THE MISSION OF THE CYSTIC FIBROSIS FOUNDATION IS TO CURE CYSTIC FIBROSIS AND TO PROVIDE ALL PEOPLE WITH CF THE OPPORTUNITY TO LEAD LONG, FULFILLING LIVES, BY FUNDING RESEARCH AND DRUG DEVELOPMENT, PARTNERING WITH THE CF COMMUNITY AND ADVANCING HIGH-QUALITY, SPECIALIZED CARE.
We are excited to welcome you as a National Corporate Team!

You are joining a family of outstanding companies that made the decision to support the Cystic Fibrosis Foundation by forming a national team. You and your team members can make a big difference in the lives of those living with cystic fibrosis.

The Cystic Fibrosis Foundation is on a path to not only treat cystic fibrosis, but to find a cure for this disease. While we have made great progress thanks to relentless supporters like you - more time and sustained investment will be needed to reach the finish line.

National Corporate Teams help us advance our critical mission to find a cure for CF. A National Corporate Team is company-based, and where three or more teams participate at events across the country or even within the same chapter. Teams can select among the multiple CF event types – Great Strides, CF Cycle for Life, CF Climb, and Xtreme Hike. Your three teams can also collectively support one of the events. National Teams set a collective fundraising goal of $10,000.

National Corporate Teams harness the power of people across the country by collaborating and building employee morale, leadership, and teamwork. Your company’s decision to align with a results-driven organization demonstrates your desire to make a difference in the communities you serve.

This toolkit will provide you with resources to make your National Corporate Team experience a success!

Choate Construction has been a dedicated and deeply committed corporate supporter of the Cystic Fibrosis Foundation for over 30 years! We formed our company’s National Corporate Team in 2014, providing our employees with a gratifying way to actively engage with this community, and see for themselves the profound impact they can have on those living with CF. It is an amazing time to be involved in the fight for a cure – our collective efforts are driving unprecedented advancements in research and patient care.

Emily Bridges, Marketing Director, Choate Construction Company
Why Form a National Corporate Team

Benefits

• **Fundraising coaching and strategy planning** with the National Corporate Engagement Team and with your local chapter(s)

• **Team name** listed on the campaign website

• **Dedicated customized team landing page** on campaign website

• **Event recognition** during the event’s program

• **Dedicated sign** welcoming your team as a National Team at each of the participating event sites

• **Customized team Wrap Report** capturing your company and team members’ fundraising success and event experience across participating event sites following the events

• **Team leader baseball caps** acknowledging your leadership role.

• **Opportunity for possible recognition** at the annual CF Foundation Volunteer Leadership Conference, including the Top National Corporate Team and Rising Star Team Awards

• **Top National Teams** raising over $25,000 will be listed on cff.org

• **Achieving $100k+ in their annual fundraising** will be recognized as part of the National Corporate Champion program
Now Let’s Get Started!

Register for the Event

As the National Corporate Team’s team leader, register your national team on the event website and sign up local branch teams for the selected events. For National Corporate Teams that have not previously participated with the Cystic Fibrosis Foundation, please contact the Foundation’s Corporate Engagement team at specialevents@cff.org for assistance.

Once registered, national team leaders can customize the team’s fundraising page, which can be shared with colleagues, friends, and family.

Your colleagues, friends, and family members can then sign up as a participant on your team or decide to start a branch team of their own in their community. Below are the URLs for the Foundation’s events that can be selected for your National Corporate Team. Local branch team leaders can choose which of these event(s) they would like to form their team.

- **Great Strides**: greatstrides.cff.org
- **CF Climb**: climb.cff.org
- **Cycle for Life**: cycle.cff.org
- **Xtreme Hike**: xtremehike.cff.org

Communicate, Communicate, Communicate!

Now that you have established the National Corporate Team and the team’s page is live, utilize your Participant Center to communicate with others interested in joining you. Create and send communications telling your colleagues, friends, and family that you have signed up and made a commitment to help support the mission of the Cystic Fibrosis Foundation.

Your national and local team’s Participant Center also contains resources to help you along your fundraising journey. This is a place where you can send recruitment, fundraising, and thank you emails. You can also update your goal, track fundraising progress, and customize your personal page.

- **National Corporate Team page**: set-up by the national team leader
- **Local Branch Team pages**: set-up by the branch team leader
- **Personal page**: set-up by each individual team participant
Designate an Internal Champion

Identify internal champions to help drive your goals, build excitement and create awareness within your organization. Internal champions are often your team’s best ambassadors as they can share the importance of getting involved with their colleagues and inspire people to participate.

Think about those in your organization who facilitate internal communications, and who can encourage participation among employees throughout your company - an executive leader, a corporate communications person, a corporate social responsibility representative, the HR Department?

Once you have identified the right person/department, provide them with the tools to easily share the importance of participating in a National Team to help those with cystic fibrosis. Following are some sample communications to assist you.

