



Kick

CF



colleges curing cystic fibrosis

# Event Leader Guide

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## About the Program

**Kick CF - Colleges Curing Cystic Fibrosis** is a nationwide campaign for raising awareness and funds for the Cystic Fibrosis Foundation (CFF) on college campuses across the country.

*Kick CF* is a unique kickball tournament where participants join a team, fundraise, and engage in a day of athletic fun, CF awareness, and competitive spirit. The college program allows students to host an event on their campus, start a campus *Kick CF* club, or support the CFF cause with an existing organization on campus.

CFF is reaching out to college students with three goals in mind:

- to increase awareness of the life-threatening genetic disease
- to increase volunteer development of college-age students
- to increase fundraising for research and care for CF patients

College students are an ideal population for the *Kick CF* program because of their active involvement in philanthropic events and the opportunity to reach students who will form lasting relationships with CFF.

This college campaign offers creative opportunities for students to fundraise and increase awareness of cystic fibrosis, become involved in CF advocacy, gain leadership experience with hosting an event, and show off their kickball skills to all their friends. *Kick CF* provides all the materials needed to host a successful kickball event on campus with simple program guides and resources for everything from how to organize the tournament, to how to recruit team members and publicize the event.

Join *Kick CF* to help make CF stand for “Cure Found”

### **More Information about CFF:**

Since 1955, the Cystic Fibrosis Foundation has been the driving force behind the pursuit of a cure for cystic fibrosis, a life threatening genetic disease that affects the lungs and digestive system of about 30,000 children and adults in the United States. The Foundation’s mission 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.

When the Foundation was formed in the 1950s, children with CF were not expected to live long enough to attend elementary school. Due in large part to the Foundation's aggressive investments in innovative research and comprehensive care, the median predicated survival age for a person with CF is now in the mid-30s.

## Section I: Lead Your Group

### Reasons to be a Part of Kick CF - Colleges Curing Cystic Fibrosis

#### Become a campus leader

- Develop leadership skills to use in other campus activities, graduate school, and your career.
- Gain valuable experience in marketing, fundraising, volunteer development, event planning and community outreach.

#### Make a difference

- Know that you are raising critical funds and spreading awareness for a disease with a cure within reach.

#### Make connections

- Gain new friendships and improve old ones among your committee and your teams.
- Work with a group of like-minded individuals all focused on raising critical funds to cure and control cystic fibrosis.

### Reasons to Start a Kick CF - College Curing Cystic Fibrosis Event or Club

#### Improve your success

- Many campuses are more willing to work with recognized clubs than non-registered groups—gain access to venues, fundraising and publicity resources, and potential discounts.
- People are more willing to donate to a recognized club than they are to a one-time event.

#### Start a legacy

- Ensure that your chapter will continue to put on *Kick CF* in future years, even after you graduate.
- Gain valuable leadership experience involved in founding a *Kick CF* Club Chapter.

## How to Recruit

### Ways to Recruit

- Set up a table at activity fairs
- Place flyers in academic buildings, dorms and common campus areas
- Ask professors to mention your club/event at the beginning of a class
- Enlist the help of your campus volunteer center
- Hold informational meetings
- Create events and a group on Facebook
- Place table tents in dining halls
- Ask your school's radio station and website to announce your club/event

### Where to Start Looking

- **Delta Phi Epsilon**  
Sorority whose national philanthropy includes CF Foundation
- **Alpha Kappa Lambda**  
Fraternity whose national philanthropy includes CF Foundation
- **Inter-Fraternity Councils, Inter-Sorority Councils and Panhellenic Councils**  
These groups can garner the support of multiple Greek organizations on campus
- **Alpha Phi Omega**  
Service fraternity that promotes the CF philanthropy on several campuses
- **Career centers**  
Publicize opportunities for students interested in careers in nonprofit management
- **Volunteer centers**  
Students already active in service may be more willing to join your cause
- **Medical/nursing centers**  
Students interested in medical fields may be drawn to the scientific and care aspects of CF
- **CF Care Centers**  
Individuals who already have a connection to and understanding of the disease may be more eager to help

## Hosting a Kick CF Event versus Starting a Kick CF Campus Club Chapter

Hosting a *Kick CF* event gives student leaders the opportunity to hold a one-time event to raise awareness and funds for critical cystic fibrosis research. Hosting an event is a one-year commitment that may develop into an annual event or lend itself to starting a *Kick CF* Campus Chapter. To host an event, we highly recommend recruiting an event committee to help you pull it off.

Starting a *Kick CF* Campus Chapter ensures that your campus will continue to participate in *Kick CF - Colleges Curing Cystic Fibrosis*. In addition to starting this legacy on your campus, starting a recognized campus club usually means your campus will be more willing to rent venues out to you, assist you with publicity and fundraising, and perhaps even offer discounts on a venue or other part of the program. Additionally, campus chapters have the means to get involved with the CF Foundation in other ways.

To start a *Kick CF* Campus Chapter, review this guide for a suggested club structure and ways to recruit members. Contact your college about your campus's specific steps to starting a club.

