the winning team.
- **Door/Cubicle Decorating Contest** — Make your neighborhood, office, hospital or school festive during the holidays or during CF Awareness Month! Teams, individuals and families can pay an entry fee to participate. Each group decorates their front door, classroom door or cubicle to best fit the theme. Judges will vote for the top three entries and award the winning doors with donated prizes.
- **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!
- **Pin-ups** — Pin-ups are a great way to promote awareness of CF and Great Strides in a business. For a nominal donation to the CF Foundation, patrons can sign their names on the pin-up and hang the image in a high-traffic area to show their support of the CF Foundation. Contact your local CF chapter for pin-ups.
- **Zumba/Yoga-athon** — Recruit your favorite yoga or Zumba instructor to donate their time to host a class. Class attendees will pay a donation fee to participate. This is an easy fundraising activity to adapt for any exercise class, including swimming, running, spinning or step aerobics.
- **Theme Parties** — Any holiday or special event can be cause for celebration and raising funds for CF. Theme parties can range from Halloween and St. Patrick’s Day to the start of the Olympics or a rivalry game. Invite guests to join you at your home, venue or bar to enjoy themed drinks, food and entertainment. Encourage guests to dress in theme to add to the fun.



Great Strides walkers at the Sidney, Ohio Walk, proudly forming Cure CF

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**CYSTIC FIBROSIS
FOUNDATION®**

ADDING TOMORROWS™

800-FIGHT CF

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www.twitter.com/CF_Foundation

www.youtube.com/CysticFibrosisUSA

www.facebook.com/CysticFibrosisFoundation