

GMW Chapter News

Footnotes 2009



...adding tomorrows every day.



TAKING STEPS TO CURE CYSTIC FIBROSIS

Special points of interest:

- 2 Teams leaders already have 5+ walkers registered!
- Student Leaders are helping raising money for CFF!
- Making your fundraising letter personal will result in increased donations
- Kalamazoo hosts a Kick off party
- WIN WIN WIN TEAM WEEK is just around the corner!

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Support us in our efforts to be the most cost efficient foundation. Save the Stamp! Let us know that you would like to receive this newsletter via email!

Cystic Fibrosis Foundation Greater Michigan West Chapter

Are you a “Door Opener”?

Door Openers are volunteers who can connect the GMWM CF Foundation staff to other’s within our community. These Door Opener’s provide leads and introduction to community leaders, professionals and potential new volunteers.

The primary focus of the chapter is to raise funds for a cure for CF. Meeting new people is the first step.

With your support we can reach further into the community, raise more awareness, and bring in new participants to events.

Geoff & Brian are Door Opener’s! Are you?

Brain Arra, of Arra Insurance in Kalamazoo, MI is a perfect example of a “Door Opener” Brian took the initiative to introduce our staff to prominent business professionals, invite us to attend the Rotary lunch, he sent out emails to his contact promoting our events. He also made it a point to make personal recommendations that two prominent businesses in the SW Michigan area meet with our staff person.

Recognizing the need for a large sponsor for the Wine & Roses event, Geoff Widlak of Unum, shared his CF story

with a colleague. That conversation he had with Light-house Group resulted in a Presenting sponsorship for Wine & Roses as well as 3 walk teams in the 2008 GREAT STRIDES.

Volunteers are the backbone of the CF Foundation. The GMWM Chapter needs more people like Brian & Geoff to get involved.

How do I become a “Door Opener”?

Easy! Take a few moments to go through your contacts and previous GREAT STRIDES donors. Look for anyone who is;

- involved in other community events
- A decision maker at a business or corporation
- Works along side a decision maker
- Has a large social network
- Works at a prominent company within your community
- Your insurance agent, Doctor’s, Realtor’s, attorney’s, & school teacher
- Anyone from the CFF corporate wish list

Make a list of a minimum of 5 people that you will connect with in the next month.

Then—ASK! Ask if you can have 5 minutes of their time to tell them about CF. Share your story, make it personal, why are you involved? Then ask for their involvement.

Ask them if you can have someone from the CF Foundation contact them.

Not comfortable asking? Call your CF Foundation staff partner. We are happy to accompany you!

CFF Corporate Wish List

Are you able to open the door to any of these corporations within your community?

- Alticor
- Lacks Enterprises
- Benteler Automotive
- Knape & Vogt Manufacturing
- American Seating
- GR spring & Stamping
- Spartan Stores
- United Parcel Service
- GE Aviation
- Whirlpool
- Denso
- Kellogg
- MPI
- Stryker
- Eaton Corporation
- Union Pump
- Securitas Security Services

Fundraising Idea of the Month

Make it personal.

Now is the time that you should be sending out your online and postal mail letters asking for donations for your team.

Share your story or that of a person you are trying to help. Remember that your supporters are keen to help you and are more inclined to

donate if they can relate to cystic fibrosis and your story.

Share something about cystic fibrosis and why its important to YOU.

1. The GS website is a great way to personalize your fundraising campaign, **add a picture** of yourself or the cf patient

you are raising money for.

2. **Add video.** Video is a great way to personalize your "ask" for a donation. Create video or a slide show and attach it to an email that you send potential donors.
3. Facebook and Myspace. Many people who have a profile on these appli-

cations ask their online friends for donations.

4. Add your GREAT STRIDES web address to your signature in your email.

If you would like more ideas or help getting one of these started, call your GS partner. Visit www.onetruemedia.com to create a custom slide show.

Announcing...CureFinders Student Youth Board Members

CureFinders® is the Cystic Fibrosis Foundation's school and youth fund-raising program for grades K-12. This simple "kids helping kids" educational fund-raising program provides an excellent opportunity to promote awareness for cystic fibrosis (CF) and to raise valuable funds to help find a cure for this life-threatening genetic disease.

