



# NATIONAL TEAM TOOLKIT







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.

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Cystic fibrosis is a progressive, genetic disease that causes a thick buildup of mucus in the lungs, pancreas, and other organs and affects people of every racial and ethnic group. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage, and respiratory failure.

While many people with CF have seen transformations in their health because of existing therapies, there are still others who do not benefit, either because they cannot tolerate them, or their specific genetic mutations will not respond.

People living with the disease can face significant challenges, including frequent hospitalizations, complications, and treatment plans that can take multiple hours a day. And, many children and adults with CF still face the sobering prospect of a shortened life span.

# THANK YOU FOR JOINING US AS A NATIONAL TEAM

## We are excited to welcome you as a National Team!

You are joining people across the country who are supporting the mission of the Cystic Fibrosis Foundation. By forming a national team, you are coming together as leaders to inspire, motivate, and unite your community around a cause while making a difference in the lives of those with cystic fibrosis.

The Cystic Fibrosis Foundation has made extraordinary progress — including fostering the development of more than a dozen therapies — but these treatments are not a cure and not everyone with CF can benefit from them. We will not leave anyone behind. Through your involvement as a national team, you can help end this disease.

A national team can be made up of family, friends, colleagues, classmates, neighbors, and anyone else who wants to join the fight against CF. Build a national team by recruiting and registering three or more teams participating at a fundraising event across the country or within the same chapter. You can choose between the many event types including Breathe Team, Great Strides, CF Cycle for Life, CF Climb, and Xtreme Hike to reach your national team's collective fundraising goal of \$10,000.

National teams harness the power of people across the country by collaborating and building enthusiasm, leadership, and teamwork. Your team's decision to align with a results-driven organization demonstrates your desire to make a difference.



There is no better way to get involved with the Cystic Fibrosis Foundation than on a national level! Being a national team allows you to be a part of events across the country while paving the way for family and friends to support you from afar. You won't regret getting involved!

**Ginger Birnbaum, Mama,  
Advocate, and Fundraiser**





# WHY FORM A NATIONAL TEAM?

## BENEFITS

- Receive fundraising coaching and strategy planning with the national fundraising partner team and with your local chapter(s).
- Have your team's name listed on the campaign website(s).
- Have a dedicated, customized team landing page on the campaign website(s).
- Have a dedicated sign recognizing your team as a national team at your chapter's event.
- Receive event recognition during the event's program.
- Opportunity to be listed on [cff.org](http://cff.org) if you qualify as a top national team by raising more than \$25K.
- If you are a team leader, you'll receive a baseball cap in recognition of your leadership role.





# NOW LET'S GET STARTED!

## REGISTER FOR THE EVENT OF YOUR CHOICE

Register your national team on the event website and sign up local branch teams. For teams that have not previously participated with the Cystic Fibrosis Foundation, please contact [specialevents@cff.org](mailto:specialevents@cff.org) for assistance.

Once registered, national team leaders can customize the team's fundraising page to share with colleagues, friends, and family.

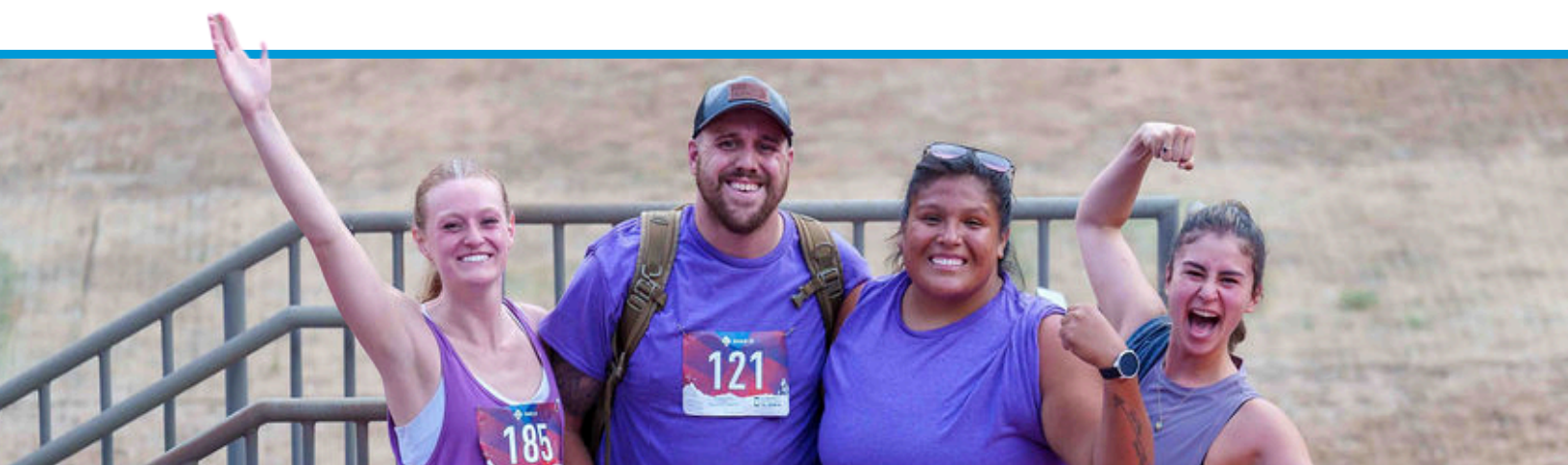
- National Team: [The national team leader sets up the page.](#)
- Local Branch Team: [The branch team leader sets up the page.](#)
- Personal page: [Each individual team participant sets up their page.](#)

Once these pages are set up, your organization can sign up as a participant on your team or decide to start a branch team of their own in their community. Below are the URLs for the Foundation's events that can be selected for your national team. Local branch team leaders can choose which of these event(s) they would like to form their team.