Sample Email from Internal Champion

I am very proud of the work we do at (enter company). We strive to be the best and to provide excellent service to our customers. It is also important for us to be visible in the local community. We do many great things for charitable organizations.

This year, at (enter company), our colleague, (enter name) will be leading a National Corporate Team to support the Cystic Fibrosis Foundation’s (enter event(s)). For too long, cystic fibrosis, a genetic disease, has robbed people of tomorrows. This disease progressively limits a person’s ability to breathe and tragically shortens life. While there are promising therapies on the horizon, there is no cure. The time is now as the future holds promise for people living with cystic fibrosis.

We have set a fundraising goal of (enter $ goal) and are looking for (enter #) participants. We would like to have representation from across the organization. Please contact (enter name) to get involved.

Sincerely,
Internal leadership/champion name

Sample Email to Recruit National Team Leaders

Thank you for volunteering to be a national team leader for the (enter event). Last year, (enter National Corporate Team name) really made a difference, raising over (enter $ amount) with participation of (enter number) team members!

This year’s goal is to raise (enter $ amount) and to have (enter number) teams. Please register online to set up your team page. You can easily customize to send out emails to co-workers, family, and friends to join your team as walkers or to make an online donation. (Enter company name) is asking each team leader to set a fundraising goal of (enter $ amount) for his or her team this year to get to the (enter $ amount) goal.

Register online at (enter national team URL) as a team leader by (enter date). Teams raise more money by updating their team and personal page to let others know why you are participating in this event.

Thank you again for your support!
Sincerely,
National Team Leader
Share your story!

Customizing your team’s page and your personal page can make for even greater impact when sharing your efforts with others. Your Participant Center is the place to make this happen.

- You can edit your page from the ‘personal page’ tab in the Participant Center after logging into the website for the event you’ve selected (Great Strides, CF Climb, CF Cycle for Life, or Xtreme Hike).
- Consider adding a picture of someone you are participating in honor of.
- Take the time to shorten your fundraising link so it is easier to share with colleagues, friends, and family.
- Use the email template available in your Participant Center on the event’s website, or simply write a personal email to let everyone know why you are participating and ask for their support.

Tap into Social Media

From the moment you create your team until the moment you cross the finish line, share your event journey with your supporters on social media. Use pictures in your posts to illuminate your experience, and be sure to share how much you have raised or how much you have left to reach your team’s goal. Your colleagues, friends, and family will be excited to hear about the events you are leading and how they can help!

- Be sure to link back to the team’s fundraising page or your own personal page so that people can learn more and make a donation.
- Make fundraising easy and achieve success by sending messages through Facebook, Twitter, and LinkedIn. You can even text right from the event’s mobile app!
- For even greater impact, you can even create and share a customizable video.
Fundraise with Facebook

Reaching your fundraising goal is easier than ever! You can connect Facebook Fundraiser directly to your Participant Center and easily raise money for your team.

Go Mobile

Download the mobile application to fundraise for your event while you are on the go. The mobile app is available on both iTunes and for Android devices. The user-friendly mobile app can help you solicit and thank people for their donations on the go via text, email, and social media with pre-written messages.

Invite Colleagues to Participate with You

Most events like this are more fun with a colleague. Ask a colleague or two to join you in the fight against CF. Once they register, they can also ask their colleagues and family to support them.

WHERE ARE YOUR COLLEAGUES?
Set Your Personal Fundraising Goal

Select your personal fundraising goal to start. Once you reach your initial goal, be sure to increase your goal and keep fundraising to become a top participant. The earlier you get started with fundraising the more successful you and your team will be.

Make a Personal Donation and Check if your Donations are Eligible for Matching Gifts

The best way to encourage other people to donate is to set the example and make a self-donation. After you make a personal donation, consider asking your company to match the amount to get you started. Find out if your employer or the employer of your donors has a matching gift program.

View our www.cff.org/Get-Involved/Give-to-the-Cause/Matching-Gifts/ to see what companies are eligible for matching gifts.
Plan a Passion Fundraiser using the Webtool

Great fundraising events always begin with a passion! A passion fundraising event is created when a participant is inspired by their favorite hobby or pastime to develop a unique fundraising event or opportunity. Passion fundraising allows participants to elevate their Special Event fundraising efforts by getting friends, family and community involved in a fun, exciting and personal way.

The CF Foundation passion fundraising website will help bring your event to life. Use our passion fundraising website (https://passion.cff.org/) to help you diversify your fundraising efforts and reach new goals for your team. Whether you are a team leader, team member, individual or virtual participant anyone can start a passion fundraising event!

Persistence Pays Off: Send Friendly Reminders to Your Contacts

Reach back out to the people who you contacted about supporting your fundraising efforts and thank those who have already donated. Most people donate within three days of receiving your email, so if one of your prospective donors doesn’t reply, your email might have been lost in the shuffle. Send out a friendly reminder and ask again! Persistence is the key to your success.

