NATIONAL TEAM TOOLKIT

CYSTIC FIBROSIS
FOUNDATION®

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.

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 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 strategic planning support from the national fundraising partner team and your local chapter(s).
- Have your team name listed on the campaign website(s).
- Receive a dedicated, customized team landing page on the campaign website(s).
- Be recognized with a dedicated sign identifying your team as a National Team at your chapter's event.
- Receive on-stage or program recognition during the event.
- Be eligible for recognition on cff.org if your team raises more than $25K as a top National Team.
- If you are a team leader, receive an exclusive baseball cap in appreciation of your leadership.

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 for assistance.

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

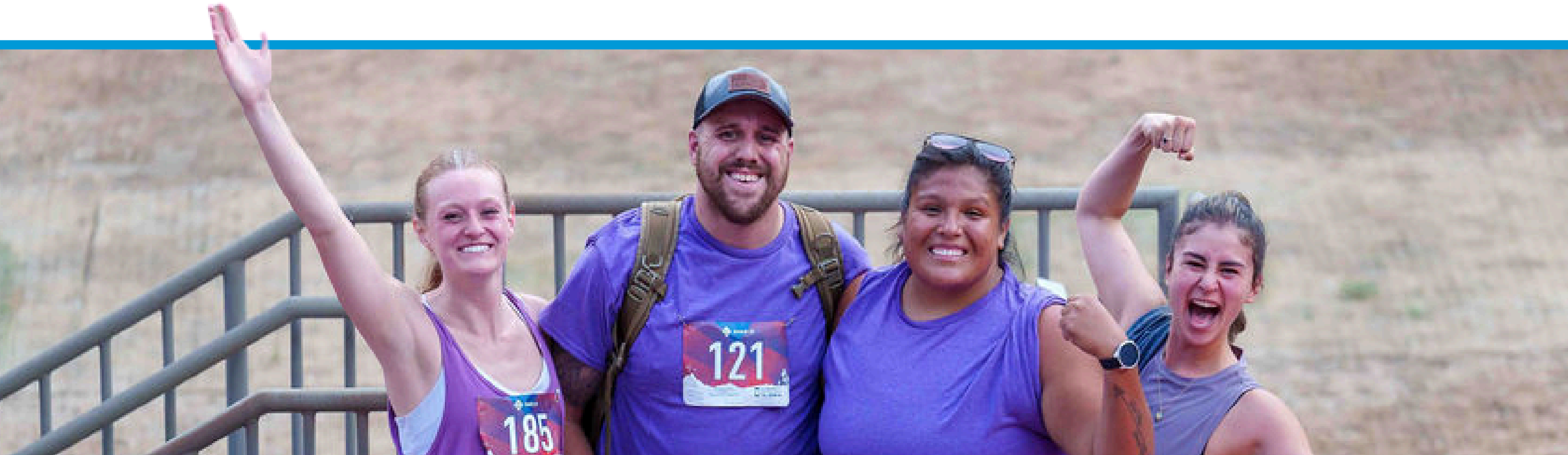
- National Team: The national team leader sets up the page.
- Local Branch Team: The branch team leader sets up the page.
- Personal page: Each individual team participant sets up their page.

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
- Great Strides: greatstrides.cff.org
- CF Climb: climb.cff.org
- Cycle for Life: cycle.cff.org
- ROSE UP: roseup.cff.org
- Xtreme Hike: xtremehike.cff.org

Now that your national team is established and your team page is live, use your online Participant Center to:

- Invite others to join your team
- Send recruitment, fundraising, and thank-you emails
- Update your fundraising goal and track your team's progress
- Customize your personal fundraising page



SHARE YOUR STORY!