- Breathe Team: [breatheteam.cff.org](http://breatheteam.cff.org)
- Great Strides: [greatstrides.cff.org](http://greatstrides.cff.org)
- CF Climb: [climb.cff.org](http://climb.cff.org)
- Cycle for Life: [cycle.cff.org](http://cycle.cff.org)
- Xtreme Hike: [xtremehike.cff.org](http://xtremehike.cff.org)

## COMMUNICATE! COMMUNICATE! COMMUNICATE!

Now that you have established your national team and the team's page is live, utilize your online participant center to ask others to join you, send recruitment, fundraising, and thank you emails as well as update your fundraising goal, track fundraising progress, and customize your personal page.





## SHARE YOUR STORY!

Customize your team's page and your personal page in the participant center to make an even greater impact when sharing your story with others.

- Edit your page from the "My Page" tab in the participant center after logging into the event website.
- Set and share your personal fundraising goal. Create virtual challenges and view the leaderboard to see your standing and other's progress.
- Are you participating to honor someone with CF? Be sure to add a picture!
- Take the time to shorten and personalize your fundraising link so it is easier to share with colleagues, friends, and family.
- Use the email templates available in your participant center on the event's website, or simply write a personal email to let everyone know why you are participating and ask for their support.

## TAP INTO SOCIAL MEDIA

From the moment you create your team until you cross the finish line, share your event journey with your supporters on social media.

- Share pictures to keep your community updated on your fundraising progress. Let them know how much you've raised and how much you have left to reach your team's goal.
- Include a link to your team's fundraising page or to your own personal page on every social post so that people can learn more and donate.
- Send messages through [Facebook](#) and [LinkedIn](#). Messages can be sent directly from the [Cure 4 CF mobile app](#)!
- Follow the Foundation on [Instagram](#), [Facebook](#), and [LinkedIn](#) for content you can share with your community and colleagues to help deepen their connection to the Foundation.
- Connect a Facebook fundraiser directly to your participant center and easily raise money for your team.





## FUNDRAISE ON FACEBOOK!

Reaching your fundraising goal is easier than ever. Follow these steps to connect a Facebook Fundraiser to your participant center and start raising money for your team:

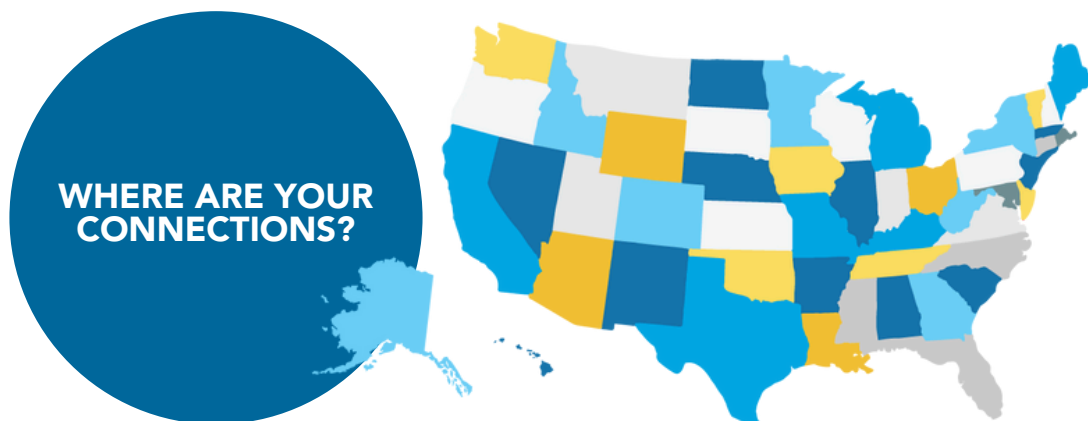


## GO MOBILE – CURE 4 CF APP

Download the Cure 4 CF mobile app to fundraise and recruit for your event from your phone. The user-friendly app (available in [App Store](#) or [Google Play](#)) can help you ask and thank people for their donations via text, email, and social media with pre-written messages. Plus, use the app to track your activity, share on social media, and even deposit checks to add to your fundraising total.

## INVITE COLLEAGUES ACROSS THE COUNTRY TO JOIN YOU!

Your experience is more fun when others join you. Think about all the places throughout the country where you can energize colleagues, friends, and family members who can support these team efforts!





FUNDRAISING GOAL

75% THERE!

HALFWAY THERE!

25% THERE!