### Other Ways for Kick CF Campus Chapters to Get Involved

When your campus chapter isn't putting all its energy into the *Kick CF* kickball tournament, here are some other ways you can stay involved with the CF Foundation:

- If your campus is close to a CF Foundation Chapter, contact the office to see if your group can volunteer at their events.
  - Select "Find a Chapter" on [www.cff.org](http://www.cff.org)
- Participate in GREAT STRIDES, the CF Foundation's most successful fundraising event.
  - See the GREAT STRIDES link on [www.cff.org](http://www.cff.org)
- Write to your representative to advocate for the Foundation's public policy agenda.
  - See the advocacy toolkit in "Become an Advocate" on [www.cff.org](http://www.cff.org) under "Get Involved"

## Sample Club or Committee Structure

Position	Role
President	<ul style="list-style-type: none"> <li>• Serves as a liaison to the Cystic Fibrosis Foundation</li> <li>• Main contact regarding general question/concerns pertaining to on-campus events and activities</li> <li>• Oversees activities of other officers</li> </ul>
Event Chair	<ul style="list-style-type: none"> <li>• Coordinates fundraisers and events.</li> <li>• Assists all of the officers with day-to-day operations</li> </ul>
Treasurer	<ul style="list-style-type: none"> <li>• Collects registration fees and financial transactions for the organization</li> <li>• Establishes accounting records and a budget</li> <li>• Assists with member/volunteer reimbursement</li> </ul>
Awareness Chair	<ul style="list-style-type: none"> <li>• Runs awareness program on campus</li> <li>• Runs advocacy program</li> </ul>
Publicity Chair	<ul style="list-style-type: none"> <li>• Serves as the liaison between the club and other student organizations and local businesses</li> <li>• Helps coordinate campus awareness days and creates promotional flyers and banners, works with social media outlets</li> </ul>
Volunteer Development Chair	<ul style="list-style-type: none"> <li>• Gathers and supports interested volunteers</li> <li>• Provides information and roles for volunteers</li> </ul>
Secretary	<ul style="list-style-type: none"> <li>• Records and keeps member data, including contact information and attendance records</li> <li>• Keeps minutes at meetings and records relevant event information</li> </ul>
All Officers	<ul style="list-style-type: none"> <li>• Coordinate and participate in activities and icebreakers for general meetings</li> <li>• Recruit participants</li> <li>• Publicize event</li> <li>• Seek potential entertainment for event</li> <li>• Seek sponsors</li> </ul>

## How to Lead Your Group

### Push them to meet their goals.

- *Assign your committee tasks.*  
Make sure each member understands his or her task and feels comfortable asking questions.
- *Ask for regular reports on progress.*  
At meetings, require committee chairs to give an update on progress..
- *If any volunteers are struggling to meet their goal, help them develop a new strategy.*  
Talk one-on-one with your volunteers and give them advice on whom to contact, how to approach participants or donors, and any other tips.

### Show that you value your committee's time.

- *Think of what else your committee is doing on campus.*  
Only hold group meetings when necessary.
- *Run meetings and write e-mails efficiently.*  
Be brief with your own announcements and comments.

If others are getting off track, politely summarize what they had been saying and ask if they have anything else to add.

Before sending an e-mail, look at your text and ask yourself if you or someone you know would take the time to read it. If not, edit until you would.

### Involve each of your committee members.

- *Encourage each member to participate in meetings and group discussion.*  
Have each member give a report or update on recent progress and next steps rather than updating the group for them.

Focus your attention on members who have not had a chance to participate rather than those who have been speaking regularly.

- *Ask your committee to fill out evaluations throughout the year and after large events.*  
Use anonymous surveys to solicit their suggestions.

### Recognize a job well done.

Take the time to thank your committee for all their hard work, and make it a point to highlight when your members do a good job.

Organize a wrap-party for your team to celebrate their accomplishments.

## How to Make Your Event Successful

### Select a date and time that is best for your event.

Set your date as early as possible. Take into consideration the weather, midterm and finals schedules, and other events on campus. Remember to follow all regulations for hosting an event required by your school's administration.

Try to avoid an early-morning event and plan a rain date or secure an indoor rain location if you are having an outdoor event.

### Select a location that is attractive and central to your attendees.

If many students will walk to the event, select a location that is as convenient as possible.

### Secure your event location and any permits at least one month in advance.

Follow all campus regulations regarding the use of your venue, fundraising on campus, and publicizing on campus and around your community.

### Recruit participants.

Ask as many people as you can, including your friends, your professors, staff members, and community members you may know. Have your committee do the same.

Publicize your event heavily on and off campus.

### Stay enthusiastic and supportive of your group.

Your attitude is contagious.

### Encourage all participants to:

Recruit others to participate in the tournament.

Ask for sponsor donations face-to-face.

Ask their family and friends to help them collect donations.

Bring their donations with them on event day.

## Event Registration Form

**Plans for our Kick CF kickball tournament have been made.**

**Our date is: \_\_\_\_\_ Estimated number of Teams \_\_\_\_\_  
Estimated number of players \_\_\_\_\_**

Set your date as early as possible. Take into consideration the weather, midterm and finals schedules, and other events on campus. Remember to follow all regulations for hosting an event required by your school's administration.

**Select a location that is attractive and central to your attendees.**

If many students will walk to the event, select a location that is as convenient as possible.

**Secure your event location and any permits at least one month in advance.**

Follow all campus regulations regarding the use of your venue, fundraising on campus, and publicizing on campus and around your community.

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**Encourage all participants to:**

Recruit others to participate in the tournament.

Ask for sponsor donations face-to-face.

Ask their family and friends to help them collect donations.

## Section 2: Publicize and Recruit

### Spread the Word

Use promotional materials, advertisements and social media to spread the word about an upcoming event.