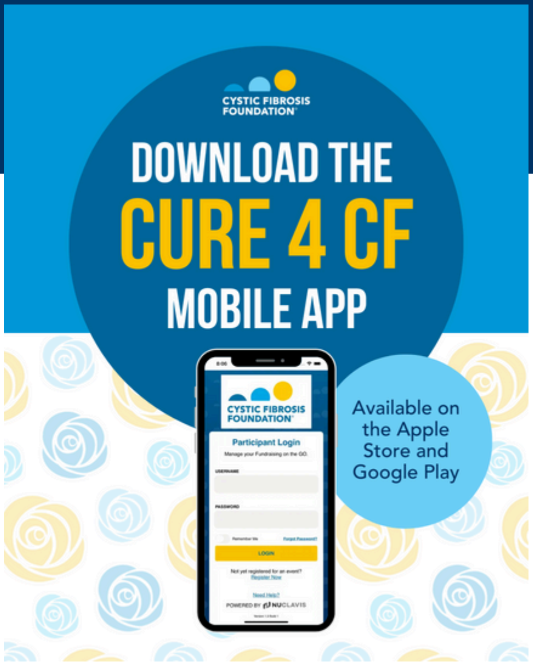
Customize your team's page and your personal page in the participant center.

- Set your personal fundraising goal.
- Add a photo of yourself or your loved one with CF.
- Personalize your fundraising link.
- Share your personal story.
    - Why do you participate?
    - What is your connection to CF?
    - What would a cure for CF mean to you?
- Rally your supporters. Ask your family, friends, and community 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.

- Take advantage of your online connections to share your story more broadly — you never know who might be following along!
- Share photos of you or your loved one with CF. Don't forget to add your personalized fundraising link.
- Connect with others by sending a direct message. Messages can be sent directly from the Cure 4 CF mobile app available on App Store and Google Play).
- Follow the Foundation on Facebook, Instagram, and LinkedIn. Share content that resonates with you to deepen your audience's connection.
- Connect a Facebook fundraiser directly to your participant center and raise money for your team.



DOWNLOAD THE CURE 4 CF APP

(available in App Store or Google Play)

- Ask for donations via text, email, and social
- Thank your donors
- Deposit checks
- And so much more!

SET YOUR FUNDRAISING GOALS

Start by setting your team's fundraising goal. Then set a personal goal and think about how you can help your team reach theirs. The earlier you start, the more successful you'll be!

MAKE A PERSONAL DONATION

Lead by example—start by making your own donation. Once you've given, see if your company can match it to give your fundraising a boost!

CHECK FOR MATCHING GIFT OPPORTUNITIES

Did you know that some workplaces double, or even triple. your donation? Some employers offer matching programs that will match an employee's personal charitable donation, allowing their gift to have an ever greater impact. Visit cff.org/get-involved/matching-gifts, or your company's HR page to find out if your donation can be matched.

WHO DO YOU KNOW?

The key to a successful fundraising campaign is asking people you know for support. Start with family and friends, then branch out, organizing your contacts into categories.

Fundraising is more fun with others—think about all the places across the country where you can energize colleagues, friends, and family to join your efforts!

SHARE THE PASSION!

TURN YOUR PASSION INTO A FUNDRAISER

Whether you love cooking, crafting, running, or hosting events, passion fundraising is your chance to raise money your way. Create a fun and meaningful event based on your favorite hobby or interest — and invite your friends, family, and community to join in! For sample event templates, instructional videos, FAQs, and event ideas, visit passion.cff.org.

PERSISTENCE IS KEY TO SUCCESS

Follow up with everyone you've contacted and thank those who have already donated with an email or handwritten note. Most people give within three days of receiving your message, so if someone hasn't responded, send a friendly reminder—they may just need a little nudge!

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.
    - 17 treatments available, four of which address the underlying cause of CF.
    - More than 20 therapies in clinical trials.
    - A national network of 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®

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CysticFibrosisFoundation
CF_Foundation
CysticFibrosisUSA
CF_Foundation

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 (www.cff.org/attendancepolicy), which includes guidance for event attendees living with cystic fibrosis.