EVENT PARTICIPANT 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.

About Our Events

Join us at an event and help move us closer to a cure for cystic fibrosis! Each year, people across the country unite with one purpose: to support the CF community and drive progress toward ending this disease.

These events bring hope and connection to the CF community — and give you the chance to be part of something inspiring and transformative.

CYSTIC FIBROSIS
FOUNDATION®

GREAT STRIDES

BREATHE TEAM

CF CYCLE FOR LIFE

XTREME HIKE

CF CLIMB

ROSE UP

TEAM CF

GET STARTED

We are excited to help you become a successful fundraiser! Get started with these simple steps:

REGISTER

Register yourself or your team at fundraise.cff.org . You can sign up as a participant on a team, and individual participant, or a team leader of your own team.

MAKE A PERSONAL DONATION

The best way to encourage other people to donate is to set an example by making a self-donation!

SET YOUR FUNDRAISING GOAL

Start by selecting your personal fundraising goal—the earlier you begin, the more successful you and your team will be! Did you know the average team has 10 participants and raises nearly $3,000?

Become a 65 Roses Champion

Any participant can earn the title of 65 Roses Champion by setting and reaching a fundraising goal of $1,000 or more. When you hit $1,000, you'll receive a badge for your fundraising page, a special gift, and recognition at your local event.

Along the way, you can earn additional badges for:

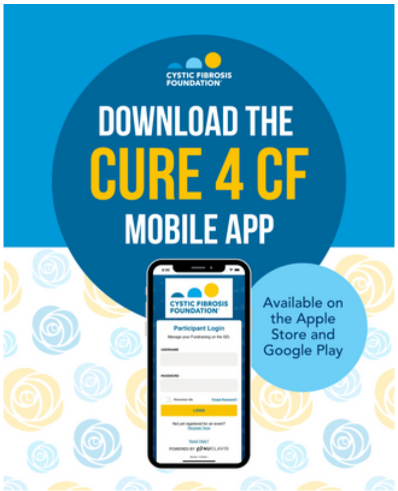
- Storyteller – Share your story by personalizing your fundraising page
- Self-Donation – Contribute to your own campaign
- T-shirt – Raise $100 to earn a T-shirt and badge
- Mobile App – Download the mobile app and sign in to earn a badge
- 65 Roses Champion – Raise $1,000 to receive the Champion badge

Once you reach your goal, consider raising it even higher to keep fundraising and become a top participant!

GET STARTED CONTINUED

SET UP YOUR PERSONAL FUNDRAISING PAGE

It takes just a few minutes to set up a personalized fundraising page, and it's quick and easy to share it with your friends. They can choose to donate online, join your team or forward your page on to their friends.



DOWNLOAD THE MOBILE 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.
- Deposit checks to add to your fundraising total.

ASK OTHERS TO JOIN YOU

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.

WHO DO YOU KNOW?

The key to building a 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 participants!

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

GET STARTED CONTINUED

START FUNDRAISING

Now that you've registered, use your online participant center and the Cure 4 CF mobile app 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.

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.

CONSIDER GOING NATIONAL

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. For more information, visit fightcf.cff.org/nationalteams

FUNDRAISING TIPS & RESOURCES

TAP INTO 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.
- 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.

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.

DOUBLE OR EVEN TRIPLE YOUR DONATION WITH MATCHING GIFTS

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 Human Resources to find out if your donation can be matched.

FUNDRAISING TIPS & RESOURCES
CONTINUED

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 and toolkit available on passion.cff.org to help bring your event to life and access resources such as event templates, auction forms, talking points and more. Whether you are a team leader, team member, individual, or virtual participant, anyone can host a passion fundraising event to diversify your fundraising efforts and reach new goals for your team.

Need some ideas? Check out our passion fundraising flyer and toolkit for inspiration.
Some creative ideas include:

- Fitness classes
- Sports tournament
- Trivia night or other games
- Bake sale
- Dinner party
- Lemonade stand…and more!

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

FUNDRAISING TIPS & RESOURCES:
CONTINUED

SEND REMINDERS

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, send out a friendly reminder and ask again!

Share the tips below to raise $1,000 to become a 65 Roses Champion!

- Make your own $50 contribution
- Ask five neighbors for $20 each
- Ask five co-workers for $20 each
- Ask three family members for $50 each
- Ask three businesses for $100 each
- Launch a Facebook fundraiser and invite friends to donate for $100
- Download the Cure 4 CF app and text five friends asking for $20 each
- Ask four people are your place of worship for $25 each

THANK AND 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! Be sure to remind them that there are more ways to stay involved with the CF Foundation.

PREPARE FOR EVENT DAY

WHAT TO DO WITH THE DONATIONS YOU COLLECT

We've gone cashless! Mail your donations in to your local chapter or print the mail-in donation form available in your participant center and send it with your cash and/or check(s) to the address listed on the form. Remember to convert cash to a check or money order.

Additionally, you can download the Cure 4 CF mobile app to deposit checks directly from your phone. Corporate or company checks will need to be processed by your local chapter. Once logged in, click on the "Fundraise" tab at the bottom of your screen. Go to "Enter Donations" and click the "Check Deposit" icon.

WHAT TO EXPECT ON EVENT DAY

Visit the registration table and turn in any donations you bring with you to the event. To make registration quick and easy, convert any cash and coin donations you have into a check before event day.

Participants who raise $100 or more will receive a T-shirt. Food and family-friendly activities are featured at nearly every event. Contact your chapter to learn about the special activities happening at your event!

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

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.

- 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, five 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 year.
- 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®

Cystic Fibrosis Foundation
4550 Montgomery Avenue, Suite 1100N
Bethesda, Maryland 20814
1-800-FIGHTCF | www.cff.org

CysticFibrosisFoundation
CF_Foundation
CysticFibrosisUSA
CF_Foundation

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