

I STRIDE
**UNTIL
IT'S
DONE**



Fundraising Checklist: 10 Steps to Success



1. REGISTER

Go to www.cff.org/greatstrides 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

Set a goal of \$500 to become a Super Strider and receive special recognition at the walk. Make a self-donation to jump start your fundraising.

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

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 and donations.

5. GO MOBILE

Your participant center and personal fundraising page feature a customizable video to help describe your commitment to Great Strides and ask for donations towards your personal goal. To access your video, log in to your Great Strides participant center and scroll down to the bottom of the page. From here, you can view your video, update your goal, and update your video to reflect your goal, and share your video on Facebook, Twitter, LinkedIn, and other social networks. Participants who share their personalized video raise up to three times more than walkers who do not, so be sure to share with all your family and friends!

6. ADD A PASSION FUNDRAISING EVENT

Turn your passion into a fundraising event for Great Strides! Click the Passion Fundraising link in your participant center (available shortly after you register) to learn more and set up an online event.

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 ask if they will match the total that you raise. Remind your coworkers who donate to ask for a company match.

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.

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. 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 a Great Strides fundraising page and access to the participant center where you can send emails and manage donations. Your page can be personalized with your own message and pictures. Use it to start fundraising right away! From the 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.

Personalized Video

Your participant center and personal fundraising page contain a video that describes your commitment to Great Strides and asks the viewer to make a donation to your efforts. To access your video, log into your Great Strides Participant Center and scroll down to the bottom of the Home Page. There you can view your video, update your goal and change your video to reflect that goal, and share your video on Facebook, Twitter, Linked In and more. You can also see your video on the top of your personal page. Participants who share their personalized video raise up to three times as much as walkers who do not - be sure to share your video with friends and family!

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:

- Fundraising plan
- Achievement badges
- Promotional poster
- Social media downloads
- Passion Fundraising
- "Who do you know?" worksheet
- Matching gifts instructions









Fundraising Materials

To raise awareness and promote your fundraising efforts, materials are available through your local chapter. We have flyers, posters, pin-ups and more!



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** - recruit 10 or more walkers to register on your team to earn this badge.
-  **TEAM LEADER** - register as the team leader of your team to earn this badge.
-  **STORY TELLER** - customize your page with your personal letter to earn this badge.
-  **GREAT STRIDES APP** - install the Great Strides app on your smartphone to earn this badge.
-  **EMAIL** - send 25 or more emails from your participant center to earn this badge.



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

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. You can conduct your Passion Fundraising event online through the Great Strides website. Register for an event then click the Passion Fundraising button on the home-page of the participant center to learn more.



What to Do with the Donations You Collect

Avoid the hassle of bringing donations with you to the walk, and have them credited to your account faster, by mailing them in. Convert cash to a check or money order. Then print the Great Strides mail-in donation form that is available in participant center 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. To make registration quick and easy, convert any cash and coin donations you have into a check before walk day. 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 activities happening at your event. Remember: we walk rain or shine.



We look forward
to seeing you at
Great Strides!

