



# BLOW AWAY CYSTIC FIBROSIS

greatstrides®



TAKING STEPS TO CURE CYSTIC FIBROSIS

## Team Leader Guide



| Adding *tomorrows* every day.



# Welcome, team leaders!

Teams can be formed on a local, regional and national level by a company, family or organization.

**Local:** Teams that participate in one Great Strides event.

**Branch:** Teams that participate in multiple regional Great Strides events. Branching your team will help you raise more money for Great Strides and give your team additional recognition locally and regionally.

**National:** Teams that participate in Great Strides events in three or more markets nationally. An added benefit to putting together a national team is the National Team Goal Bar that tracks your Great Strides progress across the country.

## Registration

Local teams can register on the Great Strides website. To form regional or national teams, please contact your local chapter office. National corporate teams will be supported by local and national Cystic Fibrosis Foundation offices.

## Recognition

Each month, top teams are recognized on the Great Strides national website at [www.cff.org/great\\_strides/topStriders/topteams](http://www.cff.org/great_strides/topStriders/topteams).



# Thank you...

for agreeing to help us recruit more walkers to support the Cystic Fibrosis Foundation's mission. Great Strides is the CF Foundation's largest and most successful national fundraising event, and we are delighted to have your leadership.

The CF Foundation hosts more than 600 walks annually that generate millions of dollars to support crucial cystic fibrosis research, education and care programs. Thank you for stepping forward and helping us to improve the lives of those with CF and find a cure.

To be a successful team leader you will need to:

- **Review the enclosed information.** We have included everything you need to get started. However, do not hesitate to ask your local CF Foundation representative for additional supplies, samples or other resources.
- **Set a team fundraising goal.** The average team raises \$1800.
- **Set a recruitment goal of 10-15 walkers, then ask walkers to register for your team.** The average team has eight fundraising walkers. See "Who Do You Know?" on page five for ideas.
- **Ask your walkers to raise funds.** The most effective way to do this is to inspire your walkers to develop their own personal online webpage at <http://greatstrides.cff.org>.
- **Conduct your own online letter writing campaign and collect donations.** Remember to ask associates who work at companies that match charitable donations, people who have moved out of the area, your friends from school—anyone!
- **Ask for help if you need it.** Please call the CF Foundation to get additional fundraising and walker recruitment tips and ideas.

You can also take advantage of our tools on the Great Strides website located at <http://greatstrides.cff.org>.

**Thank you again for your commitment to forming a team, raising vital dollars and spreading awareness. Take advantage of all the Great Strides tools for a successful campaign!**

# Team Leader **Materials**

As a team leader, you will be provided with the following materials:

- **Great Strides brochure and walker collection envelope:** Any team member turning in contributions on walk day should use this tool to collect money and request a fundraising prize.
- **Great Strides posters:** Advertise and promote the walk and your team.
- **Walker toolkit:** Once team members register online, they should receive a link to this resource. Please make sure your team members review this material.
- **Team roster:** Use this roster to sign up walkers when a computer isn't handy. You can then either register your walkers online through your personal team leader webpage or fax the roster to the CF Foundation.
- **Pin-ups:** Ask a retail store to sell Great Strides pin-ups for a nominal donation. Patrons donate money and write their name on the pin-up to be displayed in the store.

These materials can be ordered on the Great Strides website, under Fundraising Toolkit: [www.cff.org/great\\_strides/FundraisingToolkit](http://www.cff.org/great_strides/FundraisingToolkit).



*photo by Dionicio Perez*



## Website Tips

The Great Strides website is an extremely helpful tool. By registering online at <http://greatstrides.cff.org>, you will be able to:

- Send an e-mail to your personal contacts asking them to donate online.
- Invite contacts to join your team.
- Register team members who do not have an e-mail account or access to a computer.
- Send personalized e-mails.
- Download fundraising tools.
- Personalize your home page.
- Update your contact information.
- Track both your personal and your team's fundraising progress.
- Designate a co-team leader.
- Request brochures, posters and other materials.

Please encourage your team members to register online and take advantage of the online tools.

# Sample Team Leader Step-By-Step Guide

## STEP 1

- Register as a team leader at <http://greatstrides.cff.org>.
- Review the Team Leader Kit.

## STEP 2

- Set a team fundraising goal.

## STEP 3

- **Recruit your team.** Invite friends, family members and co-workers to join your team as fundraising walkers. Ask people both face-to-face and through the Great Strides website.
- **Register your team members at <http://greatstrides.cff.org>.**

## STEP 4

- **Start your personal fundraising campaign.** Customize your webpage, send out e-mails to ask for donations, and use Facebook and Twitter to let your family and friends know you are participating in Great Strides.

## STEP 5

- **Encourage each walker to conduct an online fundraising campaign.** Ask walkers to find out if their company matches gifts or may be interested in sponsorship opportunities.
- **Recognize walkers.** Send your team members a team fundraising update with their total raised to date.

## STEP 6

- **Keep your team motivated.** Share successes, CF research updates and fundraising stories.
- **Help walkers reach their fundraising goal.** Remind team members to send out an e-mail reminder to those people who haven't responded to their online appeal.

## STEP 7

- **Collect funds.** Set up a time to collect brochure envelopes from team members and turn them in at the walk.

## DURING THE WALK

**Attend the Great Strides walk with your team**—rain or shine—and celebrate your success!

## AFTER THE WALK

**Thank your team members** for participating and raising funds.

# Who Do You Know?

The key to building a walk team and a successful fund-raising campaign is to ask people you know for support. Think about everyone whose lives you touch and ask these people to join your team or make a donation.

