



# NATIONAL CORPORATE TEAM **TOOLKIT**





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.

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Cystic fibrosis is a progressive, genetic disease that causes a thick buildup of mucus in the lungs, pancreas, and other organs and affects people of every racial and ethnic group. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage, and respiratory failure.

While many people with CF have seen transformations in their health because of existing therapies, there are still others who do not benefit, either because they cannot tolerate them, or their specific genetic mutations will not respond.

People living with the disease can face significant challenges, including frequent hospitalizations, complications, and treatment plans that can take multiple hours a day. And, many children and adults with CF still face the sobering prospect of a shortened life span

# THANK YOU FOR JOINING US AS A **NATIONAL CORPORATE TEAM**

## **We are excited to welcome you as a National Corporate Team!**

You are joining a family of over 30 companies that are supporting the mission of the Cystic Fibrosis Foundation by forming a national team. By forming a national team, you are coming together as leaders to inspire, motivate, and unite your community around a cause while making a difference in the lives of those 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 committed supporters like you – more time and sustained investment will be needed to reach the finish line.

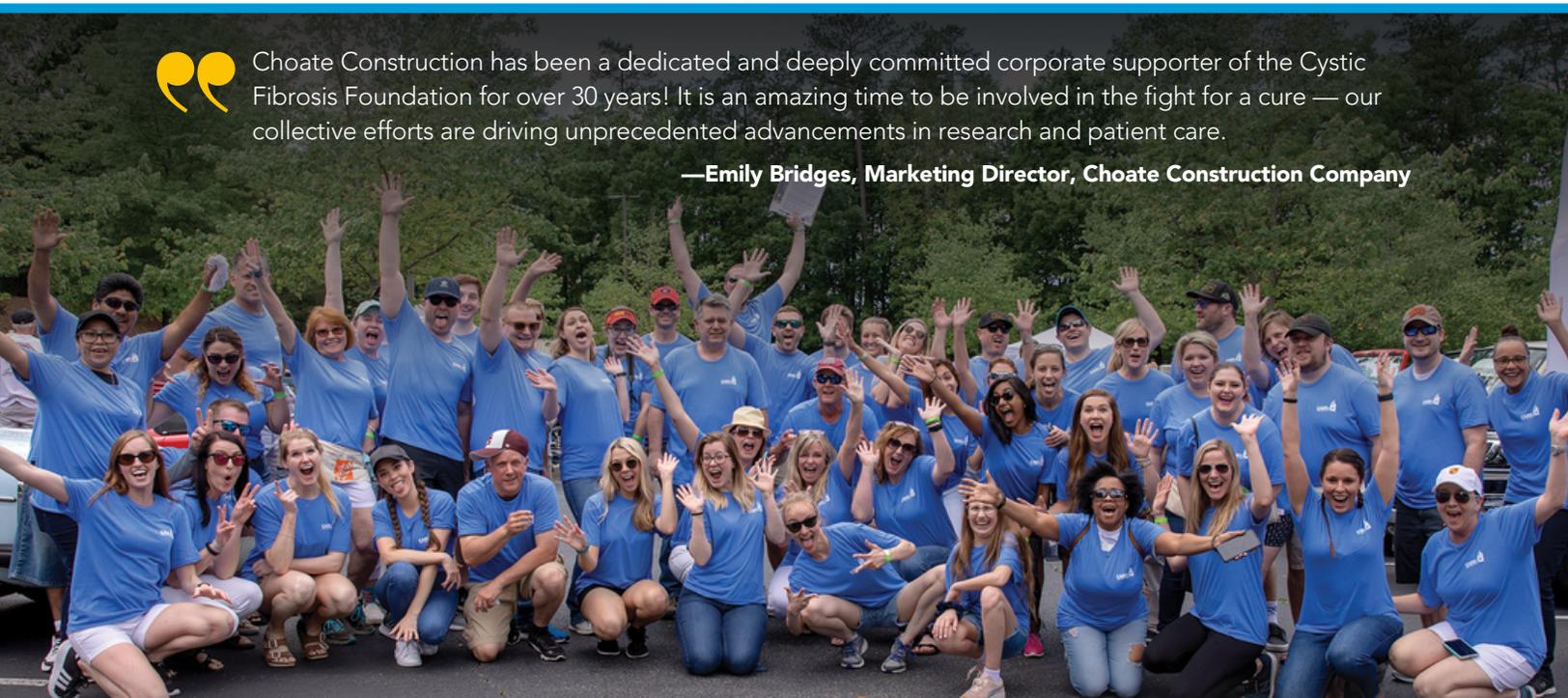
National corporate teams help us advance our critical mission to find a cure for CF. A national corporate team is where three or more company-based teams participate at events across the country or even within the same chapter. Teams can choose from multiple CF event types – Great Strides, CF Cycle for Life, CF Climb, and Xtreme Hike or your three teams can also collectively support one of the events to reach your team’s 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 the meaning of employee engagement and shows your desire to make a difference in the communities you serve.



