

FUNDRAISING GUIDE

WORLDWIDE TREK

COSTA RICA

NOVEMBER 16 - 24, 2024

FUNDRAISING GUIDE CONTENT

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YOUR TRIP

YOUR 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 online through your personalized fundraising page or offline, we've got some tips and tricks to make it easy, fun and successful.

FACEBOOK GROUP

We've created a private Facebook group for the 2024 participants to get to know each other, share their fundraising ideas and support each other through this journey to help achieve their goals.

[JOIN NOW](#)

"The best part of these international treks is getting to meet other CF families from across Canada."

- Morocco 2023 participant

» TOTAL TREKKERS

Together with the guide and the CF staff member you are **32 incredible people** together.

» TOTAL DAYS

This epic adventure is a total of **9 wonderful days**.

» TOTAL KMS

You will be completing an incredible amount of over **70 KMs** in 6 days. 50 KMs of hiking and 20 KMs rafting.

» FUNDRAISING

Together you will raise over **\$190,000** to support CF Canada's work to improve the lives of every Canadian living with CF.

» CHANGING LIVES

You will be changing **so many lives** and helping to make cystic fibrosis history.

» WHY FUNDRAISE?

Funds raised through the Worldwide Trek will contribute to the work being done by Cystic Fibrosis Canada to benefit local CF communities nationwide.

Fundraising dollars are used to:

Drive improvements in quality of care, and treatment experience and deliver timely and needed CF resources and support.

Fight for access to current life-changing CF drugs for all who can benefit.

Invest in CF research to find new breakthroughs in CF treatment that can help people who can't benefit from current drugs.

» YOU ARE MAKING A DIFFERENCE

Cystic fibrosis is the most common fatal genetic disease affecting more than 4,300 Canadian children, adolescents, and adults. At present, there is **no cure**.

The most important thing you can do when you're raising money for CF is tell people why. **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 living with CF.

Due to advancements being made in CF research, advocacy, and care, Canadians with CF are living longer and healthier lives. Despite our remarkable progress together, we are not yet done. Not when half of the Canadians with cystic fibrosis who died in the past five years were under the age of 37. **We are pushing further!**



IMPACT

DID YOU KNOW?*

- 4338 Canadians live with cystic fibrosis
- 35% travelled more than 100KM to receive CF care
- There were 98 new CF diagnoses in 2021
- 17,485 clinic visits
- 15,961 hospital days
- 10,735 home IV days

**Data from the 2021 highlights from the Canadian CF Registry*

ON YOUR TREK

This is not only a trip of a lifetime, but for some participants it is a way to fundraise in honour or memory of a loved one and to create a legacy for their children.

On your trek you will be with participants who may have a child or a family member who are diagnosed with cystic fibrosis, or who may be trekking in memory of someone who has cystic fibrosis.

You are all bringing hope for a world without CF with your fundraising efforts.

» **\$3000**

One innovative postdoctoral fellow can learn a new research technique in another laboratory and bring that method back to their Canadian lab, driving more innovation in Canadian CF research.

» **\$2500**

Researchers can test the laboratory response of cells from one CF patient to highly effective modulator treatments, allowing us to advocate for access to treatments for all those who may benefit.

» **\$2000**

A new CF research laboratory headed by an early career investigator can operate for 1 week towards a cure for CF.

» **\$1000**

A clinical research coordinator can work for 1 week to bring access to innovative new clinical trials to all Canadians with CF.



100% - December 31 - \$5500

80% - August 18 - \$4400

60% - July 20 - \$3300

40% - June 28 - \$2200

20% - May 31 - \$1100

10% - May 1 - \$550

HOW CAN I REACH MY FUNDRAISING GOAL?

BREAK IT DOWN.

We analyzed the past fundraising patterns and came up with a fundraising break down calendar for you to help make your fundraising goals more achievable.

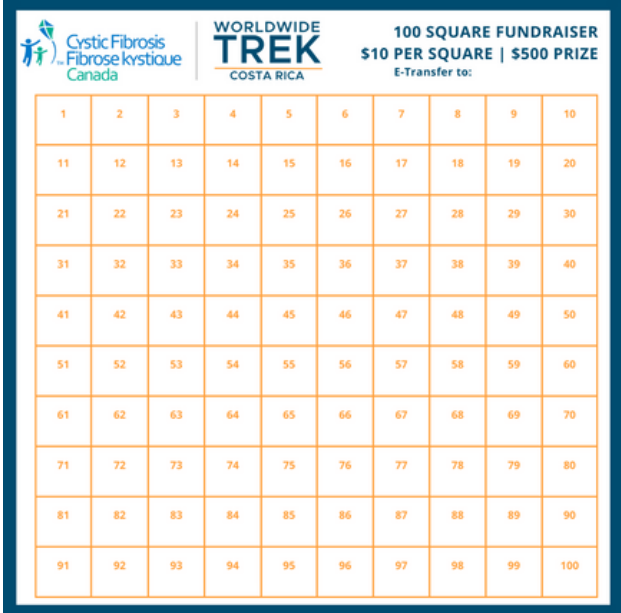
QUICK TIPS

- » **Donate to yourself!**
Those who make a self-donation raise almost 10 times more than those who don't. It shows future supporters that you are committed to your fundraising and dedicated to meeting your goal!
- » **Use your participant centre and personalize your fundraising page**
If you didn't personalize your page when you registered, you can log into your CrowdChange account after you register to access your participant centre. Write about what inspires you to fundraise for the Canadians living with CF, and set an ambitious fundraising goal!
- » **Get social!**
In your participant center, you can easily copy the link to your personal fundraising page to then paste to your social media channels. Promote your fundraising efforts on social media and share on Instagram, Facebook, and LinkedIn – it's the easiest way to reach all your family and friends! Check out our social tools below.
- » **Recruit help from your friends and 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 IDEAS

» 100 SQUARE CHALLENGE



Use the template provided (print it or save a copy). Sell each square for \$10, or set a different amount. When you sell a square, write the person's name in the square. Once all numbered squares are sold, randomly draw a number. The person who bought the square with that number wins 50% of the earnings and the other 50% goes to your fundraising efforts.

