

I STRIDE

UNTIL IT'S DONE



GREAT STRIDES
CYSTIC FIBROSIS FOUNDATION



TEAM LEADER GUIDE

THE MISSION OF THE CYSTIC FIBROSIS FOUNDATION IS TO CURE CYSTIC FIBROSIS AND TO PROVIDE ALL PEOPLE WITH CF THE OPPORTUNITY TO LEAD LONG, FULFILLING LIVES, BY FUNDING RESEARCH AND DRUG DEVELOPMENT, PARTNERING WITH THE CF COMMUNITY AND ADVANCING HIGH-QUALITY, SPECIALIZED CARE.

We are excited about continuing to make a difference in the lives of those with cystic fibrosis through our fundraising events. The CF Foundation is currently holding the vast majority of our events virtually through June 2021. The health and safety of the CF community and Foundation staff are our top priority. While we may not be able to be together in person, we will be together in spirit! By registering today, you can make sure to get evolving details and updates about this event. Simply reach out to your local chapter. Together, we can make CF stand for Cure Found.





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 longer, healthier lives and pursuing dreams they never before thought possible. Yet, we still lose precious lives every day. Together, let's make CF stand for Cure Found.

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!

Set a goal of \$650 to become a **65 Roses Challenger** or \$1,000 to become a **65 Roses Champion**. When you register, make a self donation to jump start your fundraising.

- **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 and Fight CF mobile app to share your story and solicit donations. Update your personal page with your story and photos, then send emails, texts, and post on Facebook using the tools in the Participant Center or mobile app to ask for donations.
- **CELEBRATE your success:** Congratulate your team on their fundraising success and recognize your team members. Ask everyone to convert cash donations into a check and mail them to your local CF office or deposit them on the Fight CF mobile app.

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

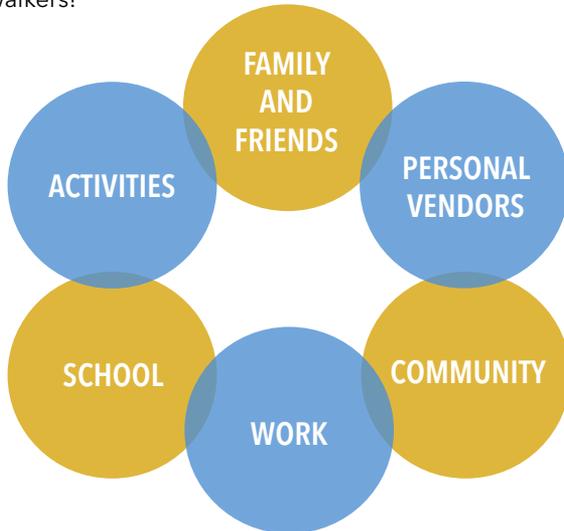
Build a National Team by recruiting and registering three or more teams to walk in your state or across the country. A National Team gives you the opportunity to engage with your community, raise awareness and dollars to support the mission of the Cystic Fibrosis Foundation all over the country.

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

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, LinkedIn, and Instagram right from your participant center.

Fundraise on Facebook

Reaching your fundraising goal is easier than ever! You can connect a new Facebook Fundraiser to your Participant Center and easily raise money for your team.





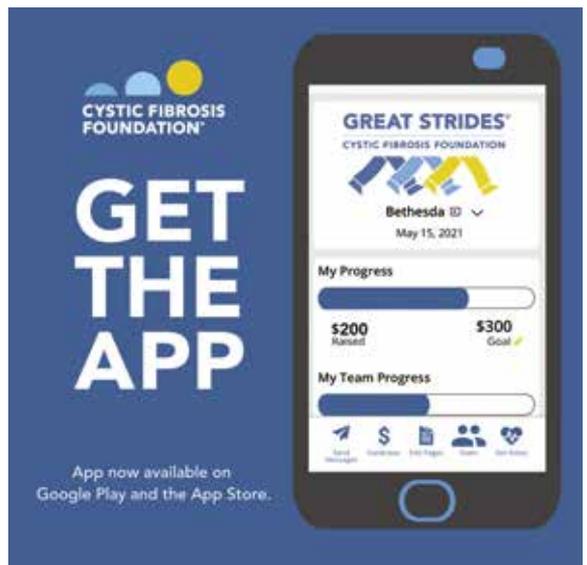
Go Mobile

Download the Fight CF mobile application to: send messages to your supporters through text, Facebook, Twitter, Snapchat, LinkedIn, and email, track your physical activity and progress compared to fellow participants, easily deposit check donations, and access your phone contacts to make personal asks.

The Fight CF app comes loaded with suggested messages for email, texts, Facebook updates, tweets and talking points for phone calls. Edit each message to personalize it for your audience. Messages will include a link directly back to your personal Great Strides donation page, where your friends and family can give a secure, online donation.

You can deposit check donations quickly and easily through the mobile app. Open the app, click the Fundraise icon at the bottom of the screen, and follow the prompts to enter your check donations. Your check(s) will be added to your online totals quickly, usually in 24 - 48 hours.

You can also track your activity on the mobile app, set and meet fitness challenges, and see the progress of your team members. Learn more by checking out the mobile app videos.



Bring Great Strides to Your Workplace

Getting Started

INTERNAL CHAMPION

Identify internal champions to help drive your goals, build excitement and create awareness within your organization. Internal champions are often your team's best ambassadors as they can share the importance of getting involved with their colleagues and inspire people to participate.

Think about those in your organization who facilitate internal communications, and who can encourage participation among employees throughout your company - an executive leader, a corporate communications person, a corporate social responsibility representative, the HR Department?

KICKOFF

Host a Kick Off 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.

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!

1
Identify your favorite hobby or activity

- Sports/Fitness
- Hobby/Craft
- Party/Get together
- Cooking/Baking
- Games/Trivia

2
Design your passion fundraising website

- The user friendly system makes it easy with customizable templates and instructions to get started.
- Need a quick walk through? View the "how to" videos at passion.cff.org

3
Challenge your friends and family to support and participate in your virtual event

- Share your virtual passion fundraising event through all social media channels
- Email your contacts through the site or send them your personalized URL

Fundraising Ideas

Need some ideas? We have 65! Here are just a few examples, please visit our Passion Fundraising page for the complete list.

- **Fitness/Sports**
 - 65 squats per day for 65 days
 - Cycle 65 miles in one day
 - Virtual spin class
 - Host an online yoga class
- **Hobbies/Crafts**
 - Read 65 short stories
 - Take 65 photos for 65 days
 - Host a virtual craft night
 - Create custom e-cards to sell
- **Games/Trivia**
 - Host a game night
 - Complete 65 puzzles
 - Virtual Monopoly or Scrabble
 - Host a karaoke party
- **Cooking/Baking**
 - Host a cooking class
 - Share one recipe per day for 65 days
 - Host a cooking tips class
 - Whiskey or wine tasting

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.
- **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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www.facebook.com/CysticFibrosisFoundation

