

WALK TO MAKE CYSTIC FIBROSIS HISTORY

FUNDRAISING GUIDE

TEAM CAPTAINS





YOUR ROLE

▶ YOUR ROLE AS TEAM CAPTAIN

Being a Team Captain is a great honour, and with great honour comes some responsibilities. Your leadership and passion are essential to making the event a great success and we're so grateful for your support.

▶ STEPS TO COMPLETE

- Create a team name and assemble your team of walkers.
- Create your team fundraising page - make sure to personalize it with your story, a fun photo and team fundraising goal.
- Work with your team to plan fun, fundraising ideas to reach your goal together - you could set them mini challenges or activities to help you.
- Thank, reward and celebrate your team as their goals are met!

GUIDE CONTENT

- Your role as a Team Captain
- Recruiting to your team
- Team communication
- Fundraising
- Resources
- Walk Day activities
- Bookmarks and dates to remember



"Being part of this event is so important to each of us in different ways, but it's especially meaningful as a team because it's an opportunity for us to come together with other like-minded people who want to make a positive impact for the cystic fibrosis community."

- Science Herd Nerd Walk Team



TEAM RECRUITMENT

➤ REACH OUT TO YOUR NETWORK

- Why not ask family, friends, coworkers or other social groups to join your team?
- Make the ask. You'll be surprised by how eager your network will want to help (either through participation or donations).
- Use our recruitment social posts and editable posters to share your participation.

➤ SHARE YOUR WHY

- Make it personal! Share the reason “WHY” you are taking part.
- Customize your team and personal fundraising page to share your story. Let people know why you are involved or your connection to cystic fibrosis.
- Mission Moments. Include mission moments whenever you can. This helps teammates to know that they are making a difference. We have one included already on your fundraising page, but feel free to add a more personal touch.

➤ POST ON SOCIAL

- Use social media to promote what you are doing to your far and wide friends, family and colleagues.
- Looking for more ideas? You could also research local influencers to see if they are willing to help promote as well. Get the word out! The more people who know, will help drive up registration and your fundraising efforts.

Team Walking for Wyatt, from Winnipeg, has been running this fundraiser since 2021 and take pre-orders with payment for the shirts. This enables them to order ex-act quantities and not have to pay out of pocket. The funds that are remaining after the order are applied as lump sum funds to their Team. They advertise their fundraiser on social media, with family, friends & school.





COMMUNICATION

➤ INSPIRING YOUR TEAM

- Create a 'Wall of Fame' that features your top team members - add to your fundraising page, Facebook page or team group chat.
- Celebrate the little wins! When someone gets their first donation make sure to cheer!
- Plan mini events to raise funds as a team - check out our ideas on your resources page.
- Get ready to Pizza Party! Host a post Walk Day celebration if your team reaches their fundraising goal!

2023 HIGHLIGHTS FROM THE CANADIAN CF REGISTRY



4,513 CANADIANS WITH CYSTIC FIBROSIS



66% ARE ADULTS



34% ARE CHILDREN



ESTIMATED MEDIAN AGE OF SURVIVAL IS **59.9 YEARS OF AGE**



ESTIMATED MEDIAN POST-LUNG TRANSPLANT SURVIVAL IS **10.7 YEARS**

➤ COMMUNICATING WITH YOUR TEAM

- Regular communication is key! Keep up momentum and continue to inspire and cheer them on.
- Create a team Facebook page or group chat for easy fundraising updates.
- Update your team on any incentives/contests happening.
- Check in on personal fundraising page goals - Each personal goal will work towards the team's overall fundraising goal (10 team members x \$1,000 goal each = \$10,000).

FUNDRAISING

Let us help with some top tips on how to encourage, inspire and motivate your team of walkers to smash their fundraising goals.

➤ TOP TIPS

- **Set an ambitious goal** - then make a plan of how to reach it. Make sure to use the resources to help you reach your goal faster.
- **Lead by example** - share fun social media posts, engaging updates and email templates. Fundraising is a journey - you can get on track at any time!
- **Utilize your networks** - reach out to your employers to see if they offer a 'Match Gift' opportunity for fundraising or if they can donate a prize as a team incentive.
- **Get Social** - make sure you are using the social tools to shout about your fundraising. Update your signature, add a new banner, share a post and craft a video on why you're fundraising for CF Canada.
- **A win is a win** - Celebrate weekly and monthly accomplishments on your team's fundraising path and be sure to shout about them.

