

GREAT STRIDES

CYSTIC FIBROSIS FOUNDATION



Walker Guide



Fundraising Checklist: 10 Steps to Success

✓1. Register

Go to www.cff.org/great_strides and sign up for a walk near you. You can sign up as a walker on a team, an individual walker or the team leader of your own team!

✓2. Set your fundraising goal

The average raised by a Great Strides walker is \$300. Set a goal of \$500 to become a Super Strider and receive special recognition at the walk.

✓3. Set up your personal web page

It takes just a few minutes to set up a personalized Great Strides 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 walking and ask for their support. You can use the Great Strides website to manage your emails.

✓5. Go Mobile

Download the new Great Strides mobile application to fundraise on the go! You can download the app at http://bit.ly/gs_mobile. Once you're registered, log into the app and send emails or texts asking for support.

✓6. Invite a friend to walk 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 walk 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 Great Strides walk and celebrate your success

Our progress in the search for a cure would not be possible without you and the walk is a great opportunity to celebrate all your hard work!

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

Let everyone know how much fun the walk was and how much you raised. They will appreciate knowing that their contribution made a difference.

Because of you, the CF Foundation is Adding Tomorrows for those with cystic fibrosis. We want your experience with Great Strides 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 get excited to donate when they see that their contribution helps move you closer to your goal. When setting your goal, think about who has the ability to donate to you and how many people you can ask. Most walkers raise an average of \$300! Set a goal of \$500 to become a Super Strider and receive special recognition at the walk.



Set up your Great Strides page

When you register, you will receive your very own Great Strides fundraising page. Your page can be personalized with your own message and pictures. Use it to start fundraising right away! From your Participant Center, you can customize your fundraising letter and invite people to donate to your campaign. You can also invite people to join the team, monitor your fundraising progress and access your fundraising toolkit.

Attention Great Strides Walk Veterans! We have an exciting new Great Strides website this year and that means that even returning walkers will need to register as new participants. Visit www.cff.org/great_strides for detailed registration instructions and an instructional video <http://bit.ly/faqstrides>.

Fundraising Toolkit

On average, teams raise \$3,000. Let us show you how easy it can be! Your Great Strides Participant Center is full of fantastic tools to help make your Great Strides experience fun and successful:

- Video Instructions for using the Participant Center
- Who Do You Know worksheet
- Fundraising Tips
- List of Great Strides Prizes



Fundraising Materials

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

Get Social!

Motivate friends and family to support your fundraising efforts by sharing on all your favorite social media 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, LinkedIn, or Google+ to share your message.

Individual Achievement Badges

You have the opportunity to earn achievement badges based on your fundraising total. These badges will appear on your personal page.



Self-Donation - make a donation to your fundraising campaign to earn this badge



T-shirt - raise \$100 to earn this badge and an event t-shirt



Super Strider - raise \$500 to earn this badge and receive a special gift at the walk



Team Leader - register as the Team Leader of your team to earn this badge.

Ask, Ask, Ask!
That is the key to success.

Step up and become a Super Strider

Any walker can become a Super Strider by setting – and meeting – a fundraising goal of \$500 or more. 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. Use the tips below to raise \$500 to become a Super Strider!

Make your own \$25 contribution	\$25
Ask five neighbors for \$15 each	\$75
Ask your boss to contribute \$50	\$50
Ask five co-workers for \$10 each	\$50
Ask three family members for \$25 each	\$75
Ask two businesses for \$50 each	\$100
Ask five friends for \$15 each	\$75
Ask two people at your place of worship for \$25 each	\$50
TOTAL RAISED	\$500



What to do with the donations you collect

If you have received cash or check donations, you can avoid the hassle of bringing them with you to the walk, (and have them credited to your account faster) by mailing them in. Print the Great Strides donation mail-in form that is available in your online toolkit and send it along with your cash and/or check(s) to the address listed on the form.

What to expect on walk day

When you come to the walk, please visit the registration table and turn in any donations you bring with you. Walkers who raise \$100 or more will receive a T-shirt and walkers who raise at least \$500 will receive special Super Strider recognition. Food and family-friendly activities are featured at every local walk. Contact your chapter to learn about the special things happening at your event. Remember: we walk rain or shine. We look forward to seeing you at Great Strides!

