

LAWN SUMMER
NIGHTS

FUNDRAISING HANDBOOK





Welcome to Lawn Summer Nights (LSN)!

Thank you, thank you, thank you – for the continued support and dedication that you show for LSN, for one another at each event across the country, and most of all for this cause that we are so passionate about.

While LSN is about hanging with friends, enjoying the sunset with music in the air, and spending evenings on the greens, it's also about supporting a very important organization – Cystic Fibrosis Canada. Every dollar you raise during Lawn Summer Nights goes directly to supporting Canadians living with cystic fibrosis (CF). Since our first event in 2009, we have raised over \$4.7 million, with funds going towards CF research, healthcare, support and advocacy to ensure longer, healthier lives for Canadians with CF. This year, with 7 events taking place across the country, we know that 2024 can be our biggest year yet – and we want to make sure you have everything you need to help make that happen!

The Fundraising Handbook is your new best friend. Inside you'll find resources and tools to help you reach (dare we say, surpass?) your fundraising goal. While we know you're going to have an unforgettable time on the greens, it's what you do off of them that can take your LSN experience to the next level. Use this guide to kickstart your fundraising, and let's see what records we can break this year!



YOUR GUIDE

🎯 ABOUT CYSTIC FIBROSIS

Cystic fibrosis is the most common fatal genetic disease affecting Canadian children and young adults. There is no cure. **Of the Canadians with CF who died in the past five years, half were under the age of 37.**

Cystic fibrosis is a progressive, degenerative multi-system disease that affects mainly the lungs and digestive system. In the lungs, where the effects are most devastating, a build-up of thick mucus causes severe respiratory problems. Mucus and protein also build up in the digestive tract, making it difficult to digest and absorb nutrients from food. In addition to the physical effects of the disease, mental health concerns are emerging; anxiety and depression are common amongst this population. Double lung transplants are often the final option for patients with end-stage disease; most fatalities of people with CF are due to lung disease.

🎯 ABOUT CYSTIC FIBROSIS CANADA

Cystic Fibrosis Canada (CF Canada) was founded by parents of children with cystic fibrosis over 60 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 4,400 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.

GUIDE CONTENT

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



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

Log in to your LSN account after you register to access your Fundraising Hub. Update your photo, write about what inspires you to fundraise for 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 in July. And we've made it easy for you! Log in to your Fundraising Hub and visit the 'Get Donors' 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 kickstarts 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](#) page.



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



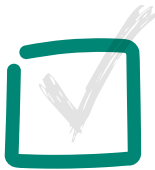
Creating incentives for your donors is a way to offer them something in return for supporting you and helping you to reach your fundraising goal. Share your creative incentives in the description of your personal fundraising page. For example, baking your donors a dozen cookies for each donation of \$50 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, log in to your Fundraising Hub and click on the 'Manage Donors' 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 Fundraising Hub 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. 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 recreational group to donate \$25	\$500



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, log in to your Fundraising Hub and click on the **'Manage Cash and Cheque Donations'** tab in the navigation menu. Follow the steps on the page to pay for the cash or cheque donation.

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 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!



Cystic Fibrosis
Fibrose kystique
Canada

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](#)
- [Social Tickets Purchase Site](#)
(available June 4!)

ADD TO YOUR CALENDAR

- April 17** - Registration opens
- May 8** - Early bird deadline
- June 21** - Team registration closes
- July 3** - LSN 2024 kicks off!



hello@lawnsummernights.com



lawnsummernights.com



1-800-378-2233