- Ask your friends, professors, and community contacts to get involved and recruit participants
- Distribute flyers around campus and at local businesses
- Create Facebook group/events
- Submit newspaper articles and ads
- Tweet on Twitter
- Circulate promotional videos
- Write on bathroom mirrors with dry erase markers (check with your campus first!)
- Draw on the quad with sidewalk chalk
- Add the event to school calendars
- Post flyers on announcement boards

### Contact Support Groups

Reach out to individual groups that may be interested in supporting the CF Foundation's cause.

- Community service organizations
- Pre-med/EMT/nursing student groups
- Sororities/fraternities
- Special event organizers [i.e. orientation events, spring fairs, etc]

(Campus Organization)

*Presents...*



A kickball tournament to benefit the  
Cystic Fibrosis Foundation

[Date]  
[Time]  
[Location]  
[Registration Fee]

Make a team with your friends and compete while  
supporting an important cause!

**To sign up, contact  
[committee member] at  
[email and/or phone #]**



| Adding *tomorrows* every day.

## Sample Facebook Event Page

### **(Campus Organization) presents Kick CF Colleges Curing Cystic Fibrosis**

Please join us for a kickball tournament to benefit the Cystic Fibrosis Foundation on **(date)** at **(time)** at **(location)** for a single-elimination style tournament. There will be food, fun and games from time to time.

We are looking for 20 teams of 10-15 players. Each player will pay a registration fee of \$10 and the team will be expected to raise \$200 total (an extra \$50-100) before the tournament date.

Get some friends together and make a team. Come to compete, have fun, and support an important cause.

To sign up, please contact **(committee member)** at **(email or phone #)**  
For more information, please contact **(event chair)** at **(email)**.

Thanks and we hope to hear from you soon!

### **Sample E-blast to College Students**

Dear \_\_\_\_\_,

Want to come out and play kickball, have fun, and support an important cause?

### **(Campus Organization) presents Kick CF - Colleges Curing Cystic Fibrosis**

Join us for a kickball tournament to benefit the Cystic Fibrosis Foundation on **(date)** at **(time)** at **(location)** for a double-elimination style tournament. There will be food, fun and games from **(time to time.)**

We are looking for 20 teams of 10-15 players. Each player will pay a registration fee of \$10 and the team will be expected to raise \$200 total (an extra \$50-100) before the tournament date.

So get some friends together and make a team!

To sign up, contact **(committee member)** at **(email or phone )**  
For more information, contact **(event chair)** at **(email or phone )**

Thanks! Hope to hear from you soon!



| Adding *tomorrows* every day.

## How to Recruit

### Ways to Recruit

- Set up a table at activity fairs
- Place flyers in academic buildings, dorms and common campus areas
- Ask professors to mention your club/event at the beginning of a class
- Enlist the help of your campus volunteer center
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### Where to Start Looking

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- **Career centers**  
Publicize opportunities for students interested in careers in nonprofit management
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- **CF Care Centers**  
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## Instructions for Teams

Distribute the “Team Guide” packet (found on our website [www.cff.org/KickCF](http://www.cff.org/KickCF) ) to those interested in participating in *Kick CF*.

The packet includes a registration and waiver form for the whole team, a team time-line instructions on how to fundraise, and awareness talking points.

## Step 3: Raise Awareness

### Awareness Campaign Overview

While fundraising is a key goal of *Kick CF - Colleges Curing Cystic Fibrosis*, raising awareness of cystic fibrosis is just as important. Here are some ways you can increase awareness of CF on your campus:

1. **Post fliers and table tents** around your campus — see our PDFs on our website [www.cff.org/KickCF](http://www.cff.org/KickCF) for samples.

- Post fliers in heavily-traveled locations on your campus
- Place table-tents in your dining areas and library

2. **Distribute fact sheets** around campus with information about how students can get involved. See page 17 of this guide for a sample fact sheet.

3. **Print facts or quotes** on team t-shirts.

4. **Host a trivia game.**

See page 18 in this guide for sample questions and answers.

5. **Fill a jar with candy representing the numerous pills** a CF patient might take in a week in order to maintain their health. Have students guess how many are in the jar. Offer prizes for the closest guess.

6. **Host a speaker** with a connection to CF — a patient, a relative or a friend — on your campus. Ask the person to speak at the opening ceremony of your *Kick CF* event.

## Talking Points About CF and the Foundation

- Cystic fibrosis is a life-threatening genetic disease that affects approximately 30,000 children and adults in the United States. 10 million Americans are unknowing, symptomless carriers of the CF gene.
- The Foundation is the primary sponsor of critical research that is making tremendous advances toward a cure and control for this disease.
- The Foundation has adopted an innovative business approach to drug discovery and development that is emulated by other nonprofits. This approach has been widely recognized by organizations including the National Institutes of Health and publications such as *Forbes* and *USA Today*.
- Fifty years ago, children with CF usually did not live long enough to attend elementary school. Today, because of Foundation-supported research and care, the median predicted age of survival for people with CF is in the mid-30s. We need your continued support to add even more years to the lives of those with CF.
- Virtually all of the approved CF drug therapies available today were made possible because of the support of the Foundation.
- The Foundation is one of the most effective and efficient organizations of its kind. It has received a four-star rating for sound fiscal management from Charity Navigator, the largest independent charity evaluator in the United States, and is an accredited charity of the Better Business Bureau's Wise Giving Alliance.
- The Foundation receives no federal funding and depends on the generosity of individual donors and corporations to support our lifesaving mission.

