



Cystic Fibrosis  
Fibrose kystique  
Canada

LAWN SUMMER  
NIGHTS

# FUNDRAISING HANDBOOK



## GUIDE CONTENT

- The impact of your fundraising
- Your fundraising journey
- Fundraising ideas
- Donation information
- Bookmarks
- Dates to remember



# CYSTIC FIBROSIS

## ABOUT CYSTIC FIBROSIS

- CF causes various effects on the body, but mainly affects the digestive system and lungs.
- The degree of cystic fibrosis severity differs from person to person, however, the persistence of ongoing infection in the lungs causing destruction of the lungs and loss of lung function, will eventually lead to death in the majority of people with CF.
- **Typical complications caused by cystic fibrosis are:** Difficulty digesting fats and proteins; Malnutrition and vitamin deficiencies because of inability to absorb nutrients; Progressive lung damage from chronic infections and aberrant inflammation; CF related diabetes; Sinus infections.
- Cystic fibrosis is a genetic disease that occurs when a child inherits two abnormal genes, one from each parent. Approximately, one in 25 Canadians carry an abnormal version of the gene responsible for cystic fibrosis. Carriers do not have cystic fibrosis, nor do they exhibit any of the symptoms of the disease.

Cystic fibrosis (CF) is the most common fatal genetic disease affecting Canadian children and young adults.

At present, there is **no cure**.



**4500 Canadians with CF**



**35 % Children**



**65 % Adults**

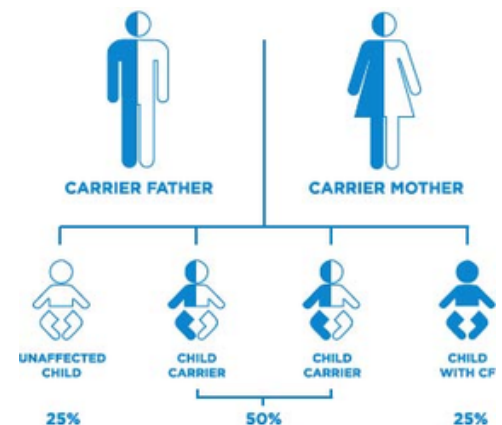


**Estimated median age of survival is 62 years of age**

## ABOUT CYSTIC FIBROSIS CANADA

Cystic Fibrosis Canada (CF Canada) was founded by parents of children with cystic fibrosis over 65 years ago. Since then, we have worked with the cystic fibrosis community to dramatically change the CF story - and have helped more than double the life expectancy for a child born with CF today.

CF Canada works to change the lives of the over 4,500 Canadian children and adults living with cystic fibrosis through treatments, research, information and support. By participating in Lawn Summer Nights, you will strengthen the CF community and have a powerful impact on CF Canada's programs and services.





## YOUR IMPACT

### FUNDRAISING

LSN bowlers consistently demonstrate year over year how much it means to **#BowlForACause**. By rallying a team and fundraising together, you're helping to:

 **FIGHT FOR ACCESS TO CURRENT CF DRUGS**

 **DRIVE IMPROVEMENTS IN TREATMENT**

 **INVEST IN CF RESEARCH**

The impact of your fundraising and donations is **far-reaching**. With funds raised through LSN, Cystic Fibrosis Canada will continue the 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.

**\$100**

You've helped fund one day of research into new ways to **kill harmful bacteria** that causes lung issues for CF patients.

**\$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 helped 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**.



# FUNDRAISING JOURNEY



## START YOUR FUNDRAISING JOURNEY HERE



### PERSONALIZE YOUR FUNDRAISING PAGE

Login to your LSN account after you register to access your [Participant Center](#). Update your page description by writing about what inspires you to fundraise for the Canadians living with CF, and set an ambitious fundraising goal!



### START YOUR FUNDRAISING NOW

The earlier you begin your fundraising journey the more likely you are to reach or exceed it before you hit the greens. And we've made it easy for you! Login to your [Participant Center](#) and visit the 'Email Center' page to find ready-to-go email templates that you can use to ask your friends and family to support you.



### 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!



### GET SOCIAL

Use the power of social media to your advantage. Social media provides you with a direct connection to your network and promoting that you are fundraising for LSN encourages those close to you to donate.

Promote your fundraising efforts on Instagram, Facebook, LinkedIn or whatever platforms you are active on! Make your asks eye catching by using one of our social media graphics, for all media types (Facebook, Instagram, LinkedIn), available on our [Fundraising Tools](#).



# FUNDRAISING JOURNEY CONT'D

## SHARE OUR MISSION

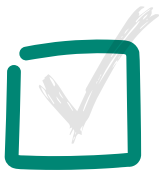


By sharing an impact statement in your donation asks, you will help make your network aware of the mission and help them understand the impact of their donation. Impact statement graphics and key messages about CF Canada are available [online](#).

## FUNDRAISING TOOLS



## RECRUIT HELP FROM FRIENDS AND FAMILY



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

## CREATE INCENTIVES



Creating incentives for your donors is a way to offer them something in return for supporting you and helping you to reach your fundraising goal. Share your creative incentives in the description of your personal fundraising page. For example, baking your donors a dozen cookies for each donation of \$50 or more!

## 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!

## DON'T FORGET



A little thank you goes a long way! Sending your donors a thank you email shows how much you appreciate their support and when donors feel appreciated, they are more likely to give again in the future. To easily thank your donors, login to your [Participant Center](#) and click on the 'Email Center' tab where you will find ready-to-go thank you email templates.



# FUNDRAISING TIPS

## 🎯 YOUR ONLINE FUNDRAISING PAGE

Your personal fundraising page was created to help you easily raise funds. The site has a Participant Center where you can track your progress, edit your personal fundraising page and send emails to your contacts or donors.



**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.

## 🎯 WE'RE HERE TO HELP!

Fundraising can seem daunting, even challenging in these times, but we are on hand to support you every step of the way. We're here to help you reach your fundraising goal, no matter how lofty! Don't hesitate to reach out to us at [hello@lawnsommernights.com](mailto:hello@lawnsommernights.com). We can help you brainstorm ideas and provide more resources to get you where you want to go.

## 🎯 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 fundraising thermometer.

Here's how it's done:

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



# DONATION INFORMATION

## 🎯 ONLINE DONATIONS

The easiest way to accept donations is through your online fundraising page. Electronic tax receipts will be automatically issued via email for donations of \$20 or more.

*Please remind donors to check their junk folders if they cannot find the tax receipt email.*

## 🎯 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 pay for the donation with your own credit card in the name of your donor. To do this, login to your Participant Center and click on the **'Offline Donations'** tab in the navigation menu. Follow the steps on the page to pay for the cash or cheque donation. Click here to [download the guide](#).

If you receive a cheque in the name of **Cystic Fibrosis Canada**, you can mail it in. Please send any cheques in CF Canada's name to **1305-20 Eglinton Avenue West Toronto, ON M4R 1K8**. Please include a note that has your name and what LSN location you are participating at and Team name so we can properly allocate the donation.

Please be aware that cash and cheque donations will not be accepted in-person at any LSN events, and all offline donations will need to be submitted through the two options listed above.

# THANK YOU!



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Good luck and thank you from everyone at Lawn Summer Nights and Cystic Fibrosis Canada. Together we can make CF stand for cure found!

## BOOKMARK THESE LINKS

- [Fundraising Tools](#)
- [Official LSN Website](#)
- [LSN Location Pages](#)
- [Manage your registration & fundraising page](#)



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