



Walker WELCOME KIT



| Adding *tomorrows* every day.

Dear Fundraiser,



Welcome to the GREAT STRIDES walk, the Cystic Fibrosis Foundation's largest event! Each year, GREAT STRIDES continues to gain momentum, as do our research efforts and progress toward a cure. Thank you for your commitment to help raise money for lifesaving cystic fibrosis (CF) research.

This walker kit includes:

- Your Step-By-Step Guide to GREAT STRIDES
- Fundraising Tips and Ideas
- Information About the CF Foundation
- Personal Web Page Information
- What to Expect on Walk Day

Because of you, the CF Foundation can take the necessary “steps” to help find a cure. We want your experience with GREAT STRIDES to be as rewarding as possible. Please feel free to contact the CF Foundation at any time.

Sincerely,

The CF Foundation staff



Step-by-Step Guide

Step 1

- Set up your personal web page.

Step 2

- **Send out a fundraising email.** Statistics show that most people will generally donate within three days of receiving your email. If one of your prospective donors doesn't reply, your email might have been lost in the shuffle. Send out a reminder and ask again.

Step 3

- **Continue to raise funds until you reach your goal!**

Step 4

- Invite a friend to walk with you.

Step 5

- **Attend the GREAT STRIDES walk and celebrate your fundraising success!**

Post Walk

- **Thank your donors and tell them about the event.**



Fundraising Tips and Ideas

On average GREAT STRIDES walkers raise about \$350 each. But the secret to reaching and exceeding your personal fundraising goal is to ask, ask, and ask. Ask for donations from current and former co-workers, neighbors, friends and family members. Many people are often surprised by who makes a donation. Don't assume someone won't want to support a worthy cause. After all, if you ask politely, the worst that can happen is they'll say 'no.'

Start Your Fundraising Online!

Raising money online is easy! Simply go to <http://greatstrides.cff.org> and log into your personal account. From your personal page you can send out an email donation request to your personal email contacts. The system provides you with a template 'ask' letter. You can personalize this letter if you wish, or simply send it out as is. Send out an email letter today!

ATTENTION GREAT STRIDES WALK VETERANS:

If you used the web site to fundraise last year, your donor information is still recorded. You can login or retrieve your forgotten username/password at: <http://greatstrides.cff.org>



Fundraising Tips and Ideas (cont.)

Host a Fundraising Party

Bring your friends and neighbors together for a party and ask them to support GREAT STRIDES. Show them the GREAT STRIDES video, and invite them to make an immediate online donation on your personal web page.

Ask Your Local Businesses for Support

Do you give business to a dry cleaner, coffee shop, doctor, restaurant, hair dresser, babysitter or mechanic? Ask the business(es) to support your efforts.

Raise Money at Work

- Organize a *Jeans for Genes* day: on a specified day, employees can make a pre-determined contribution (\$5 or \$10) for the privilege of wearing jeans at the workplace.
- Ask your employer if they will sponsor the walk: CF Foundation staff can provide you with sponsorship financial levels and benefits.
- Post your request on your internal website or company newsletter and add a line about GREAT STRIDES to your email signature.
- Everyone loves a 50/50 drawing! Walk around the office with a bag and collect \$20 bills from your coworkers. Have them write their name on the bill they drop in the bag. Shake up the bag and pull out a winner. The person who wins gets half the money, and the other half goes to CF!
- Host an office ice cream social or pizza party. Employees can make a donation to the CF Foundation in exchange for a frozen treat or a yummy slice.
- Don't forget to ask your employer about matching funds – see if they will double or triple coworker contributions!

Mail out a Fundraising Letter

Thousands of walkers send out a letter-writing campaign every year. Consider mailing a letter to your alumni, relatives, your holiday list, acquaintances who don't have email accounts – anyone! A sample fundraising letter follows.

Sample Fundraising Letter

Dear [\[Enter Name\]](#):

Cystic fibrosis (CF) is a devastating genetic disease that affects children and young adults. The defective gene substantially impairs normal respiratory and digestive functions making the simple acts of eating and breathing a challenge. One in thirty Americans is a carrier of the CF defective gene. 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.

GREAT STRIDES is the Cystic Fibrosis Foundation's (CF Foundation) largest and most successful national fund-raising event. This year, I'm walking in the GREAT STRIDES event in [\[enter walk site, date and location here\]](#). Please help me meet my personal fund-raising goal of [\[enter goal here\]](#) by sponsoring me. [\[If you are walking on a team, consider sharing your team goal\]](#).

You will feel confident in knowing that your generous gift is used efficiently and effectively; the CF Foundation is a Better Business Bureau-accredited charity and a recipient of Charity Navigator's four-star rating. And, your donation is tax-deductible.

Donating to GREAT STRIDES 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! You may send a check, made payable to the Cystic Fibrosis Foundation, to [\[enter your address here\]](#). You can also donate online at <http://greatstrides.cff.org>. Just type my name under "Find a Walker"—it's simple!

Once again, thank you for supporting the mission of the CF Foundation!

Sincerely,
[\[Enter your name here\]](#)

For additional fundraising ideas or advice, please contact the CF Foundation or check out the Fundraising Toolkit on the GREAT STRIDES web page.

Supporting the CF Foundation

There are many reasons why you should feel good about raising money and participating in GREAT STRIDES. Here are a few:

- In 1955 children born with cystic fibrosis often died before reaching elementary school. Today, the predicted median age of survival for people with CF is more than 37 years.
- Virtually every approved CF drug available today was made possible because of CF Foundation support.
- The CF Foundation's nationwide Care Center Network ensures that people with cystic fibrosis receive the best care possible—no matter where they live.
- The CF 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 CF Foundation's business model has been recognized by *Forbes*, *The New York Times*, *The Wall Street Journal*, and *BusinessWeek*.



Taking Advantage of Your Personal Web Page

Once you register online you will receive a personal GREAT STRIDES home page. You can do the following through this page:

- Upload a personal message and photo
- Send out an email request to prospective donors
- Remind donors to respond to your appeal and thank donors for contributing
- Allow donors to post personal comments on your home page
- Share your personal fundraising goal and show your progress
- Change your contact information
- Access tools and resources from the Fundraising Toolkit
- Download the fundraising widget to your social networking site
- Make a personal donation
- And much more!

If at any time you forget your username or password, you can click on the “forgot your username or password link” to have this information e-mailed to you.

**The secret
to fundraising is to
ask and keep asking.**

What to Expect on Walk Day

When you come to the walk, you will turn in any cash or check donations that were not already given to the chapter. Please place these contributions in a GREAT STRIDES brochure envelope. For account crediting purposes, this envelope should be completed with your personal contact information and prize requested. Please note that the walk will be held, rain or shine. We look forward to seeing you at GREAT STRIDES!