Use the list below to identify people you know and organize them into categories. Start with the easiest people to reach—your family and friends—and then branch out. Before you know it, you will have a complete and organized list!

- Family
- Friends
- Your employer
- Neighbors
- High school/college alumni
- Fraternity/sorority
- Your children's sports teams
- Your children's schools
- Community/civic/social clubs
- Competitors & colleagues
- Vendors/suppliers
- Your place of worship

A worksheet to help you further identify your circle of influence is available in the fundraising toolkit: [www.cff.org/great\\_strides/FundraisingToolkit](http://www.cff.org/great_strides/FundraisingToolkit).



# Letter-Writing Tips and Ideas

The secret to fundraising is to ask—and then keep asking. Below are some strategies that will help you and your team members reach your team fundraising goal. For additional tips and tools, please check out the Great Strides fundraising toolkit found at <http://greatstrides.cff.org>.

## Online Letter-Writing Campaign

Send out a request for contributions through the Great Strides website to your friends, family, co-workers, vendors, neighbors, high school and college alumni and everyone else you know, and ask them to sponsor you. This is the quickest and easiest way to raise money. Online contributions tend to be larger than gifts of cash or check.

## Mailed Letter-Writing Campaign

Mailing out letters is also a great way to raise money. The best letter-writing campaigns incorporate: a specific dollar amount, a deadline to receive contributions, a personal message that illustrates why you want to make a difference in the lives of those affected by cystic fibrosis, a picture, your personal fundraising webpage address and an enclosed envelope for donors to return contributions. Sample letters can be found in the Great Strides fundraising toolkit online: [www.cff.org/great\\_strides/FundraisingToolkit/CampaignLetter](http://www.cff.org/great_strides/FundraisingToolkit/CampaignLetter).



# Sample Fundraising Letter

Dear [Name]:

[Enter personal anecdote/message about your reasons for raising money for cystic fibrosis.]

On [date of walk], I'm leading a team in the Great Strides walk event in [walk site location], to raise money for the Cystic Fibrosis Foundation. Please help me meet my team fundraising goal of [enter team goal here] by sponsoring me with a donation of [enter dollar amount here].

Cystic fibrosis is a genetic disease that substantially impairs normal respiratory and digestive functions, making the simple acts of breathing and eating a challenge.

Advances continue to be made in finding a cure, but your help is needed now, more than ever, to keep up the momentum of this life-saving research. For the first time in the CF Foundation's history, scientific opportunities are coming at a pace that is exceeding our ability to fund them.

You'll feel confident in knowing that your generous gift is used efficiently and effectively; nearly 90 percent of every dollar of revenue goes to support vital CF research, medical and education programs. Plus, your gift is tax-deductible.

Please send a donation check, made payable to the Cystic Fibrosis Foundation, to my attention at [insert address information]. Or, you may make a secure online contribution at my fundraising website: [personal webpage address].

Thank you for supporting the mission of the CF Foundation!

[Insert your name here],  
Team Leader

# Fundraising Tips and Ideas

## **Social Media**

Use your Facebook, Twitter or other social media account to let people know you are participating in Great Strides and raising money for a cure for cystic fibrosis. Post a link to your personal Great Strides fundraising page, so that your family and friends can easily donate money online with just a couple clicks.

## **Matching Gifts**

Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Make sure that every walker knows to ask their donors if they work at a business that matches contributions. Teams can double or triple their efforts very quickly. To find out if a company has a matching gift policy, visit [www.matchinggifts.com/cff](http://www.matchinggifts.com/cff).

## **Jeans for Genes**

On specified days, let employees make a pre-determined contribution (e.g., \$5) to the CF Foundation for the privilege of wearing jeans to the office. Make it a competition—see which department or branch has the most participants. If you work in an environment that is already very casual, consider a hat day, shorts day or sports jersey day instead. There are “Jeans for Genes” stickers available for download through the fundraising toolkit on the Great Strides website.

## **Ice Cream Social**

Host an ice cream social in your office, and ask the president of your company, or your department manager, to scoop the ice cream. Employees can make a donation to the CF Foundation in exchange for a frozen treat, while seeing their favorite senior manager in action! This is also a great opportunity to recruit more team members.

## **Pin-Ups**

For a nominal donation to the CF Foundation, patrons of local businesses can sign their names to a pin-up and hang the image in a high-traffic area to show their support for the CF Foundation.



photo by Dionicio Perez

## Workplace Fundraising Tips for Success

### **Kickoff**

Hold an internal kickoff to introduce employees to the CF Foundation and the Great Strides program. Ask someone in upper management to endorse the campaign by hosting the event and speaking about your company's participation.

### **Incentives**

Ask if your company will provide incentives for employee fundraising. Maybe the top fundraiser can earn an extra day of paid vacation or a special parking spot. Inexpensive items such as company branded shirts or give-aways make great incentives, too.

### **Corporate Sponsorship**

The Great Strides Corporate Sponsorship program offers a range of opportunities to fit any budget. Benefits include recognition on walk day and print materials, sampling opportunities at the walk, logo placement on T-shirts and much more.

Contact your local CF Foundation office for more workplace fundraising ideas.



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**800-FIGHT CF**

**[www.cff.org](http://www.cff.org)**

**<http://greatstrides.cff.org>**

**[www.facebook.com/CysticFibrosisFoundation](http://www.facebook.com/CysticFibrosisFoundation)**

**[www.twitter.com/CF\\_Foundation](http://www.twitter.com/CF_Foundation)**

**[www.youtube.com/CysticFibrosisUSA](http://www.youtube.com/CysticFibrosisUSA)**



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