

FUNDRAISING TOOLS AND TIPS

WALK TO
MAKE CYSTIC FIBROSIS HISTORY
VIRTUAL CHALLENGE



Thank you for participating in the *Walk to Make Cystic Fibrosis History: Virtual Challenge*

However you choose to walk this year, your fundraising efforts between now and May 31st* is the most important part, as it helps us fund our critical work to support cystic fibrosis (CF) research, and advocate for improved access to life-changing medications and treatments.

* Please note that the walk website will be open after May 31st to ensure that everyone has the opportunity to raise as much money as possible! Stay tuned as we will provide additional information.

Let's Get Started!

If you haven't already, choose how you want to walk and update your personal fundraising page!

You can still choose to walk (*make it social distancing friendly!*) or pick your own challenge at home. Some ideas include:

- Stair challenges at home
- Push-up challenge
- Song-writing/singing
- Artistic expressions
- Walking a certain number of laps around your backyard
- Running 5k every day for a week

*Once you've updated your fundraising page with your goal, make a donation to yourself. **Those who self-donate raise almost 10 times more** than those who don't. It will show your supporters that you are serious about your goal and helping people living with CF.*



Make Fundraising Fun!

Tools and tips for spreading the word on social media:

Add a custom Facebook profile frame.

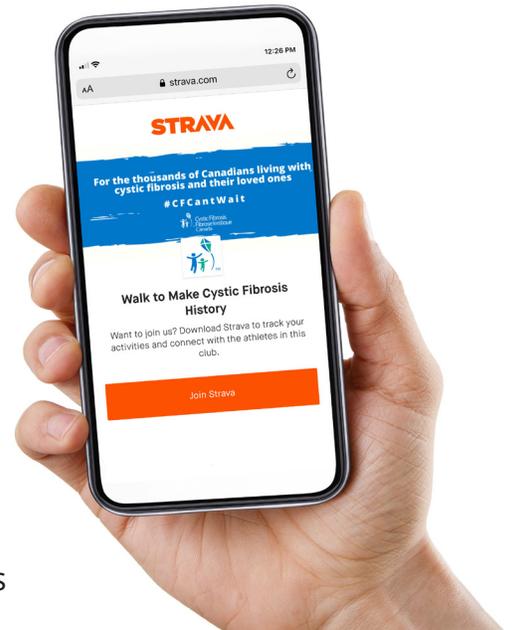
Simply go to your profile, click on your profile picture, click on 'Add Frame', and search for "CF Canada Walk to Make CF history"

Join the CF Canada Strava group.

If you are doing a physical activity like walking, Strava is the largest online fitness community in the world. You can download the app for your Apple or Android phone or sign up from your computer.

We've setup a group on Strava that you can join for free! This is a great place to share your activities and **#walkyourway4CF**.

Start sharing your goals and accomplishments with other walkers on Strava and you can also post automatically to your Facebook network. Tag CF Canada and ask friends to do the same.



Want to be more engaging?

Live stream yourself on Facebook or Instagram

Make and share a pre-recorded Video

Share what you do with others.

Post fundraising asks and updates about your challenge on social media and ask your friends and family to donate. Always include a link to your personal fundraising page along with: **#walkyourway4CF** and **#walktomakeCFhistory**

CF Canada will select some of our community's posts and share them on our own social channels so please post on public mode if you wish to be featured!

Sample posts:

1. I have already raised \$[200] toward my goal of \$[500]! Please help me reach my goal this week to support people living with CF. [link to fundraising page] **#walkyourway4CF** **#walktomakeCFhistory**
2. I'm taking the challenge to help fund advocacy for better access to life-changing cystic fibrosis drugs. Help me by donating to my fundraising page today! [link to fundraising page] **#walkyourway4CF** **#walktomakeCFhistory**
3. Wow, thanks (tag the person if they are on Facebook) for donating \$[100] to my fundraising goal in support of people living with CF! You can make a donation here! [link to fundraising page] **#walkyourway4CF** **#walktomakeCFhistory**

Other Fun Ways to Spread the Word



Garden of dreams 'Why do you walk?'

[Download a printable version of garden of dreams sign](#), take pictures and share why you walk on social media. Please do not forget to use the hashtags #walkyourway4CF and #walktomakeCFhistory and post on public mode.

See A Shirt, Share a Shirt

Have a t-shirt from a past walk? Take a picture of it and share it on your social network. Then tag three friends who you know have walked in the past and ask them to do the same. *(Remember to post on public mode, add your link and hashtags!)*

Challenge a Friend, or two!

Chances are you have a friend or family member who may not have participated in the walk in the past but would be excited to help fundraise with you. Try asking a few family or friends to join you in your selected challenge. A little friendly competition never hurts!

Email your friends and family!

Social media not your thing? Emails your contacts directly with a link to your personal fundraising page. Be sure to tell them why you are walking — don't be afraid to use humour. You can also attach a photo of yourself doing your chosen activity.

Any questions? We are happy to help!

walk@cysticfibrosis.ca or 1-800-378-2233