Choate Construction has been a dedicated and deeply committed corporate supporter of the Cystic Fibrosis Foundation for over 30 years! 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

- Receive fundraising coaching and strategy planning with the national corporate engagement team and with your local chapter(s).
- Have your team's name listed on the campaign website(s).
- Receive an exclusive national team graphic to post on social media.
- Receive additional social graphics and templated language to use on social media.
- Have a dedicated, customized team landing page on the campaign website(s).
- Have a dedicated sign recognizing your team as a national team at your chapter's event.
- Receive event recognition during the event's program.
- Receive a customized year-end wrap report capturing your company and team member's fundraising success and event experience across participating events.
- Opportunity to be listed on cff.org if you qualify as a top national team by raising more than \$25K.
- Opportunity to be recognized as part of the national corporate champion program by raising more than \$100K annually.
- If you are a team leader, you'll receive a baseball cap in recognition of your leadership role.



# NOW LET'S GET STARTED!

## REGISTER FOR THE EVENT OF YOUR CHOICE

Your national corporate team leader can register your national team on the event website and sign up local branch teams. For teams that have not previously participated with the Cystic Fibrosis Foundation, please contact [corpdev@cff.org](mailto:corpdev@cff.org) for assistance.

Once registered, national team leaders can customize the team's fundraising page to share with colleagues, friends, and family.

- **National Corporate Team:** The national team leader sets up the page.
- **Local Branch Team pages:** The branch team leader sets up the page.
- **Personal page:** Each individual team participant sets up their page.

Once these pages are set up, your colleagues, friends, and family can 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](http://greatstrides.cff.org)
- **CF Climb:** [climb.cff.org](http://climb.cff.org)
- **Cycle for Life:** [cycle.cff.org](http://cycle.cff.org)
- **Xtreme Hike:** [xtremehike.cff.org](http://xtremehike.cff.org)

## COMMUNICATE! COMMUNICATE! COMMUNICATE!

Now that you have established your national corporate team and the team's page is live, utilize your online participant center to ask others to join you, send recruitment, fundraising, and thank you emails as well as update your fundraising goal, track fundraising progress, and customize your personal page.

## DESIGNATE AN INTERNAL CHAMPION

Identify internal champions to help drive your goals, share the importance of getting involved, and inspire people to participate. Think about those in your organization who can facilitate internal communications and encourage participation among employees at your company. Once the right people or department is identified, share tools to help them easily share their story and drive participation.

## SHARE YOUR STORY!

Customize your team's page and your personal page in the participant center to make an even greater impact when sharing your story with others.

- Edit your page from the personal page tab in the participant center after logging into the event website.
- Set and share your personal fundraising goal. Create virtual challenges and view the leaderboard to see your standing and other's progress.
- Share why your organization is invested in finding a cure for cystic fibrosis and why your organization chose to become involved with the Cystic Fibrosis Foundation.
- Are you participating to honor someone with CF? Be sure to add a picture!
- Take the time to shorten and personalize 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.

## UTILIZE YOUR WORKPLACE GIVING PROGRAMS

Almost all organizations have programs in place to support philanthropic giving by their employees. These may include, but are not limited to matching gifts, payroll deductions, volunteer grants, one time company matches, etc. Look into your organization's charitable giving policies to see how you and the rest of your team can best leverage your company to further your team's fundraising efforts.

## TAP INTO SOCIAL MEDIA

From the moment you create your team until you cross the finish line, share your event journey with your supporters on social media.

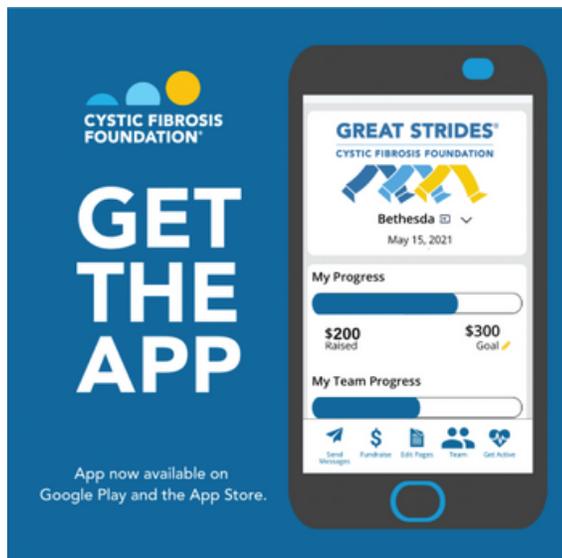
- Share pictures to keep your community updated on your fundraising progress. Let them know how much you've raised and how much you have left to reach your team's goal. Make sure to tag your organization in your posts!
- Collaborate with your organization's communications department to use your organization's social media to promote your team.
- Include a link to your team's fundraising page or to your own personal page on every social post so that people can learn more and donate.
- Send messages through [Facebook](#), [X](#), and [LinkedIn](#). Messages can be sent directly from the [Fight CF mobile app](#).
- Follow the Foundation on [Instagram](#), [Facebook](#), and [LinkedIn](#) for content you can share with your community and colleagues to help deepen their connection to the Foundation.
- Connect a Facebook fundraiser directly to your participant center and easily raise money for your team.