## Cystic Fibrosis Fact Sheet

### What Is Cystic Fibrosis?

- CF is a life-threatening genetic disease that affects the lungs and digestive system.
- 30,000 children and adults in the United States (70,000 worldwide) have CF.
- A defective gene and its protein product cause the body to produce unusually thick, sticky mucus.
- This mucus clogs the lungs and leads to life-threatening lung infections; it also obstructs the pancreas and stops natural enzymes from helping the body break down and absorb food.

### Symptoms

- very salty-tasting skin
- persistent coughing, at times with phlegm
- frequent lung infections
- wheezing or shortness of breath
- poor growth/weight gain in spite of a good appetite
- frequent greasy, bulky stools or difficulty in bowel movements

### Statistics

- About 1,000 new cases of CF are diagnosed each year
- More than 70% of patients are diagnosed by age two
- More than 45% of the CF patient population is age 18 or older
- The predicted median age of survival for a person with CF is in the mid-30s

### Cystic Fibrosis Foundation

- The CF Foundation is the primary sponsor of critical research that is making tremendous advances toward a cure and control for this disease.
- The Foundation has adopted an innovative business approach to drug discovery and development. This approach has been widely recognized by organizations, including the National Institutes of Health and publications such as *Forbes* and *USA Today*
- Fifty years ago, children with CF usually did not live long enough to attend elementary school. Today, because of Foundation-supported research and care, the median predicted age of survival for people with CF is in the mid-30s.
- Virtually all of the approved CF drug therapies available today were made possible because of the support of the Foundation.
- The CFF receives no federal funding and depend on the generosity of individual donors and corporations to support our lifesaving mission.

## Cystic Fibrosis Trivia Q&A

### What is CF?

#### 1. A person gets cystic fibrosis from

- A. Not washing their hands, spreading germs
- B. Eating uncooked meat or rotten food
- C. It is inherited

#### 2. Approximately how many people carry the CF gene in the US?

- A. 100,000
- B. 10 million
- C. 400,000
- D. 3 million

#### 4. CF is an autosomal \_\_\_\_\_ disease, meaning that if two carriers decide to have kids, there is a \_\_\_\_% chance the child will have CF

- A. dominant, 50
- B. dominant, 25
- C. Recessive, 50
- D. Recessive, 25

#### 5. What body functions does CF affect the most?

- A. Eye-sight and sense of smell
- B. Breathing and digestion
- C. Breathing and physical activity

#### 6. Which of these is not a symptom of CF?

- A. Persistent coughing
- B. Frequent lung infections
- C. Poor growth/weight gain
- D. More prone to heart attacks

#### 7. About how many new cases of cystic fibrosis are diagnosed each year?

- A. 1,000
- B. 3,000
- C. 10,000
- D. 350

#### 8. What is the Cystic Fibrosis Foundation?

- A. The primary sponsor of CF research
- B. A pharmaceutical company specializing in medicine for patients
- C. A foundation that provides all CF patients with free health care
- D. An organization that tells voters which politicians to vote for to receive more federal funding

#### 9. What can you do to help?

- A. Participate in Kick CF
- B. Make a donation
- C. Help raise awareness
- D. All of the above

## Part 4: Fundraise

### How to Collect Donations

There are several ways you can collect donations. Here are our recommendations:

#### 1. Online Fundraising

Direct your donors to

<https://www.cff.org/GetInvolved/ManyWaysToGive/Donate/index.cfm>

and ask them to include your organization name, location and Kick CF as their “Donation Message.” Remind your donors that they can print out a receipt of their donation that can be used for tax deductions.

#### 2. Check

Ask your donors to make checks payable to the Cystic Fibrosis Foundation.

#### 3. Cash

Before sending in your donation, convert all cash to check or money order to protect against loss in the mail.

#### 4. School Debit Card

Find out from your student union if you can use a system so that students can donate to your cause with their school debit cards. Ask if students can use their declining balance option or donate the money that would go toward one meal on a meal plan.

Often this money will have to be deposited into a club or organization’s bank account. If this is the case, remember to write a check for the amount donated made payable to the Cystic Fibrosis Foundation.

**When you have collected all donations, please complete the Kick CF Fundraising Summary Form on page 20 of this guide and mail the form and total amount contributed to:**

**Cystic Fibrosis Foundation  
Attn: Kick CF  
6931 Arlington Road, 2nd Floor  
Bethesda, MD 20814**

## Fundraising Summary Form

College or University \_\_\_\_\_

Event Chair or Leader \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Group Name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Date of Event \_\_\_\_\_ Number of Teams \_\_\_\_\_

Total Number of Players \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Please return this completed form as soon after your *Kick CF* event as possible.

Sponsors or donors who write checks to support your event should make them payable to the Cystic Fibrosis Foundation.

Remember to convert any cash received into a cashier's check or money order that is made payable to the Cystic Fibrosis Foundation. **Never send cash in the mail.** If any checks have been made out to you, one of your participants or your organization, they should be endorsed and converted along with the cash. (Cashier's checks or money orders can be purchased at a bank or post office.)