Students compete to raise the most money to win a

free lunch delivered to their classroom. The top fund-raising school in the area wins a visit from the local honorary chair and the top



fund-raising school in the country wins a visit from National Honorary CureFinders® Chair, Mackenzie Ros-

man!

Congratulations to the 2009 Student Youth Board for the West Michigan Area!

- Devon Jones—Jenison High School
- Trish Armstrong—Jenison High School
- Kelsey Wormmeester—Jenison High School
- Christina Li—Forest Hills Central

- Noah VanHartsveldt—St. Anthony of Padua
- Eleni Sinigos—Northview High School
- Megan Weidman—Grandville

GMWM is still searching for students in the Southwest Michigan area to join the Student Youth Board. If you would like more information, please contact Danielle Robinson at 616-241-2100 or drobinson@cff.org

A Round of Applause Please! *The following teams have registered for 2009!*

Grand Rapids

- Ally's Allies
- Walking for Dane
- Colly's Cure Finders
- HDVCH Pulmonary Clinic
- Greater MI CF Foundation
- Hayden's Heros
- Kohls of Grand Rapids
- Kohls of Grandville
- Kohl's of Woodland
- Team Camryn

- Team Widlak

- Tim's Titan's

Kalamazoo

- Mackenzie B Team
- KT's Team

Grand Haven

- Team Jazzercise
- Karlie's Korner
- Ferrysburg Church
- Karlie's Korner
- Passionate for Payton

Battle Creek

- Team Halder
- Team Little Lips
- Millers
- Lilly Drive
- West McVoy

Greenville

- Orions Lions
- Sammy's Guardian Angels
- Strides for Lindsay
- Dancing Diva's

Jackson

- Three Dreams
- Hometown Heros's
- Team Trent
- Team Connor
- Walker

East Jordan

- Holmes Hero's

Muskegon

- Ally's Allies Too
- Team Amber
- Team Tylor

I've Registered/Re-newed my Walk Team...Now What?

Now recruit **FUNDRAISING walkers**.

Recruiting **fundraising walkers** is crucial to reaching your team's fundraising goal.

We are very excited to announce that many of you have been busy registering your walkers online. By doing so, you can monitor your team's progress and maximize your fund-raising efforts. By getting every team member registered online you will:

- Have the ability to check your team's fundraising status;
 - Give members easy access to fundraising ideas and motivational tips;
 - Invite walkers to participate on your team.
- Remember that, as a team

leader, **you must set up and create your team through the online system before your walkers can register for your team.** If you are a returning team leader, you can use the same login and password as last year.

Be sure to recruit 9 additional walkers to raise a minimum of \$150.00 each.

Where can you find 9 people to join your walk team?

- Friends
- Family
- Co-workers
- Children's friends/parents
- Church group
- Neighbor
- Your spouse's co-workers
- Exercise class

THE KEY IS TO ASK!
Share your story. Make it personal. Tell them why you

want to raise money for CFF. Once you have recruited your fundraising walkers

- Be clear about your team goal
- Ask them to be sure to raise a minimum of \$150.00
- Stress how little time it takes
- Show them how easy the website is to use
- Keep them excited
- Help them with fundraising ideas
- Encourage them to start early

These Team Leaders have 5 or more registered walkers! - GREAT JOB!

Grand Haven—
Ferrysburg Church

Battle Creek—
Team Halder

KALAMAZOO GREAT STRIDES KICK OFF PARTY!

February 23, 6:30

Michelle's Restaurant
4010 Gull Rd., Kalamazoo

- Pick up your team leader kit and walker envelopes
 - Register to win 4 tickets to the symphony
 - Reconnect with last year's walkers
 - 50% of your bill will be donated to the CF Foundation
- Questions? Jane Leeuw 353-1774 or mjl7163@sbcglobal.net

CF Staff is waiting for your phone call!