➤ INSPIRING YOUR TEAM TO FUNDRAISE

- **Share your why** - sharing an impactful story, whether it's your story, a family member's, friend's or another member of the CF community, we want to know your why!
- **Get competitive** - set fun challenges and awards to motivate your team to fundraise, think - most creative fundraiser, best walk day outfit and team player.
- Walkers who make a **self-donation** typically raise double the amount compared to those who don't, so be the first to support your team, build momentum and excitement.



FUNDRAISING

➤ FUNDRAISING CHALLENGES



Set a kilometer challenge

Ask all team members to set a kilometer goal they'd like to do on Walk Day or in the month of May. Team members can gather sponsors for each kilometer they complete.



Milestones challenge

Set milestones for the fundraising goal, and for each milestone reached, team members can take on a quirky or entertaining challenge. This could include dyeing hair, wearing a costume to work, or performing a funny dance.



DIY workshops

Get each team member to host a DIY workshop where team members teach each other a skill or craft. Participants can pay a fee to attend, and the funds raised can contribute to the fundraising goal.



Tech-free day

Challenge team members to go tech-free for a day or a weekend. Participants can seek sponsorships for every hour they stay away from their devices.

➤ YOUR IMPACT

\$1000

Support 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.

\$1500

Fund training and travel expenses for one volunteer to go to provincial legislatures to help advocate for access to life changing medicines for all those who can benefit, including Canadians with rare CF mutations.

\$5000

Fund six weeks of research to help better understand the defective cells of the CF lung, helping researchers target future genetic therapies for CF patients.



RESOURCES

➤ SOCIAL MEDIA AND POSTERS

We want to make sure you have plenty of tools to help you and your team along your fundraising journey. We've created lots of resources and graphics to support your team recruitment and fundraising. Formats include all sizes for social media, and editable posters. Don't forget to paste your team's QR code on all resources. Check it out on our fundraising tools webpage.



➤ WATCH AND SHARE THESE VIDEOS

Videos can be an eye catching way to share our mission and the reason why you are fundraising this year. Here are some examples you can use. Check out our Vimeo page for much more.



"Most important is sharing your story. Give people you're asking a reason why they should donate. When you do that, it creates a personal connection to the cause that they might not have had before. And also, to utilize your social circle and any skills they might have. If you know someone who is in the fitness industry, ask if they would do a class with all proceeds going to your team. If you know someone who owns a car wash, ask if they could do a couple hours for a charity car wash."

- Sheralin, Team Captain of **'Walking for Wyatt'** who have raised \$47,000 since 2016



WALK DAY ACTIVITIES

➤ BEFORE WALK DAY

- **Stay in touch** - keep an eye out for a Walk Day logistic email from the organizer of your local Walk - this will include details such as registration times, parking information, and all other important details.
- **Collect all final donations** and pledge forms to bring to the registration table. If you are wanting to avoid bringing pledge forms and cash on Walk Day check out our document on entering offline funds.
- **Decide on a rally point** - pick a location to meet your team before the opening ceremonies and make sure to snap a fun team photo and share on social - you can tag us @CFCanada.

➤ WALK DAY

- **Dress your best** - whether doing team fancy dress, or rocking some team t-shirts make sure you're grabbing those items before heading out!
- **Get the camera out** - capture the fun of Walk Day by snapping pics, posting on social and sharing with your friends and family to celebrate post walk.
- **Celebrate** - be proud of your accomplishments in taking a #StepToward ending CF for all.



➤ POST-WALK DAY

- **Thank donors** - send a thank you note to your donors and let them know how much you raised and what impact their donation made.
- **Thank your team members** and invite them to join you again in 2025!
- **Let us know your thoughts!** Fill out our post event survey to ensure we can strive to make the Walk bigger and better.

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](#)



**Fundraising
with your children?
Check out their 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