**Mail this form and total amount contributed to:**

**Cystic Fibrosis Foundation  
Attn: Kick CF  
6931 Arlington Road, 2nd Floor  
Bethesda, MD 20814**



## Letter Writing Campaigns

Write a personalized letter and send to friends and family. Some tips for letter writing:

- Keep your letter brief
- State your own commitment to the CF cause
- Mention your specific fundraising event
- Explain why donating is important and where their money will go
- **Ask for a specific donation amount.**
- Outline ways your donors can get their money to you and your organization
- Thank your donor.
- Sign your letter and address your envelope by hand.

## Sample Letter or Email to Friends and Family

*If you mail a letter, be sure to include a self-addressed envelope.*

Dear [Name],

Cystic fibrosis is a life-threatening genetic disease that affects the lungs and digestive system. Advances continue to be made in finding a cure, but your help is needed now—more than ever—to sustain the momentum of life-saving research. Too many young lives depend on this vital research to let it go unfunded!

*Kick CF - Colleges Curing Cystic Fibrosis* is the Cystic Fibrosis (CF) Foundation's newest national fundraising event. This year, I'm playing in the *Kick CF* kickball tournament at the [Event Name] site on [Event Date]. Please help me meet my fundraising goal of [Goal] by sponsoring me. You'll feel confident in knowing that your generous gift is used efficiently and effectively: nearly 90 cents out of every dollar you contribute goes directly toward supporting research, specialized care and educational programs that improve the quality of life for those with CF. And, your gift is tax-deductible.

Making a donation is easy. You can donate online at <https://www.cff.org/GetInvolved/ManyWaysToGive/Donate/index.cfm> and enter [our organization name] as a donation message. You can also send a donation in cash or by check payable to the Cystic Fibrosis Foundation at any time before [Event Date] to [Treasurer's name and address] in the envelope I have included. Any amount you can donate is greatly appreciated!

Donating to *Kick CF - Colleges Curing Cystic Fibrosis* is such a simple and effective way for you to show your support for this important cause. Together, we can make a difference in the lives of those with CF. Once again, thank you for supporting the mission of the CF Foundation.

Best,

[Your name]

## Sample Letter to Businesses

***Be sure to include a self-addressed envelope with your letter.***

Dear [Enter vendor's company name here] Partners:

My organization, [Enter your organization name here], has made a commitment to the Cystic Fibrosis Foundation to participate in their annual, nationwide kickball tournament event called *Kick CF - Colleges Curing Cystic Fibrosis*. I am writing to ask for your help and to enlist your support for this most worthwhile event.

Cystic fibrosis (CF) is a life-threatening genetic disease that affects the lungs and digestive system. More than 10 million Americans are symptomless carriers of the defective CF gene. Much progress has been made toward finding a cure for CF, however, the CF Foundation's work is far from over, as precious young lives continue to be lost to this disease.

At [Enter your organization name here], we are supporting the CF Foundation by participating in *Kick CF*. I will be competing on [Enter date here] in [Enter location here] with a large group of students and people from other local companies and organizations. Collectively, our team would like to raise more than [Enter your organization goal here] for vital CF research and care programs. I would appreciate a donation of [Enter amount here] from you, or whatever your budget allows. Your charitable contribution is 100 percent tax deductible. Please let me know if you will be making a donation, and send your check, made payable to the Cystic Fibrosis Foundation, to [Enter your name and address here].

Your contribution will enable the CF Foundation to take full advantage of the tremendous opportunities in CF research and care options that are now on the horizon. The path to finding a cure for CF is paved with numerous research opportunities—any one of which could have a profound impact on the lives of those with the disease. The only thing standing in the way of a cure is additional money to fund this life-saving research. Your support allows us to give children and adults with CF the quality of life and future they deserve.

Thank you for supporting this important cause.

Sincerely,  
[Enter your name here]

## Who to Ask

### Groups to Approach

- Friends
- Family
- Other students
- Neighbors, Community Members
- Local businesses

Remember to thank all donors when you receive their contribution.

## Smaller Fundraising Events

Smaller events can be used to promote the *Kick CF* kickball tournament, raise awareness of CF and fundraise. These fun events are also ideal for teams to raise their registration fee and can make the kickball tournament more popular with increased publicity efforts.

Some ideas include:

- Bracelet sale
- Bake sale
- Water balloon fight (charge a small fee for entrance and a certain number of balloons)
- Dunk a professor
- Chocolate and rose sale
- Benefit concert or party
- Clean dorm rooms
- Singing telegrams
- Late-night food sale
- Fashion show for charity
- Car wash
- Pin-ups (donate to get your name on a wall)
- Raffles
- Breakfast grams
- Yoga sessions
- Spaghetti dinners

## Securing Sponsors

**Ask local businesses to donate a larger amount in return for publicity in conjunction with your event.**

- The highest level of sponsor is the title sponsor.
- The next highest level is a presenting sponsor.
- Several lower sponsors can be event sponsors.

**Approach local businesses in person.**

- Prepare an “elevator speech” about cystic fibrosis and your organization’s support of the cause.
- Discuss what benefits the business would gain from the sponsorship.
- Ask for a specific amount of money.
- Thank whomever you speak with for their time.
- Promptly deliver signed forms accepting the donation for tax purposes.

**Ask businesses for “in kind” donations of food for your event.** These donations can be in place of or in addition to a monetary donation.