If you have not had the opportunity to connect with your GREAT STRIDES partner. We will be in the office March 2, 2009 9:00-5:00 waiting to hear from you. We will be scheduling appointments to drop off team leader kits and help you put your fundraising plan in place! 1-800-968-1050

2009 CF Foundation Calendar of Events

May—GREAT STRIDES

June 5 NEW EVENT Swing for a Cure Golf Outing sponsored by John Hancock Financial —Angel's Crossing, Vicksburg, MI

July Golf Outing, Marshall, MI

August 6 TEE Up for CF Golf Outing, Quail Ridge Golf Club, Grand Rapids, MI

September 2nd Annual Volunteer Recognition dinner

October Wine & Roses for Cystic Fibrosis —Grand Rapids

Murder Mystery Dinner—Kalamazoo

ONGOING—The CF Foundation is always in search of committee members and volunteers for out events! Call the CFF office to find out how you can help. 616-241-2100

GREAT STRIDES 2009

May 2, 2009

Greenville, MI—Greenville Community Center
Check in: 9:00 am
Walk: 10:00 am

May 16, 2009

Grand Rapids, MI—Calder Plaza downtown Grand Rapids
Check in: 9:00 am
Walk: 10:00 am

Kalamazoo, MI—Celery Flats Park at the Grain Elevator
Check in: 1:00 pm
Walk 2:00 pm

Jackson, MI—Cascades Park
Check in: 9:00 am
Walk: 10:00 am

May 17, 2009

Grand Haven, MI—Chinook Pier at the Farmers Market
Check in: 1:00 pm
Walk: 2:00 pm

St. Joseph, MI—Riverview Park
Check in: 12:00 pm
Walk: 1:00 pm

May 30, 2009 NEW SITE!

Muskegon, MI—Margaret Drake Elliot Park—Spider Park
Check in: 900 am
Walk: 10:00 am

June 7, 2009 NEW SITE!

Edmore, MI—

Check in: 12:00 pm
Walk: 1:00 pm

June 13, 2009 NEW SITE!

East Jordan, MI—East Jordan High School—Football Field

Check in: 11:00 am
Walk 12:00 pm



...adding tomorrows every day.

Cystic Fibrosis Foundation Greater Michigan West Chapter

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Grand Rapids, MI 49548

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1-800-968-1050
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"Adding tomorrows everyday"

[WWW.CFF.ORG/
CHAPTERS/GRAND-RAPDS](http://WWW.CFF.ORG/CHAPTERS/GRAND-RAPDS)

[WWW.CFF.ORG/
GREATSTRIDES](http://WWW.CFF.ORG/GREATSTRIDES)

Adding Tomorrows Every Day

The mission of the Cystic Fibrosis Foundation, a nonprofit donor-supported organization, is to assure the development of the means to cure and control cystic fibrosis and to improve the quality of life for those with the disease.

The Foundation is the leading organization in the United States devoted to cystic fibrosis. It funds and accredits more than 115 CF care centers, 95 adult care programs and 50 affiliate programs, and has 80 chapters and branch offices nationwide.

GET READY TO...Win Prizes

Yes, that's right! March 16-20 is TEAM week. Get ready, we will be giving out prizes to

- The Most Creative Team Name
- Highest number of walkers registered
- Most money raised online
- Most money raised total (be sure to send in the checks and donations that you collect and funds from wrap events etc.)
- The Volunteer who recruits another team to join the GS walk.

We want to hear from you!

**Do you have a story you would like to share with the GMW CF Community?
Please send any stories, suggestions, or pictures to drobinson@cff.org**

Who is your GREAT STRIDES partner?

Do you have questions about GREAT STRIDES, the website, setting a fundraising goal, or need ideas to get your fundraising underway? Your GREAT STRIDES partner is available to help you with anything you may need for your walk team and fundraising efforts.

Jay Simon

Grand Rapids
Grand Haven
Muskegon
East Jordan

Email: jsimon@cff.org

Phone: 616-241-2100 or 800-968-1050

Danielle Robinson

Greenville
Jackson
Kalamazoo
Battle Creek
St. Joseph
Edmore

Email: drobinson@cff.org

Phone: 616-241-2100 or 800-968-1050

Nicole Wicks

Do you need more pin ups, walker envelopes, have a lead on food sponsorship or event logistics?

Nicole is the Chapter's Event Coordinator and is also available in the office Monday -Friday to assist you with GREAT STRIDES.

Email: Nwicks@cff.org

Phone: 616-241-2100