## SET YOUR PERSONAL FUNDRAISING GOAL

To start, select your team's fundraising goal. Once you reach it, increase the goal and keep fundraising to become a top team. The earlier you start fundraising the more successful you and your team will be. After establishing your team goal, set a personal goal and think about what you can do to help your team reach its goal.

## MAKE A PERSONAL DONATION

The best way to encourage other people to donate is to set an example and make a self-donation. After you make a personal donation, consider asking your company to match the amount to get you started.

Find out if your employer or the employer of your donors has a matching gift program. Visit [cff.org/matching-gifts](https://cff.org/matching-gifts) to see what companies are eligible for matching gifts.



# SHARE THE PASSION!

## PLAN A PASSION FUNDRAISER

Turn your favorite hobby or pastime into a unique fundraising opportunity! Passion fundraising allows participants to elevate their fundraising efforts by getting their friends, family, and community involved in a fun and personal way.

Use our passion fundraising website ([passion.cff.org](https://passion.cff.org)) to help bring your event to life, diversify your fundraising efforts, and reach new goals for your team. Whether you are a team leader, team member, individual, or virtual participant, anyone can start a passion fundraising event.

Need some ideas? Your local chapter can help you bring a passion fundraiser to life and give you the tools to assist with brainstorming.

## PERSISTENCE IS THE KEY TO SUCCESS

Reach back out to the people you contacted about supporting your fundraising efforts and thank those who have already donated. Did you know that most people donate within three days of receiving your email? If one of your prospective donors didn't reply, perhaps your email was lost in the shuffle. Send out a friendly reminder and ask again!

## THANK & INFORM YOUR DONORS

Tell your donors how much you and your team raised and share event photos in an email. This is not only an additional thank you, but one last post-event donation solicitation. Sending a thank-you email or writing a personal letter to each donor will mean a lot to those who supported you! Remind them at this moment there are more ways to stay involved with the CF Foundation.





# KEY MESSAGES

Use the key messages below to help build your personal story and share why you're participating to advance the CF Foundation's mission.

## EXPLAINING CYSTIC FIBROSIS

- Cystic fibrosis is a rare, genetic disease in which a defective gene causes a thick buildup of mucus in the lungs, pancreas, and other organs. The buildup of mucus can lead to extensive lung damage, respiratory failure, malnutrition, liver disease, and gastrointestinal issues, among other complications.
- More than 40,000 people in the United States have CF, an increase over the past decade due to people living longer because of scientific advancements.
- About 1,000 new cases of CF are diagnosed each year.
- Any racial or ethnic group can be affected by cystic fibrosis.
- 1 in 31 Americans are carriers of the defective gene. If two parents are carriers and have a copy of a defective gene, there is a 25% chance their child will have CF.

## THE CHALLENGES OF LIVING WITH CYSTIC FIBROSIS

- Not everyone can benefit from therapies that treat the underlying cause of CF because they are ineligible or can't tolerate them.
- Even with current therapies, complications can arise, leading to hospitalizations and shortened lifespans.
- People with CF can spend multiple hours a day doing treatments.
- There is no cure for cystic fibrosis.



# KEY MESSAGES CONTINUED

## ABOUT THE CF FOUNDATION

- Our mission is to cure cystic fibrosis and provide all people with CF the opportunity to live long, fulfilling lives.
- Since our founding in 1955, we have worked alongside the CF community to make remarkable progress, but we are far from done.
- We fund more innovative, groundbreaking cystic fibrosis research than any other organization in the world, which has led to:
  - Decades of life added for people with CF.
  - 16 treatments available, four of which address the underlying cause of CF.
  - More than 20 therapies in clinical trials.
  - A national network of more than 100 accredited CF care centers to deliver high-quality, specialized care.

## FINDING A CURE FOR ALL

- Every person born with cystic fibrosis is on a unique journey and experiences this challenging disease differently.
- Some community members are thriving, while others do not benefit from existing therapies, either because their disease is too advanced or because their specific genetic mutations will not respond.
- We still lose precious lives to CF every day.
- Genetic-based therapies, our best hope for curing CF, are more complex than anything we have ever done and will require a substantial investment.
- Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago.
- And even after there is a cure, many people with CF will still need care due to the damage CF has inflicted on their bodies.
- With your support, we can invest our resources in research today, while raising funds for tomorrow so we can reach the finish line. Now is the time.
- We're excited that there could be benefits from this research that would address other genetic diseases caused by similar mutations — helping hundreds of thousands of people.







Cystic Fibrosis Foundation  
4550 Montgomery Avenue, Suite 1100N  
Bethesda, Maryland 20814  
1-800-FIGHTCF | [www.cff.org](http://www.cff.org)

-  CF\_Foundation
-  CysticFibrosisUSA
-  CysticFibrosisFoundation

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The CF Foundation is committed to ensuring the health and wellbeing of individuals attending Foundation events. Individuals attending CF Foundation events must abide by the Foundation's [Event Attendance Policy](http://www.cff.org/attendancepolicy) ([www.cff.org/attendancepolicy](http://www.cff.org/attendancepolicy)), which includes guidance for event attendees living with cystic fibrosis.