Your donors can pay via cash or e-transfer to you personally. Please do not ask your donor to pay on your online fundraising page, as you will not be able to withdraw the winnings. At the end you can manually donate the other 50% to your online fundraising page.

[INSTRUCTION DOWNLOAD](#)

[GRID IMAGE FORMAT DOWNLOAD](#)

[GRID PDF FORMAT DOWNLOAD](#)

» 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:

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 try to collect 5 \$15 donations	\$450
Day 7	Ask 2 buddies from your gym or other recreational group to donate \$25	\$500

[FOR MORE FUNDRAISING IDEAS, CHECK OUT OUR FUNDRAISING TOOLS PAGE](#)



HOW CAN I SAVE FOR MY TRIP?

» SAVINGS PLAN

Saving for a trip is not always easy, so we're here to help. You have already paid your registration fee, check that off the list. Now it is time to think about your trip balance of \$1,750 due September 7, which can seem like a large sum to pay at once. Why not plan now to save toward this goal? Below you will find some suggestions on how you can work in regularly saving toward your balance goal.

Please note: the trip balance is to be paid in 1 lump sum, any time prior to September 7.

» SET A SAVINGS GOAL

SAVE MONTHLY

Between January and August you can set aside **\$219 a month** to save \$1,750 by September.

SAVE BI-WEEKLY

If you prefer to save when you receive your pay cheque, set aside **\$110 bi-weekly** between January and August to save \$1,750 by September.

SAVE DAILY

Or you can save daily, which is roughly **\$7 a day** between January and August to save \$1,750 by September.

» SIMPLE WAYS TO SAVE

You can also turn saving into a fun challenge to see your bank account grow without feeling it!

Here are some suggestions:

- Find something you can make yourself (lunch, daily coffee, your favourite ice-cream, etc.) and instead set aside the money you would have spent.
- Challenge yourself to take any cash you get and put it in a jar for your balance.
- Go through your closet and sell some old things you don't use, put the proceeds toward your savings goal.



DONATIONS

» 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 add offline donations. Log in to see more!

 Participant Center

[LOG IN TO YOUR PAGE](#)

Share your fundraising page to social media, via link or make a QR code, using the "Share" button.



» 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. You should tell donors to check their junk folders, as sometimes tax receipts can be sent there.

» OFFLINE DONATIONS

There may be times when fundraising happens in person, with donations coming to you in the form of cash or cheques. Just like your online fundraising efforts, this offline process can be easy and convenient! It just requires an extra step to ensure a secure process.

[HOW TO SUBMIT FUNDS](#)

[DOWNLOAD A PLEDGE FORM*](#)

**This pledge form is designed for print; if there are any accessibility issues please contact worldwidetrek@cysticfibrosis.ca.*



DONATION REQUESTS

» EMAIL & SOCIAL POST TEMPLATE

This email and social post can help you request donations to friends, family or businesses. Customize it by adding your story.

[DOWNLOAD TEMPLATE](#)

» KEY MESSAGES

Use these key messages to help you make your asks.

[DOWNLOAD TEMPLATE](#)

» DONATION REQUEST LETTER

This official letter can help you request donations to friends, family or businesses, as well as in-kind donations.

[DOWNLOAD LETTER](#)

» DONATION REQUEST LETTER TO YOUR MP

Download a copy of our official letter template you can use to ask your MPs for a corporate donation.

[DOWNLOAD LETTER](#)

» WHO DO I ASK?

Friends & Family

Naturally, the first people we think of when asking for donations are our friends, family members, and peers. These people know you and understand why you are asking them for donations.

Your Company

Many companies offer a corporate matching program. Asking your employer to match all or part of your donations can double your fundraising efforts in no time!

Businesses

Many businesses will offer in-kind products and services. These can be used for raffles for your own fundraising events. You can also make asks to businesses you frequent often or that have a tie to the CF community, like a pharmacy.



SOCIAL TOOLS

Click the button to download the images.

[Facebook Banner](#)

[LinkedIn Banner](#)

[Email Signature](#)

[Instagram Story](#)

[Impact Statement 1](#)

[Impact Statement 2](#)

[Impact Statement 3](#)

[Impact Statement 4](#)



» 3 EASY STEPS TO CREATE A QR CODE

Creating a QR code to add to your email or social post can help your potential donors find your fundraising page faster and ensure that their donation is going onto your thermometer.

1. Go to your fundraising page
2. Click the "Share" button in the top right corner
3. Click on the "QR Code" button and click "Download QR Code" to be able to add it to your social posts, emails and posters



THANK YOU!

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BOOKMARK THESE LINKS

(Click to open the link)

- [Training Guides](#)
- [Stretching Guides](#)
- [Trek Training](#)
- [Kit List](#)
- [Trip Notes](#)

ADD TO YOUR CALENDAR

- June-** Attend webinar #1 on fundraising
- August 16-** Flights booked
- August 16-** Insurance submitted
- August 18-** 80% of fundraising goal complete of \$4,400
- September 7-** Final deposit of \$1,750 due
- October-** Attend webinar #2 on fundraising & operational updates

