



Show
Your
Support!

NATIONAL KIN-CYSTIC FIBROSIS CANADA DAY

Saturday May 5, 2012



Cystic Fibrosis
Canada



Kin Canada
Kinsmen • Kinettes • Kin

Together for life®

**Register your
event today
by completing
the form on
the last page**

All promotional supplies for
your **National Kin-Cystic
Fibrosis Canada Day** event
are free of charge.

YOU HAVE BEEN CHALLENGED!

Calling all clubs; are you up for a little friendly competition? The members of District One are! District One is extending a challenge to all other districts daring anyone to beat them in raising the most money per member on National Kin-Cystic Fibrosis Canada Day! For those clubs who already have projects underway here is a chance to kick it up a notch. For those who have not yet started planning for National Kin-Cystic Fibrosis Canada Day, no worries, attached is some information on how to run a Daisy Day or a BBQ. You can contact your District Service Directors if you require ideas or resources. District One is on board, how about you? Do you have what it takes to accept this challenge?

WHAT IS NATIONAL KIN-CYSTIC FIBROSIS CANADA DAY?

National Kin-Cystic Fibrosis Canada Day was created in 2003 to promote the long-standing partnership between Kin Canada and Cystic Fibrosis Canada. **National Kin-Cystic Fibrosis Canada Day** is held annually on the first Saturday in May to help launch Cystic Fibrosis Awareness Month.

HOW WILL YOU PARTICIPATE?

Hosting a National Kin-Cystic Fibrosis Canada Day event is easy! There are a few event options to choose from - a Daisy Day event, (a great option for smaller Kin clubs with limited fundraising resources) or an easy event like a barbeque or for the more experienced Kin clubs, you can Choose your own Adventure by hosting your own event.

DAISY DAY EVENT

Daisy Day consists of daisy-themed items to be sold in your community. These items are described on page 2 of this pamphlet and include daisy lapel pins and daisy cut-out certificates. These items can be sold in a variety of ways such as at a store or at a booth you set-up in a mall.

CHOOSE YOUR OWN ADVENTURE

For the more experienced fundraising Kin clubs, we invite you to host your own event. If you need help coming up with event ideas, please contact your District Service Director to help you get started!



To help promote CF awareness and **National Kin-Cystic Fibrosis Canada Day**, we ask all clubs (no matter what type of event you choose to host) to sell *daisy lapel pins*.



MAY IS CYSTIC FIBROSIS AWARENESS MONTH!

DAISY DAY EVENT SUPPLIES

DAISY LAPEL PINS

We ask all Kin clubs to sell *daisy lapel pins* for a minimum \$1 donation each. The pins are a great way for donors to be identified as supporters in the fight against cystic fibrosis.

TIP: Try approaching a local retailer to display a box of lapel pins on their counter for customers to purchase when checking out of the store.

The daisy lapel pins can be also incorporated into your **barbecue event** or almost any **Choose Your Own Adventure** fundraising event.

DAISY CUT-OUTS

Kin clubs can approach retailers to ask them to sell the cut-outs to customers. Retail stores that use barcodes, such as grocery stores, can incorporate the cut-outs in their cash-out procedures.

TIP: Encourage local retailers to sell both the daisy lapel pins and cut-outs. If you wish, have the retailer sell both items for the price of one (\$1).

Pictured right Daisy lapel pins; sample Daisy cut-out. Note: images are not to scale.



THE KEYS TO A SUCCESSFUL EVENT

May is CF Awareness Month - a perfect time to host a fundraiser in support of Cystic Fibrosis Canada.

If you cannot hold your event on National Kin-Cystic Fibrosis Canada day (**Saturday, May 5, 2012**), select a date during May that works best for your club. Remember to avoid dates that coincide with holidays, festivals, or other annual community events.

Appoint an event chairperson.

If your club does not have a Cystic Fibrosis Canada representative, then you might want to ask someone who is energetic, enthusiastic and passionate about making a difference to take on this role.

Create an action plan.

Your committee should decide on a type of event; how many volunteers needed; and a fundraising goal.

Plan a rain date.

Even the best plans can be drenched by mother nature!

Be sure to actively promote your event.

Use the order form on the back page to order your FREE promotional supplies, which can be used to create 'buzz' in your community.

Create awareness about your event AND your club.

There are many ways your club can promote your event in your community, including writing letters to local editors, and posting your event info on your Club Web site. And don't forget to tell Cystic Fibrosis Canada! We would be happy to send a news release to your local paper to promote your event.

Contact a Cystic Fibrosis Canada Chapter.

Cystic Fibrosis Canada volunteers are just a phone call away and they would love to hear about your plans. The chapter might even be able to lend a helping hand on the day of your event!

Have fun.

You are making a difference in the lives of young Canadians with cystic fibrosis. Together, with your fellow club members, you should celebrate this accomplishment.

Brag about yourselves.

We know how hard you're working to help fight cystic fibrosis and we would love the opportunity to pat you on the back. Let your District Service Director know that you are hosting an event and don't forget to apply for the Bill Skelly Award!

