

# WALK TO MAKE CYSTIC FIBROSIS HISTORY

## PARTICIPANT FUNDRAISING GUIDE



### GUIDE CONTENT

- The impact of your fundraising
- Your fundraising journey
- Fundraising ideas
- Contests
- Donation information
- Bookmarks
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### » FUNDRAISING GUIDE

Thank you for signing up and coming together to make a difference in the lives of those living with cystic fibrosis. We've compiled a few resources to help you fundraise and are always nearby to answer your questions or provide support.

Whether you're planning to raise funds through your fundraising page or offline, we've got some tips and tricks to make it easy, fun and successful. Thank you for taking a step toward ending CF for all.

### » ABOUT CF CANADA

Cystic Fibrosis Canada has dramatically changed the cystic fibrosis story. We have advanced research and care that has more than doubled life expectancy.

We work together to change lives for the over 4,500 Canadian children and adults living with cystic fibrosis through treatments, research, information and support.



## YOUR IMPACT

### ➤ FUNDRAISING

Walkers consistently demonstrate year over year how much it means to **#StepToward** - never having to cancel plans because of CF.



### FIGHT FOR ACCESS



### DRIVE IMPROVEMENTS IN TREATMENT



### INVEST IN CF RESEARCH

The impact of your fundraising and donations is **far-reaching**. With funds raised through the Walk To Make Cystic Fibrosis History, Cystic Fibrosis Canada will continue our work that has helped so many live longer, healthier lives.

### ALL FUNDRAISING MATTERS

**\$50**

You've helped fund one day of supplies that will support a research team investigating which **rare CF mutations** can benefit from Trikafta.

**\$150**

You've supported a research coordinator at one of our **clinical trials sites** educate CF patients on new gene therapy trials.

**\$250**

You've helped support the development of **mental health resources** for people with CF and caregivers.

**\$500**

You've helped fund a graduate student for one week to **investigate new ways** to tackle antibiotic resistance in CF lung infections.

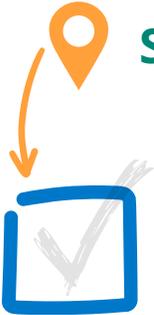
**\$1000**

You've supported a week of research to adapt a therapy program to a virtual format so that CF patients suffering from depression and anxiety can easily **meet with a therapist**.



# FUNDRAISING JOURNEY

## START YOUR FUNDRAISING JOURNEY HERE



### [PERSONALIZE YOUR FUNDRAISING PAGE](#)

Log in to your CrowdChange account after you register to access your participant centre. Update your photo, write about what inspires you to fundraise for the Canadians living with CF, and set an ambitious fundraising goal! [Login here](#).

If you have a personal reason, tell your story. Let people know why you're fundraising, and that their support will make a difference in the lives of people with CF.

### [CUSTOM URL AND QR CODE](#)

Make it easy for your donors to find your fundraising page. Share your fundraising page in an email, text or social media, via a custom link or make a QR code, by clicking on the multiple share buttons.



### [SHARE OUR MISSION](#)

An impact statement will help you make your contacts aware of the mission and help them understand the impact of their donation. Impact statement graphics and key messages about the organization are available [online](#).

### [START YOUR ASKS](#)

Log in to your account and start sending emails to your contacts, with our ready to go "Mailing List Templates". Update your network by sharing our pre-written social media messages from our ["Fundraising Tools"](#) online.

### [RECRUIT HELP FROM FRIENDS & FAMILY](#)

Family and friends are often the top supporters of many participants' fundraising campaigns. Ask your family and friends to share your fundraising journey on their social platforms to expand your reach!





# FUNDRAISING JOURNEY (CONT.)



## PERSONAL DONATION

Making a personal donation not only kick starts your fundraising and helps you get closer to your goal, but it shows your potential donors your commitment to the cause.



**Top Tip:** Make a self donation, those that do typically fundraise 75% more on average!



## SOCIAL TOOLS

Make your asks eye catching by using one of our graphics from our toolkit, for all media types (Facebook, Instagram, LinkedIn). Don't forget to paste your QR code image on the graphic.

Access pre-created Walk to Make Cystic Fibrosis History branded posts, email signatures, posters and pre-written social messages, from our fundraising tools webpage.



## CREATE INCENTIVES

Creating incentives for your donors is a way to offer them something in return for supporting you reaching your fundraising goal. Share your creative incentives in the description on your fundraising page. For example, baking your donors a dozen cookies for each donation, or for a certain amount you'll put their logo on your Walk t-shirt.



## TIME TO ORGANIZE A FUNDRAISER

Host a games night, organize a BBQ, a sports tournament, a raffle or ask your entourage to make a donation in lieu of gifts for your birthday. You've got this!