**When meeting with potential sponsors, be prepared with an idea of what commitment level you want them to make.** Ask them what they are looking for in a community collaboration; do not just hand over a printed sponsorship package. Learn about the interests of the prospective sponsor, and then tailor the sponsorship proposal to meet those needs. Pay attention to what your potential sponsor tells you about what he or she likes with regard to community involvement—some value signage or name recognition, while others appreciate employee involvement.

**When determining what level to pitch to a sponsor, listen to your leader and discuss suggesting a higher level.** No business leader will be offended about an “ask” that is too high—and your discussion can begin at an elevated point.

**Do not present multiple sponsorship opportunities at one time to a sponsor.**

In doing this, the prospect might choose a lower level sponsorship. Instead, if your prospect rejects your first ask, then try again with a lower level sponsorship.

## Sponsorship Levels

Kick CF provides local businesses the opportunity to sponsor a kickball tournament to raise money for a worthwhile cause. The following sponsorship opportunities are available for recognition at the kickball event.

Sponsorship Benefits	Title Sponsor \$1,000	Presenting Sponsor \$500	Event Sponsor \$250
Event naming rights: (Your Company's) Kick CF	X		
Opportunity to distribute promotional items with company logo to game participants	X	X	
Team submission to participate in kickball tournament	X		
Company logo on all t-shirts	X	X	X
Recognition on Kick CF promotional materials	X	X	X
Company logo on specially designed banners in prominent locations at Tournament	X	X	X
One "Game Break" contest sponsorship: This "Game Break" brought to you by (Your Company.)	X		
Audio and visual recognition at the Kickball Tournament	X	X	X

## Sample Sponsor Commitment Form

### SPONSORSHIP COMMITMENT

Name of Organization or Donor \_\_\_\_\_  
(As it should appear in all materials.)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### SPONSORSHIP LEVELS

#### \_\_\_\_\_ Title Sponsor: \$1,000 (Limited to one sponsor)

- Event naming rights: (Your Company's) *Kick CF*
- Opportunity to distribute promotional items with company logo to game participants
- Audio and visual recognition at all *Kick CF* events
- Opportunity for one team to participate in the tournament
- Company logo on all t-shirts
- Recognition on event website and all *Kick CF* promotional materials and banner
- One "Game Break" contest sponsorship: This "Game Break" brought to you by (Your Company.)

#### \_\_\_\_\_ Presenting Sponsor: \$500

- Audio and visual recognition at all *Kick CF* events
- Opportunity to distribute promotional items with company logo to game participants
- Company logo on all t-shirts
- Recognition on event website and all *Kick CF* promotional materials and banner

#### \_\_\_\_\_ Event Sponsor: \$250

- Audio and visual recognition at all *Kick CF* events
- Company logo on all t-shirts
- Recognition on event website and all *Kick CF* promotional materials and banner

**We wish to be a Kick CF sponsor at \$ \_\_\_\_\_ level.**

We are unable to sponsor this year but please accept our donation of \$ \_\_\_\_\_.

Enclosed is my check for \$ \_\_\_\_\_

Signature of Contact Person \_\_\_\_\_

Please make all checks payable to Cystic Fibrosis Foundation and mail to:

[XXX Club at XXX University]  
[Street]  
[City, ST ZIP]

## Sponsor Flier

### Partner With A Results-Driven Organization...

Since 1955, the mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues its mission by supporting scientific research, which is dedicated to the discovery and development of new therapies. At the same time, it funds and accredits a network of specialized treatment centers that provide state-of-the-art care for people with CF. By applying the same principles that a for-profit company follows — **efficiency, innovation**, and a **results-driven** approach — the CF Foundation is making a profound difference in the lives of those with CF.

#### **The CF Foundation Is Efficient.**

In 2004, the CF Foundation received “top billing” by *SmartMoney*, magazine as the leader among U.S. Health/ research charities for keeping our administration costs to a minimum, while maximizing funds for medical programs. Our efficiency remains strong— nearly 90 cents of every dollar raised is available for investment in CF research, care and educational programs.

#### **The CF Foundation Is Innovative.**

*Forbes* has recognized the CF Foundation for its innovative approach to curing a disease. By offering milestone-driven research awards, the CF Foundation stimulates the development of new CF therapies that are having a profound impact on thousands of young lives.

#### **The CF Foundation Is Results Driven.**

When the CF Foundation began, children born with CF were not expected to live to reach elementary school. Thanks to the research and care supported by the CF Foundation, the median age of survival for a person with CF is now in the mid-30s.

#### **The CF Foundation Needs Your Help!**

Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your partnership with the CF Foundation is critical to ensuring that the momentum in CF research continues. Working together, we can *add tomorrows every day* to the lives of all people with CF.

#### **What Is Cystic Fibrosis?**

- CF is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.
- One in 31 Americans (more than 10 million people) is an unknowing, symptom less “carrier” of the defective CF gene.
- Each time two carriers conceive, there is a 25 percent chance that they will have a child with CF.

# Part 4: Play Kickball

## About the Event:

*Kick CF - Colleges Curing Cystic Fibrosis* is a single elimination, charity kickball tournament benefiting the Cystic Fibrosis Foundation. As the event committee, you will publicize the event and recruit your friends, campus groups and other individuals to raise critical funds for CF research as well as care and education programs. The committee will do their own fundraising as well through sponsorships and smaller fundraising events, and planning and running the event itself.

