

I STRIDE

UNTIL IT'S DONE



GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION



TEAM LEADER GUIDE



Why We Stride

The Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis, a life-threatening genetic disease that affects 30,000 children and adults in the United States. 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. Thanks in large part to the Foundation's efforts, people with cystic fibrosis are living into their 40s – leading longer, healthier lives and pursuing dreams they never before thought possible.

How to Begin

Thank you for joining thousands of fellow team leaders across the country by forming a Great Strides team. 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. Start by setting goals for team fundraising and team recruitment. Did you know the average team has 10 walkers and raises nearly \$3,000? Decide how much you are going to raise and share your goal!

To become a **Super Strider**, consider setting a goal of \$500. Once you reach \$500, you will earn a Super Strider badge to display on your Great Strides page, and receive special recognition at your local walk.

- **RECRUIT your team!** Ask friends, family, and colleagues to join your team and help reach your team's fundraising goals. When people see that their contribution helps move you closer to your goal, they will be excited to donate and join your team.
- **ASK for donations!** Use the Great Strides website to share your story and solicit donations. Update your personal page with your story, photos, and an easy-to-create personalized video available on the website. Upload your contacts and send an email to supporters asking for donations in the participant center.
- **ATTEND the walk. Celebrate your successes together as a team!** Set up a time to collect any brochures and donations from your team. Be sure to change cash donations into a check or money order and turn in all donations at the walk.

Customize Your Great Strides Team

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.

CORPORATE TEAM

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

NATIONAL TEAM

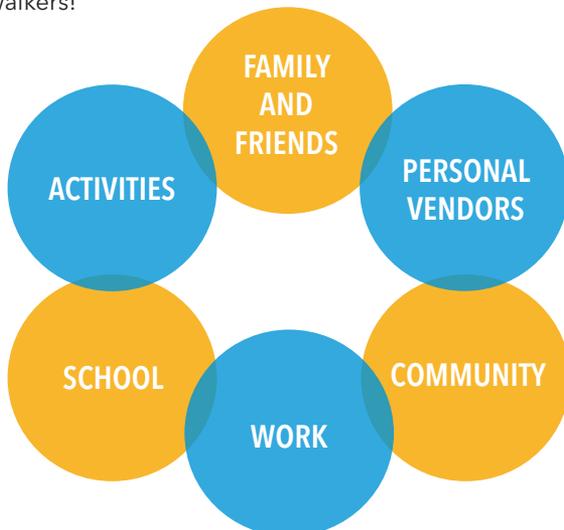
A National Corporate Team is a company-based walk or ride team in three or more events across the country. Teams harness the power of people across the country by collaborating and building employee morale, leadership, and teamwork.

For more information, please contact greatstrides@cff.org.

Who Do You Know?

The key to building a walk team and a successful fundraising campaign is asking people you know for support.

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!





Get Digital

Great Strides Website

Raising funds is easy using the Great Strides website. By registering online at www.cff.org/GreatStrides, you will be able to:

- Use social sharing and email tools to ask friends and family for donations
- Invite friends, family, coworkers, and neighbors to join your team
- Visit your participant center for fundraising tools
- Customize your team page and personal page with your story and photos
- Track both your personal and team fundraising progress
- Send thank you emails to your donors
- Request flyers, posters and other materials
- Share your personalized video with family and friends

Get Social



Motivate friends and family to support your fundraising efforts by sharing your story on all your favorite social sites. Make fundraising easy by sending messages through Facebook, Twitter, and LinkedIn right from your participant center.

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.

Bring Great Strides to Your Workplace

Getting Started

KICKOFF

Host a kickoff to introduce employees to the CF Foundation and Great Strides! Ask someone in a managerial position to endorse the campaign by hosting the event and speaking about the company's participation. If appropriate, ask someone living with CF to share their story.

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 printed materials, engagement opportunities at walks, logo placement on T-shirts, and much more.

Workplace Fundraising

MATCHING GIFTS

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. 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 to wear 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.

To create a "Jeans for Genes" event, visit the participant center and click on the Passion Fundraising web page to get started.

Contact your local CF chapter for more workplace fundraising ideas.

Passion Fundraising

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.

- **Identify your passion** and how you can turn it into a fundraising event.
- **Use the tools on your Passion Fundraising website** 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 can host their own Passion Fundraiser to help the team reach its goal!



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. For a donation, your co-workers can see their boss in action.
- **Field Day** – Secure a park or field where teams can participate in various round-robins of softball, volleyball, dodge ball, or any other outdoor game of choice. Charge each team an entrance fee and host concessions at the event and ask for donations.
- **Door/Cubicle Decorating Contest** – Teams, individuals, and families can pay an entry fee to participate. Ask each group to decorate their front door, classroom door, or cubicle to best fit the theme and award prizes to the top three contestants.
- **Theme Parties** – 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.
- **Zumba/Yoga-athon** – Recruit your favorite Yoga or Zumba instructor to donate their time to host a class for a donation fee. This is an easy fundraising activity to adapt for any exercise class, including swimming, running, spinning, and aerobics.

Team Leader Materials

As a team leader, the following materials are available to lead you to Great Strides success. Materials are available upon request on the Great Strides website at www.cff.org/GreatStrides or through your local CF Foundation chapter.

- **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 collecting check contributions should use this tool to collect donations and either mail to the Foundation prior to walk day or turn in on walk day at the registration tent.
- **Great Strides posters** – Advertise and promote the walk and your team at your workplace and 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** – 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 donation amount meaningful to them. Patrons can donate money and write their name on the pin-up to be displayed in the store.



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