FUNDRAISING TOOL KIT

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HOW YOU CAN MAKE CYSTIC FIBROSIS HISTORY
You can make history by registering as an individual or team captain. You can make history, and be part of history. All funds raised go towards Cystic Fibrosis Canada’s mission; to end cystic fibrosis (CF). Help all people living with CF by funding targeted world-class research, supporting and advocating for high-quality individualized CF care and raising and allocating funds for these purposes.

YOU ARE MAKING A DIFFERENCE

When you walk and raise funds, the money supports:
• Leading research, innovation and care.
• Cystic fibrosis clinics that provide specialized multidisciplinary care for individuals with cystic fibrosis.
• Advocacy and awareness: Cystic Fibrosis Canada believes that working with government and legislators is a vital part of raising the voice of Canadians affected by the disease.

Your fundraising efforts, and the efforts of your friends, family and colleagues, can help the thousands of Canadians living with cystic fibrosis hope for a world without CF.

HOW TO GET STARTED

1. Register at www.cysticfibrosis.ca/walk if you haven’t already.
2. Set a fundraising goal on your personal fundraising page.
3. Recruit supporters! Invite friends, family, colleagues, neighbours – even your hairdresser – to join your fundraising team or make a donation.
4. Start asking. Find many simple innovative ways to ask for support in-person, email and through social media.
5. Host a fundraiser. See the Do-It-Yourself fundraising guides for fantastic fundraising ideas.
6. Promote & educate your network about cystic fibrosis. Tell everyone you know about the walk, and show them that by working together you can make cystic fibrosis history!
7. When donations start to come in, thank your supporters. Take the time to thank everyone who played a role in your fundraising success. You can send them handwritten cards or a personal email, anything to let your supporters know that they are appreciated.
FUNDRAISING TIPS
Tell people why

Let people know why you’re fundraising. If you have a personal reason, tell your story. Remember to let people know how their support will make a difference in the lives of people with cystic fibrosis.

The funds raised will provide funding to over 50 hospitals, universities and research institutes across Canada, investing nearly $7.5 million in innovative CF research and clinical care. Due to advancements being made in CF research and care, Canadians with CF are living longer than ever before; into their early 50s and beyond.

Always Ask

The number one reason why people donate is a simple one: because someone asked them to! Fundraising’s golden rule is equally as simple: you raise money when you ask for it.

Ask personally - share your own story, not just statistics. Connect with your donors through your personal relationship with them.

Ask everyone - think beyond family and friends – how about your neighbours, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

Ask big - if you ask someone for $100, you might get $100, or perhaps you’ll get $75 or $50. Whatever the case, it never hurts to set the ask higher.

Ask confidently - you are not asking for money for yourself; you are asking for funds to help find a cure for cystic fibrosis so thousands of Canadians can imagine a world without cystic fibrosis.
Fundraise Online

Nowadays, fundraising online is the easiest and most efficient way for you to get your community involved with our cause. Not sure how to navigate the website? Feel free to ask for help. Contact us at walk@cysticfibrosis.ca

When you register online you get a public fundraising page you can direct your supporters to, and they can make a donation from there. Here are some tips to personalize your page:

• Set a goal. Your goal should be challenging but realistic. For example, you may invite 45 friends to donate $25 each; if you think 30 of your friends will donate, make your goal $750. Having a target will motivate both you and your team, and make it more likely for you to achieve your goal!

• Add a photo. People like giving to people, and seeing your image or the image of a loved one can inspire more giving.

• Add a video. The moving image can be even more inspirational. Please visit www.youtube.com/CysticFibrosisCanada for examples of amazing videos!

• Tell your story. Share with friends and family why you are committed to the walk.
DO-IT-YOURSELF FUNDRAISING
Create Your Own Fundraising Initiative!

Get creative and host your own fundraising event or activity that will involve your entire community! Please see our DIY Fundraising Guides on our website at www.cysticfibrosis.ca/walk under ‘Fundraising Tools’.

Always Be Ready!

Keep a printed version of the pledge form with you so people can always donate. www.cysticfibrosis.ca/walk and find the pledge form under ‘Fundraising Tools’. Have your fundraising page on your mobile phone, so you can collect donations anywhere you are.

Show Your Support

Making a donation to yourself can inspire your friends and family to give.

Promote Your Fundraising

Use social media! Share your message on Facebook and Twitter and inspire your followers to get involved in the cause. Tell your Facebook friends that you’re fundraising to raise money to help find a cure for cystic fibrosis. Share your fundraising milestones and keep encouraging your community to donate!
How To Raise $500 In Just 10 Days!

DAY 1  Donate to yourself $25: $25
DAY 2  Ask 2 family members to donate to you $25: $75
DAY 3  Ask 5 friends to contribute $20: $175
DAY 4  Ask 5 coworkers to contribute $10: $225
DAY 5  Ask 5 neighbours to contribute $10: $275
DAY 6  Ask 5 people from your social group for $10: $325
DAY 7  Ask your boss for a company donation of $25: $350
DAY 8  Ask 3 local merchants to donate $20: $410
DAY 9  Ask 2 businesses you frequent (nail salon, hairdresser) for $25: $460
DAY 10 Ask 2 professionals (doctor, dentist) for $20: $500

It’s that simple!
TOGETHER WE CAN MAKE CF HISTORY

OTHER TOOLS/RESOURCES:
• Pledge Form
• Team Captain Guide
• Free Fundraising Ideas
• Holiday Fundraising Ideas
• Team Fundraising Ideas
• Workplace Fundraising Ideas
• How to ask for Donations

WE’RE HERE TO HELP!

Please don’t hesitate to reach out to any Cystic Fibrosis Canada staff member.

We are happy to help!

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

Good luck and thank you on behalf of all of us at Cystic Fibrosis Canada.