## Registration:

For registration, each team of 10 will need to pay a \$10 per player initial registration fee to reserve their team's spot in the tournament. This initial registration deadline should be one to two months before the event itself. Between initial registration and the tournament, each team must raise a total of \$200, or \$100 more than the initial registration fee, to compete. Teams will host their own small fundraising events, engage others with a letter writing campaign, and compete to raise the most money.

Try to recruit 10-20 teams for a successful event. Give each team a registration packet that can be found on at: [www.cff.org/KickCF](http://www.cff.org/KickCF).

Teams can earn prizes for higher levels of fundraising, including cups, drawstring bags, and local gift cards that your committee should solicit for.

- \_\_\_ Fields (1 for every 4 teams, ideally)
- \_\_\_ Entertainment and side events
- \_\_\_ Sponsors
- \_\_\_ Team entry fees
- \_\_\_ Food and beverages, plates, cups, napkins, etc. (Get these donated!)
- \_\_\_ A person with CF or a relative/friend as speaker
- \_\_\_ Registration area
- \_\_\_ Scoreboard
- \_\_\_ Machine to accept school's debit card
- \_\_\_ Programs
- \_\_\_ Kickballs
- \_\_\_ Bases
- \_\_\_ Field markings
- \_\_\_ Bracket (see pdf)

## Sample Event Planning Timeline

6 months before the event

- Secure committee
- Set date and reserve site
- Recruit volunteers
- Find sponsors

4 months before event

- Secure kickball and other materials
- Promote event via Facebook, posters/flyers, advertisements, newsletters

2 months before event

- Confirm sponsors and amount of food and beverages
- Order t-shirts, bracelets and medals
- Set deadline for team fundraising

1– 2 weeks before event

- Confirm volunteers
- Confirm food/beverage
- Confirm participants
- Confirm site and equipment
- Collect team entry fees
- Send a final reminder to your campus on Facebook and through e-mails

Within one week after event

- Thank sponsors
- Thank teams

## Handling Day-of Registration

Some students may decide on the day of your event to come and participate. Don't turn them away... Be prepared to accommodate one or two extra teams in your bracket and game times — if this means giving the top fundraising team a “bye” in the first round, that's fine.

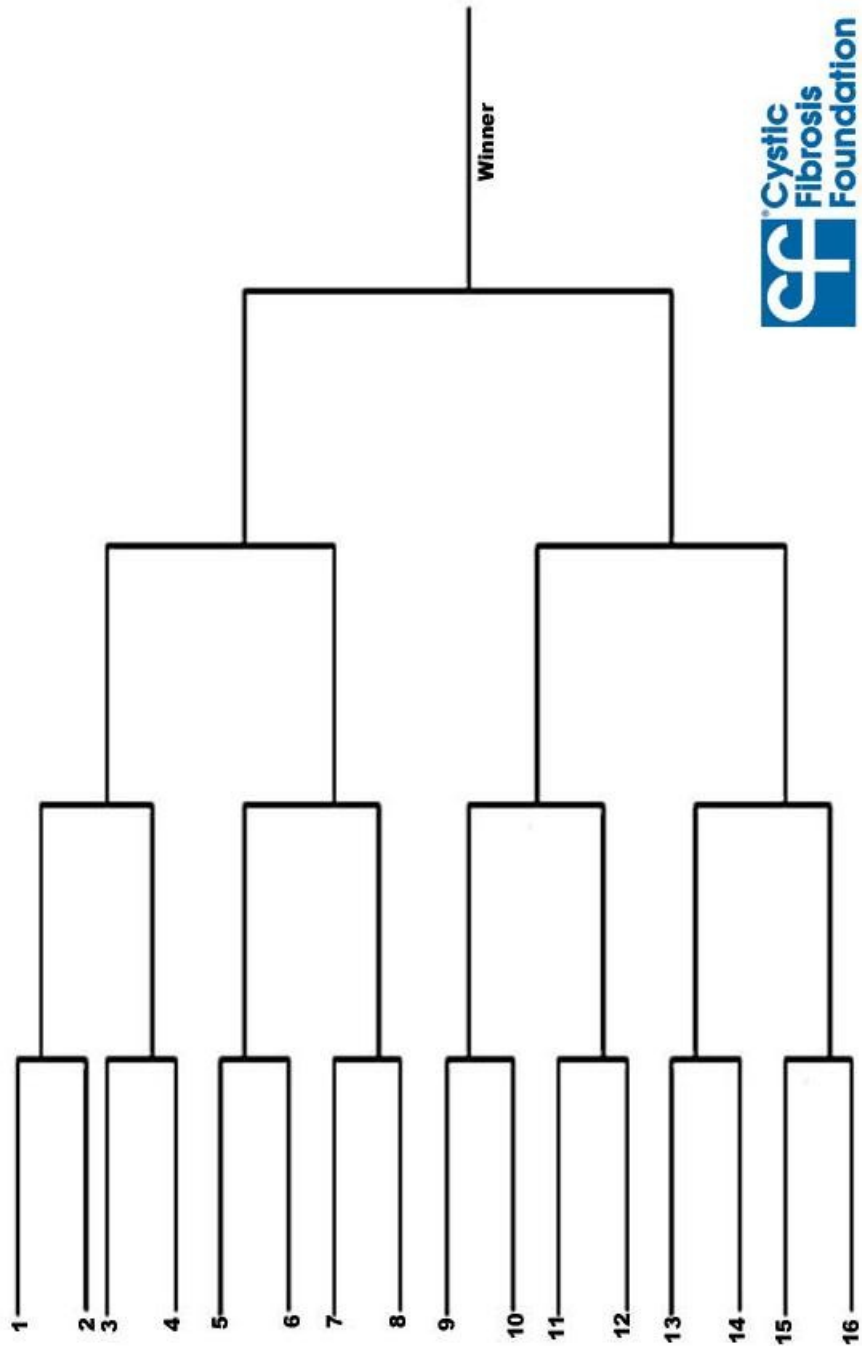
To allow for day-of registration and encourage students to sign up beforehand, make your day-of registration fee \$15 or \$20 instead of \$10.

