



How to Ask During a Pandemic

Thank you for registering for the Walk to Make Cystic Fibrosis History: Virtual Challenge! We are excited to have you join our community as we raise essential funds for CF advocacy, healthcare and research. We know this is a challenging time to ask for donations, but we need your help to continue the important work for our CF community. Below we've included a few tips:

- **Set realistic expectations.** The world is changing right now and we are aware that donations will be impacted. Don't be too hard on yourself if you don't reach the fundraising milestones you've reached in previous years.
- **Be sensitive of the situation.** The best thing we can do is recognize that times are hard and be understanding if your past supporters are unable to support you this year or need to show their support in a different way.
- **Share your story with your network.** The best way to make an impact is to be authentic, vulnerable and share your story. Let your community know that the realities of COVID-19 are a part of everyday life for the CF community. Now more than ever we need to work hard to keep them safe and get them access to the medications they need to live a longer, healthier life. Even during tough times, an impactful story and ask can go a long way!
- **Offer an alternative to a monetary donation.** For those unable to provide a monetary donation this year, there are free ways they can help us on our mission! 1) They can join your Walk team for free by **registering on the website** and sharing with their networks. 2) Ask them to help by sharing your CF story on social media to help raise awareness. 3) Have them send an email to their MP/MPP to continue our fight for access to medications.