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BARBEQUE EVENT TIPS

RESOURCES REQUIRED

- A project chair coordinator
- Propane or charcoal depending on the BBQ
- Hamburgers, hot dogs, chicken, veggie burgers, any food items desired
- Condiments, including cheese, pickles, onions, lettuce, tomatoes, etc.
- Drinks and other snack items
- Napkins, paper plates and plastic cutlery
- Cooking utensils
- Aluminum or tin foil - to wrap to-go food
- BBQ cleaning tools
- Coolers, ice
- Garbage and recycling cans
- Garbage bags
- Tents in case of rain or an alternate venue
- Extras- balloons, music, posters, table cloth, etc. to make the BBQ area attract attention
- Cash boxes and float
- Kin Canada and Cystic Fibrosis Canada information and banners
- Drivers to pick up and transport food and materials
- Permits- if required

EVENT ACTIVITIES

- Set up- begin early (set up BBQ's, chairs and tables or picnic tables, trash cans, staging for entertainment, banners, etc.)
- Make sure all volunteers know what they will be doing
- Set up food in an assembly line fashion so people move from getting their food to toppings to condiments to extra snacks and drinks. This will help keep things moving and make sure everyone has everything they need
- Clean grills as required
- If food is being stored somewhere else to stay cold until needed, make sure you have runners to get food and bring it to the BBQ site



PRE-EVENT ACTIVITIES

- Register your BBQ as a National Kin-Cystic Fibrosis Canada Day event with Cystic Fibrosis Canada
- Secure a location for your BBQ
- Promote the event using posters, promotion on local radio stations, word of mouth, twitter, facebook, etc.
- Invite local media to your event for more exposure
- Get BBQ's: borrow from friends and family. Make sure you have enough BBQ's to serve the expected number of people. You may want to rent a few larger grills or get them donated for the event
- If you have a propane BBQ make sure you have enough propane
- Secure any required permits
- Recruit volunteers and prepare volunteer schedule
- Secure necessary equipment and supplies (tongs, lighter, cash box, cash for change, condiments, etc.)
- Shop around for good deals on burgers, hot dogs, buns etc. Approach your local supermarket about donating
- Ask a local fast food restaurant to supply the napkins and cutlery or purchase at a discount from a bulk store
- Secure entertainment
- Create signage for the event to thank donors
- Arrange for delivery and storage of the food

POST EVENT ACTIVITIES

- Make sure the site is thoroughly cleaned up
- Send in a record of your event, pictures and the success story to Cystic Fibrosis Canada
- Take cash to the bank or store in a safe place
- Take any left over items to your local soup kitchen or non perishables to the food bank
- Return any borrowed items
- Send thank-you letters to any sponsors and/or donors
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well

Sunday, May 27, 2012

Why should you
take great strides



Taking Steps to Cure Cystic Fibrosis



REGISTER TODAY!

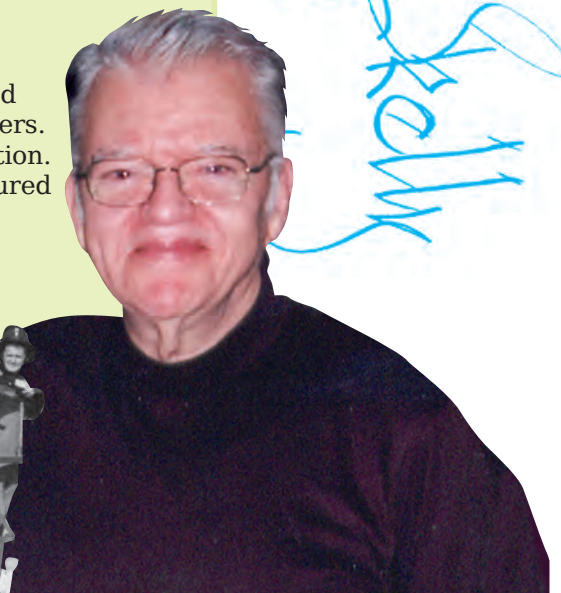
www.cysticfibrosis.ca/greatstrides • 1-800-378-2233

BILL SKELLY AWARDS PROGRAM

The Bill Skelly Awards program was created to recognize outstanding Kin-Cystic Fibrosis Canada events. This program is open to all Kinsmen, Kinette and Kin clubs across Canada. Eligible events should occur between June 1, 2011 and May 31, 2012. To enter, submissions must be received at the Foundation's office by **Friday June 8, 2012**

A panel of judges, with members from both the Kin and CF communities, will judge the entries. Membership of the Club and size of the community will be kept in mind when selecting winners. Award winners will be announced at the 2012 National Convention. Winners will be awarded a national Bill Skelly banner, and featured in a local press release distributed by Cystic Fibrosis Canada's office.

Visit www.kincanada.ca to download the nomination form.



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Registration & Order Form

Please fax completed form to Alice Awweh at 416-485-5707 or email aawweh@cysticfibrosis.ca
All clubs participating must submit a registration form even if no supplies are ordered.

Club Name: _____ Contact Name: _____

Tel: (____) _____ E-mail: _____

Ship supplies to (if applicable):

Contact name: _____ Address: _____

City: _____ Prov.: _____ Postal Code: _____

Tel: (____) _____ E-mail: _____

1) Is your club hosting a **National Kin- Cystic Fibrosis Canada** event? Yes No

2) If yes, is it a: Daisy Day event Barbeque event or Other _____

3) Is your club participating in the District 1 Challenge? Yes No

4) Has your club participated in National Kin-Cystic Fibrosis Canada Day before?

Yes No

If yes, please circle the year(s): 2005 2006 2007 2008 2009 2010 2011



All items are available free to your club. **Please use discretion when ordering materials.**

PRODUCT CODE	DESCRIPTION	QUANTITY REQUIRED
651	One Dime Coin Box	X 25 =
672	CF Campaign poster	X 10 =
322	<i>Cystic Fibrosis in Canada</i> brochure	X 50 =
501	Kin-Cystic Fibrosis Canada Daisy Lapel Pins	X 250 =
502	National Kin-Cystic Fibrosis Canada Day Cut-outs	X 50 =
656	Cystic Fibrosis Canada bilingual balloons	X 100 =
515	Kin-Cystic Fibrosis Canada brochure - English only	X 50 =
697	Cystic Fibrosis Canada Coin Box	X 25 =