## Sample Day-of Schedule

- 9:00 a.m. - Meet volunteers and committee members to set up
- 9:30 a.m. - Review rules/regulations and safety
- 10:00 a.m. - Teams arrive and register. Review rules and safety with teams.  
Breakfast and socialize until 10:30 a.m.
- 10:30 a.m. - Opening ceremonies, introduce CF, speaker
- 11:00 a.m. – First wave of first round games begin  
Teams that are not playing participate in side events
- 11:45 a.m. – Second wave of first round games begin.  
Announce a CF fact or story before the games start
- 12:30 p.m. - Second round games begin  
Announce a CF fact or story before the games start
- 1:15 p.m. – Semi-finals  
Announce a CF fact or story before the games start
- 2:00 p.m. – Finals  
Announce a CF fact or story before the game starts
- 2:45 p.m. – Awards ceremony

# Game Day Bracket

*Kick CF! Colleges Curing Cystic Fibrosis*



## Day-of-Volunteer Duties

Volunteer Title	Number of Volunteers	Position Duties and Notes
Set Up	10	<ul style="list-style-type: none"> <li>• Set up fields and side games on day of the event</li> </ul>
Greeters	10	<ul style="list-style-type: none"> <li>• Greet teams and spectators</li> <li>• Show teams where to go</li> <li>• Pass out programs with match-ups and game times</li> </ul>
Registration	3-5	<ul style="list-style-type: none"> <li>• Collect any last-minute registration fees</li> <li>• Give teams their bracket with game times and locations</li> <li>• Solicit donations</li> </ul>
Speaker	1-2	<ul style="list-style-type: none"> <li>• Work with a local CFF Chapter to find someone with CF or a relative/friend to speak at the opening ceremony</li> </ul>
Refreshments	2-4 per stand	<ul style="list-style-type: none"> <li>• Handle payment and serving</li> <li>• Ask customers if they would like to give a few extra dollars</li> </ul>
Side events	2-3 per event	<ul style="list-style-type: none"> <li>• Work the booth</li> <li>• Collect payment</li> <li>• Ask participants if they would like to give a few extra dollars</li> </ul>
Umpires	1 per field	<ul style="list-style-type: none"> <li>• Ask intramural judges at your school to donate their time or work for a t-shirt</li> <li>• If a local kickball league exists, ask umpires if they would be willing to donate their time</li> </ul>
Team Captains	1 per team	<ul style="list-style-type: none"> <li>• Serve as main contact for the team</li> <li>• In charge of reaching the team's fundraising goal</li> <li>• Complete registration for the team</li> </ul>
Clean up	As many as possible	<ul style="list-style-type: none"> <li>• Clean up any and all areas used for the event</li> <li>• Leave it better than you found it.</li> </ul>

## Kickball Rules

- Teams consist of 10-15 players
- Games are to last 5 innings each
- No bouncy pitches
- Pitcher must stay behind the pitching mound until the ball is kicked
- All players must field behind the pitcher until the ball is kicked
- Catcher may not cross home plate until ball is kicked
- All kicks must occur behind home plate
- Bunting is only allowed by female kickers
- Runners must stay within base line
- Fielders must stay out of baseline
- Leading and stealing is not allowed
- Hitting a runner in the head or neck is prohibited
- Tagging-up is permitted
- Players may advance one base as a result of an infield error
- Foul balls are not strikes, however four foul balls is an out
- Only injured players may be substituted

## Possible Side Events

### Charge a nominal fee for participation

- Dunk tank  
Ask professors, campus “celebrities,” and students to sit in the tank.
- Pie a professor  
Ask professors to take a pie in the face for charity.
- Bake sale  
Hold a campus-approved bake sale near the student center.

## Event Evaluation Worksheet

**Group/Contact:** \_\_\_\_\_

**E-mail address:** \_\_\_\_\_

**College:** \_\_\_\_\_

**Sport/event:** \_\_\_\_\_

**Date held:** \_\_\_\_\_

**Amount raised:** \_\_\_\_\_

**Cost of event:** \_\_\_\_\_

**Total donation:** \_\_\_\_\_

**What about your event worked well? (Recruitment, publicity, day-of, etc.)**

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**What would you like to improve about your event?**

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**Advice for next year's committee:**

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**Please send a copy to:**

**Cystic Fibrosis Foundation  
Attn: Jessica Knutzon  
6931 Arlington Road  
Bethesda, MD 20814**

## Event Evaluation Worksheet

Group/Contact: GED Sorority, Jane Doe

E-mail address: Jane.Doe@University.edu

College: University of America

Sport/event: Kickball tournament

Date held: May 7, 2011

Amount raised: \$2,000

Cost of event: \$550

Total donation \$1,450

What about your event worked well? (Recruitment, publicity, day-of, etc.)

EXAMPLE

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What would you like to improve about your event?

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Advice for next year's committee:

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