



FUNDRAISING AS A DEPARTMENT OR ON YOUR OWN

Fundraising together as a department, or on your own, requires some planning. The information in the first section below will provide you with the basic steps involved in setting up a department fundraising event in your community and will give you details on how the funds raised can then be split among department members so that each person may qualify for individual fundraising prizes. The second section provides useful tips for effective ways to raise funds on your own.

FUNDRAISING AS A DEPARTMENT

SET A DEPARTMENT GOAL AND A PLAN TO REACH IT

Set a department fundraising goal and develop an idea for a local community event that you can get everyone involved in as a group. *Remember that the more people you recruit from your fire department to be involved, the easier it will be to meet your fundraising goal.* Here are just a few ideas. Remember, be creative and develop a fundraising event that works best for your unique department. Encourage family and friends to get involved, too. The more help the better!

Stair Stepper Fundraiser: Organize a stair stepper machine to be located outside the main entrance at a key community location (i.e. - local grocery store). Organize your department into shifts so that each individual works out in full gear or full uniform on the stair stepper for 15-30 minutes. Other members of your department can "work the crowd" by collecting donations and educating people about the event and the mission of CFF.

Fundraising Rally: Arrange for a local business to donate a venue for the night. Provide drinks, appetizers and have the members of your department organize a keynote speaker or provide a video of their training efforts for the stairclimb. You can charge a ticket entrance fee or ask for donations at the event.

Special Event: Create your own local event like a spaghetti dinner or pancake breakfast where all ticket sales/proceeds benefit your department fundraising. You'll raise even more funds by adding a silent auction to your event.

Percentage of Proceeds: Arrange to have a percentage of proceeds donated to the department's fundraising efforts from a local business such as a bar or restaurant. Encourage folks to attend to support your efforts.

Team T-shirt Promotion: Create and print your own department t-shirt for the competition. Sell them at a profit to friends, family and the local community.

Prizes: Have a company or an outside group or business donate prizes that can be raffled off to raise additional funds.

Fundraising Competitions: Separate out the members of your department who plan to participate in the stairclimb into two different fundraising groups. Foster some friendly competition --- add a prize for the top fundraising group or a penalty/dare for the second place fundraising group.

FREE STUFF

The Cystic Fibrosis Foundation has a number of free materials to help you promote and enhance the marketing impact of your department fundraising event(s). These items are available to you upon request after you register and pay the registration fee:

Collection Box: A 4"x4" white cardboard box with the Battle of the Badges and CFF logos and a slot on top for collecting donations.

Posters: An 11"x17" poster with the event logo and the words: "Take the Vertical Challenge: Climb for a Cure."

Temporary Tattoos (kids love them!): A 1"x2" temporary tattoo featuring the event logo.

SET UP A FUNDRAISING PAGE

Online fundraising is a great way to boost your average contributions, simplify the collection process, and to reach large groups of people at once. Team fundraising pages take this one step further by creating a "one-stop-shop" for your team and making it easy to track your team's fundraising progress online. Call Shayna Daubert at (614) 846-2440 or e-mail her at sdaubert@cff.org for assistance, or review the "On-Line Fundraising Instructions" by clicking on the FORMS tab.

MONEY COLLECTION & DISBURSEMENT

Assign two people to be in charge of collecting and counting the money raised at your department event. When the money has been totaled and is ready to be turned into the CFF office - just arrange to turn it in with the "Department Fundraising Disbursement Form" by clicking on the FORMS tab.

The Department Fundraising Disbursement Form helps the CF Foundation to properly credit the funds raised towards individual fundraising totals. Please note these examples:

Example One: Department X raises \$3,400 at a community car wash. There are 10 members within the department who helped with the car wash. Divide the \$3,400 among the 10 members and so that each person is credited a total of \$340. Fill out the form and turn in the funds to the CF Foundation office.

Example Two: Department X raises \$4,000 at a spaghetti dinner. There are 12 members within the department who helped overall, but 3 of those individuals did the majority of the work. Assign a set amount of funds to be credited to the 9 people who participated - maybe \$250 for each person. Split the rest of the funds between the 3 individuals who did the lion's share of the work giving them a total of \$583 each in pledges. Fill out the form and turn in the funds to the CF Foundation office.

FUNDRAISING ON YOUR OWN

SET AN INDIVIDUAL GOAL AND A PLAN TO REACH IT

Pledge forms can be found by clicking on the FORMS tab. The following example shows you one way to raise \$300 in just six easy steps:

Sponsor yourself	\$25
Ask three family members to sponsor you for \$25 each	\$75
Ask five friends for \$5 each	\$25
Ask five co-workers for \$10 each	\$50
Ask five neighbors to contribute \$10 each	\$50
Ask three businesses you frequent for \$25 each	<u>\$75</u>
 Grand Total	 \$300

ONLINE FUNDRAISING

Online fundraising is a great way to boost your average contributions, simplify the collection process, and to reach large groups of people at once. Send your relatives, friends, neighbors and co-workers an e-mail with a link to your fundraising page. They'll love how quick and easy it is to donate directly online, and you'll love being able to track your progress by checking your website for activity. Call Shayna Daubert at (614) 846-2440 or e-mail her at sdaubert@cff.org for assistance in setting up your own webpage, or review the "On-Line Fundraising Instructions" by clicking on the FORMS tab.

DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Some of your donors may work for a company that participates in a matching gifts program. Some organizations double (or even triple) their employees' charitable donations – which can dramatically increase the amount you raise. Ask the donor to obtain the proper form from their company and turn it in with your pledges or have the donor mail it directly to: CFF, 740 Lakeview Plaza Blvd., Suite 225 Worthington, OH 43085. Be sure to have your donor include the words "Stairclimb" in the description field of their matching gift form to ensure proper credit.

SEND A LETTER

Tell your friends and family why you've chosen to support the Cystic Fibrosis Foundation. Need inspiration? You'll find a "Sample Fundraising Letter" by clicking on the FORMS tab.

SUGGEST A LEVEL OF GIVING

Don't be afraid to say: "Would you consider a gift of \$25 or more?" You may want to tie the amount of money you ask for with the number of flights you will climb. For example, if you ask, "Will you please sponsor me \$5 for every flight I climb?" that could mean a donation of \$200 for 40 flights.

OTHER INFORMATION

BELIEVE IN YOURSELF AND THE CAUSE

Battle of the Badges is a highly respected event. As a participant, you're completing a difficult physical challenge, and/or raising money to find a cure for a disease that robs children and young adults of precious years. Never assume that someone will not give. Consider asking everyone you know and meet – from friends and family to local business owners. If you don't ask, you'll never know how much someone is willing to give. And be assured that all funds raised will be used judiciously by the Cystic Fibrosis Foundation for its stated purpose. CFF has dedicated itself to being one of the top-rated voluntary health agencies in terms of dollars that directly fund the mission. Ninety percent of our funds are spent on research and patient services.

TAX-DEDUCTION FACTS

All donations made to CFF are fully tax-deductible

All checks should be made out to the Cystic Fibrosis Foundation or "CFF"

CFF will automatically mail out an acknowledgement/tax letter to those individuals who donate \$75 or more. If you have a donor who contributes more than \$75 in cash, please list their address on your pledge form so that we can send a tax letter. If you have a donor who contributes less than \$75 and would like an acknowledgement of his or her donation, please enclose a small note or highlight the individual's name on your pledge form.