# FUNDRAISING IDEAS

## ➤ ONLINE FUNDRAISING PAGE

Your online personal fundraising page is created to help you easily raise funds. The site has a Participant Center that is your main hub to track and edit your personal fundraising page, send emails to your contacts or donors and easily add offline donations. Log in to see more!



## ➤ FUNDRAISING IDEAS

Fundraising can seem daunting, and even challenging in these times, but we are on hand to support you every step of the way. Check out some of our ideas.



**TOP TIP:** It has been proven that it takes at least 4 follow-ups with donors to get the donation. Don't be shy, you are asking for a good cause! Some people need more than one email or call and will appreciate the reminder.

## ➤ HOW TO RAISE \$500 IN A WEEK

Maybe that sounds too good to be true, but we have a foolproof way to quickly increase your thermometer.

Here's how it's done:



Day 1	Donate \$25 to yourself	\$25
Day 2	Ask 2 family members to donate \$50	\$125
Day 3	Ask 5 friends to contribute \$30	\$275
Day 4	Ask 5 coworkers to contribute \$10	\$325
Day 5	Ask your boss for a company donation of \$50	\$375
Day 6	Post on social to collect 5 \$15 donations	\$450
Day 7	Ask 2 buddies from your gym or other recreational group to donate \$25	\$500



# CONTESTS

## ➤ EARLY BIRD APPLE IPAD

Why wait to register? The early bird gets the worm or, in this case, the iPad! Register for the Walk and raise \$25 before March 31 at 11:59 PST to be entered to win an 10.9-inch Apple iPad.\*

\*Full terms and conditions can be found [here](#).



## ➤ SPECIAL EDITION ROSE BASEBALL HAT

Register for the Walk and raise \$100 online before May 11 at 11:59 PST to receive a special edition Rose Baseball hat.\* All eligible participants who attend a walk in-person will receive their hat on Walk Day. Virtual participants will receive their hat in the mail.

\*Limited quantity: First 1,400 participants to register and raise \$100 before May 11 at 11:59 pm PST. Full terms and conditions can be found [here](#).



## ➤ GIFT CARD DRAW

Raise \$500 online to be entered into our draw for a \$500 Mastercard gift card. Raise \$1,000, and you'll not only be entered into the \$1,000 gift card draw but also the \$500 gift card draw. Raise \$2,000 or more, and you'll qualify for all three draws: \$500, \$1,000, and \$2,000 Mastercard gift cards, tripling your chances!

\*This is an online contest only. Three (3) prizes available (3 Mastercard e Gift Cards valued at \$2,000, \$1,000, and \$500. ARV: \$3,500 CAD). Full terms and conditions can be found [here](#).



## ➤ WALK JR.

This year our Walk Jr. Superheroes can win a \$100 gift card to Cineplex. For every \$50 you raise online before June 7 at 11:59 pm PT, you will get a ballot for the chance to win.\* If you raise \$500, you get 10 ballots for 10x more chances to win.

\*Open to children aged 12 years and under, whom are residents of Canada. This is an online contest only.

Starts February 27 at 12:01 am AST and ends June 7 at 11:59 p.m. PST. Full terms and conditions can be found [here](#).





# DONATION INFORMATION

## ➤ ONLINE DONATIONS

The easiest way to accept donations is through your fundraising page. Electronic tax receipts will be automatically issued via email for online donations \$20 and greater. Please remind donors to check their junk folders, if they cannot find the receipt.

## ➤ OFFLINE DONATIONS

There may be times when fundraising happens in person, with donations coming to you in the form of cash or cheques.

If you receive cash or a cheque in your name, you can go online and pay the donation with your own credit card in the name of your donor. You also have an option to start filling in the donation information for your donor and send them a payment link to pay right away.

If you receive a cheque in the name of CF Canada, you can mail it in. Just like your online fundraising efforts, this offline process can be easy and convenient! Checkout our resources to help.

[HOW TO SUBMIT FUNDS](#)

[PLEDGE FORM](#)

## ➤ ON WALK DAY

If you are planning to bring cash and/or cheque donations that you've raised to submit to CF Canada, please note that pledge forms will need to be completed to capture donor information. This is an important privacy and security process.

# THANK YOU!

SEE YOU ON SUNDAY,  
MAY 31 AS WE  
#STEPTOWARD



## BOOKMARK THESE LINKS

- [Online Fundraising Login](#)
- [Fundraising Tools](#)
- [Official Walk Website](#)
- [Walk Jr. Guide](#)

## ADD TO YOUR CALENDAR

- February 27** - Registration opens
- March 31** - Early bird deadline
- May 1-7** - Match Week!
- May 31** - Walk Day
- July 31** - Donations close



**Fundraising  
with your children?  
Check out their guide!**