Thank & Inform Your Donors

Tell your donors how much you and your team raised and once again share photos of your triumph in an email. This is not only an additional thank you, but one last post-event donation solicitation. Sending a thank-you email or writing a personal letter to each donor will mean a lot to those who supported you. Remind them in this moment that there are more ways to stay involved with the CF Foundation.

Share the Passion!
Get Inspired

You don’t have to be a savvy event planner or host a party for 1,500 people – at its core, passion fundraising is just about utilizing what is already in your day-to-day life in a way that can help your fundraising goals. Our community has many wonderful ideas, we have compiled just a few of our favorites above to show you the scope of what is possible.

Have an idea for a passion fundraiser? We would love to talk to you about how to bring it to life.

Email us at passion@cff.org or call us at 1-855-407-3750.
# WHAT'S THE PLAN?

Passion Fundraising Brainstorm Worksheet

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CULTIVATE YOUR DONORS
365 DAYS A YEAR

What inspires someone to give?
Emotional connection.
How can you create an emotional connection?
Sharing your unique story and the story of the Cystic Fibrosis Foundation.

TOPICS INCLUDE:
- Medical updates
- Blog posts
- Emotional Wellness
- Advocacy Updates
- Assistance Services
- How to get involved
- Clinical Trial info
- Organ donation
- Tips for staying well
- Leadership Updates

Each of you has an incredible story to tell! Sharing glimpses into your unique CF story helps your donors to connect with what their money is contributing to. Creating content is easy. You can pull from a variety of topics!

BUT WON’T THAT TAKE TIME?
NO! It can be as simple as pressing share!
You do not necessarily have to create original content, you can share the content pushed out daily by the Foundation.

The most important thing is to SHARE, SHARE, SHARE. If you have something that you want to share from a personal standpoint, do it!

Sometimes the information will not apply specifically to your situation, but it does apply to the overall story and the platform that makes a difference for everyone!

SHARED

ONLINE cff.org
INSTA @CF_Foundation
FACEBOOK @cysticfibrosisfoundation
TWITTER @CF_Foundation

Follow the Foundation on all these platforms for stories that you can share with your own community to steward them daily!
Key Messages

Use the key messages below to help build upon your personal story and share why you’re participating in the event to advance the CF Foundation’s mission.

EXPLAINING CYSTIC FIBROSIS

• Cystic fibrosis is a genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. Some people with the disease say it’s like breathing through a narrow straw.

• In people living with CF, a defective gene causes a thick, buildup of mucus in the lungs, pancreas, and other organs leading to infections, extensive lung damage, and eventually, respiratory failure.

• It is estimated that more than 30,000 people are living with cystic fibrosis across the nation and more than 70,000 worldwide.

ABOUT THE CF FOUNDATION

• The CF Foundation is leading the way in the fight against CF. Over the last six decades we have worked alongside the CF community to build a highly specialized system of care and a unique research enterprise that has resulted in more than 10 approved therapies and added decades of life for people with CF – effectively transforming a genetic disease in a single generation.

• We are entering a new era in CF. We are aggressively pursuing new therapies and providing support to meet the needs of people with CF today, and have an extraordinary opportunity to harness recent scientific advances to reach our ultimate goal: Making CF stand for Cure Found.
Inspire and Inform

We don’t just want to treat CF, we want to end CF.

RESEARCH ADVANCES

• We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. Nearly every drug to treat CF that is available today was made possible because of the Foundation’s support.

• Because of the work of the Foundation and our community of supporters, there are now four FDA-approved therapies that treat the basic defect in CF and more than 25 potential new medications are advancing in the CF research pipeline.

• We are thrilled that the FDA approved the first triple-combination therapy ever for cystic fibrosis, called Trikafta™. With the approval of Trikafta™, more than 90 percent of people with CF could eventually have a highly effective therapy for the underlying cause of their disease.

A CURE FOR ALL

• But we’re not done. Our most important and challenging work is ahead of us. No pace is fast enough for those CF families who are living with the challenges of this disease.

• We are making bold investments into new therapies to address urgent needs within the CF community; and to deliver care and resources to help them live the longest, healthiest lives possible today.

• Advances in new gene-based technologies represent an unprecedented opportunity to end CF as we know it. We are committed to exploring and advancing all science that has real potential to deliver a cure.

• We don’t just want to treat CF, we want to end CF. Although there are many hurdles, with your support, we will someday reach our ultimate goal of finding a cure for CF.
Important Note on Attendance at Foundation Events

To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection. Medical evidence shows that germs may spread among people with CF through direct and indirect contact as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function. To further help reduce the risk of cross-infection, the Foundation’s attendance policy recommends inviting only one person with CF to attend the indoor portion of a Foundation-sponsored event at a specific time. For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.