

# FUNDRAISING TRAIL

Follow this path to success and click the headings for resources

START  
HERE



## GET STARTED

Within the first week: create & personalize your website, browse your Participant Center, and make a self-donation.



## GET SOCIAL

Use these social media templates to let the world know you're participating in Xtreme Hike and fill out your Hiker profile to share your "why"



## GET FUNDRAISING

Choose your fundraising adventure: recognize your "why," create a plan, and utilize the digital fundraising resources to meet your goal.



## GET MOVING

Follow the training schedule and save the Group Hike dates on your calendar. Create a cross-training plan, download the Strava app, and attend the kick-off on July 18.



## GET IN THE KNOW

Learn and tell the CF Story: share CF facts, the 65 Roses story, and CFF news/research updates. Have a personal CF connection? Share YOUR story along the way.





# GET STARTED

Complete the steps below within the first week of the Kick Off.

## 1 REGISTER FOR THE XTREME HIKE

Sign up and join the Xtreme Hike as a team or register as an individual. Go to [fightcf.cff.org/gatewayxtremehike](http://fightcf.cff.org/gatewayxtremehike) to join the Xtreme Hike. Registering creates your own personal fundraising page where people can go to donate! For further detailed registration, instructions click [here](#).

## 2 BROWSE THROUGH YOUR PARTICIPANT CENTER

Your Participant Center contains many resources to help you along your fundraising journey. You log in through the Xtreme Hike website with the username and password you created. This is the place where you can send fundraising solicitations and thank you emails, update your goal and track your progress. [Click here for a Participant Center overview](#).

## 3 SET UP YOUR PERSONAL WEBPAGE & CUSTOMIZE YOUR FUNDRAISING LINK

It takes just a few minutes to set up your own personalized Xtreme Hike page, and it's quick and easy to share with friends. You can edit your page from the 'Personal Page' tab in your Participant Center. This can be customized with a picture of someone you are hiking in honor of, or a picture of you! Take the time to shorten your fundraising link so that it is easy to share with friends and family. Need more help? [Click here](#).

## 4 MAKE A SELF-DONATION

Donate to your campaign to show your commitment to the cause. Fun fact: CFF volunteers who contribute to their fundraising campaigns raise 3-5 times more!



# GET SOCIAL

## JOIN THE FACEBOOK GROUP

- [Click here](#) to connect with other Hike participants to get to know each other, share progress and training hikes, and keep each other motivated.

## UPDATE YOUR SOCIAL PROFILES

- [Facebook Frame](#)
- [Facebook/Twitter cover photo](#)

## START A FACEBOOK FUNDRAISER

[Linking your Xtreme Hike page to Facebook](#) is a quick simple way to get started and get the word out that you have started your campaign. \*Be sure to start your FB fundraiser through your Xtreme Hike Participant Center.

## SHARE WHY YOU HIKE

Request a [Hiker profile](#). Then, be on the lookout for your "Why We Hike Wednesday" posted on the CFF [Facebook](#) and [Instagram](#) and re-post to your personal accounts.

## INVITE FRIENDS TO PARTICIPATE 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 hike with you and ask their friends and family to support them.

## POST ABOUT YOUR JOURNEY FROM START TO FINISH

The Xtreme Hike is a unique event, and your friends and family on social media will want to hear about it! Post your training progress, fundraising updates, and thank people publicly for their donations.



# GET FUNDRAISING

## SET YOUR FUNDRAISING GOAL

To start, each hiker is asked to set their goal at a minimum of \$2,500 per hiker. Set a goal of \$5,000 to become a Top Hiker or even \$10,000 for a real challenge! Once you reach your goal, be sure to increase your goal and keep fundraising! The earlier you get started, the better.

## SEND A FUNDRAISING EMAIL

Tell your friends, family, and other potential donors that you have signed up and made a commitment to help fund a cure for CF! Use this email template or write your own message to let everyone know why you are hiking and asking for their support. No donation is too small, and every gift is 100% tax-deductible.

## CONNECT TO THE FIGHT CF MOBILE APP

Download this user-friendly mobile app to help you solicit and thank people for their donations on the go via text, email, and social media with pre-written messages. It also now tracks your activity and lets you deposit checks with only a snapshot!

## FIND YOUR FUNDRAISING TYPE

- Company Engagement: From employee engagement, event participation, sponsorship, and workplace giving, seek out ways to get your company involved in the fight to cure CF.
- Matching Gifts: See if your employer has a matching gift policy to double, even triple, your donations to Xtreme Hike.
- Event-driven: Tap into your hobbies and interests to develop a unique fundraising event. Review the Passion Fundraising document to help you get started.
- Social media: Fundraise on Facebook through your Participant Center and use the social media guide to solicit donations.

## FOLLOW UP WITH YOUR CONTACTS

Reach back out to the people you contacted and thank the ones who have already donated. Most people donate within three days of receiving your email, so if one of your prospective donors doesn't reply, your email might have been lost in the shuffle. Send out a friendly reminder and ask again!

## THANK YOUR DONORS

Thank every donor! Tell your donors how much you raised and once again share photos of your triumph in a post-hike email. This is not only a thank you but one last post-hike donation solicitation. Sending a thank-you email, writing a personal letter, or publicly thanking donors on social media will mean a lot to those who supported you!



# GET MOVING

Your Xtreme Hike experience includes a full 10 week training program designed to be done as a team or on your own to prepare you to hike 30.1 miles in just 1 day.

## WHAT TO EXPECT

- Customizable workout schedule, cross training resources, and optional (but recommended) Team Training Hikes in and around the Saint Louis Metro area
- Weekly overview: 2 cross-training days, 3 walk/hike days with gradual mileage gain, and 2 rest/stretch days
- Participation highly correlates with a successful hike on the day of and with fundraising

## MAKE SURE YOU HAVE THE RIGHT GEAR

- Adequate Footwear- Visit your local outfitting store for assistance in finding a hiking shoe that's right for you.
- Hydration bladder/hiking pack to take on training hikes and toilet paper
- Hiking poles—optional, but recommended. These will help you keep balance on rough terrain and protect your knees and toes on downhills through elevation changes.

## TRAIN WITH STRAVA

Track your training activity and connect with other participants through the [Gateway Xtreme Hike Strava Club](#). You can first create an account on the [Strava app](#), as well as link that app to your Fight CF mobile account.

## SHARE YOUR JOURNEY FROM START TO FINISH

The Xtreme Hike is a unique event, and your friends and family on social media will want to hear about it! Post photos of your hikes and describe your experience: How was the weather? What obstacles did you face along the way? How is your training progress going? And don't forget to include the link to your fundraising page in your posts, and continue to provide fundraising updates and thank your donors.