## LEVERAGE CLIENT AND VENDOR RELATIONS

The clients and vendors your organization works with on a regular basis will be curious as to why you are raising money for the Cystic Fibrosis Foundation. Share your story with clients and vendors and see if they would be interested in donating to your team or learning more about the mission of the Foundation.

## FUNDRAISE ON FACEBOOK!

Reaching your fundraising goal is easier than ever. Follow these steps to connect a Facebook Fundraiser to your participant center and start raising money for your team:

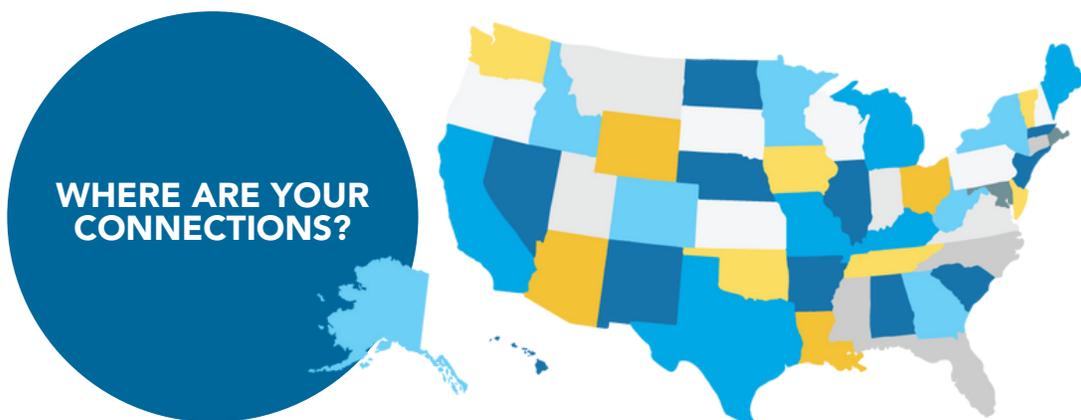


## GO MOBILE — FIGHT CF APP

Download the Fight CF mobile app to fundraise and recruit for your event from your phone. The user-friendly app (available in [App Store](#) or [Google Play](#)) can help you ask and thank people for their donations via text, email, and social media with pre-written messages. Plus, use the app to track your activity, share on social media, and even deposit checks to add to your fundraising total.

## INVITE COLLEAGUES ACROSS THE COUNTRY TO JOIN YOU!

Your experience is more fun when others join you. Think about all the places throughout the country where you can energize colleagues, friends, and family members who can support these team efforts!

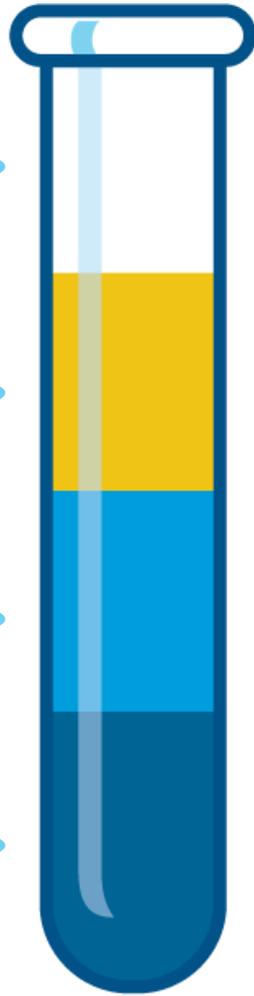


FUNDRAISING GOAL

75% THERE!

HALFWAY THERE!

25% THERE!



## SET YOUR PERSONAL FUNDRAISING GOAL

To start, select your team's fundraising goal. Once you reach it, increase the goal and keep fundraising to become a top team. The earlier you start fundraising the more successful you and your team will be. After establishing your team goal, set a personal goal and think about what you can do to help your team reach its goal.

## MAKE A PERSONAL DONATION

The best way to encourage other people to donate is to set an 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. Visit [cff.org/matching-gifts](https://cff.org/matching-gifts) to see what companies are eligible for matching gifts.



# SHARE THE PASSION!

## PLAN A PASSION FUNDRAISER

Turn your favorite hobby or pastime into a unique fundraising opportunity! Passion fundraising allows participants to elevate their fundraising efforts by getting their friends, family, and community involved in a fun and personal way.

Use our passion fundraising website ([passion.cff.org](https://passion.cff.org)) to help bring your event to life, 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.

Need some ideas? Your local chapter can help you bring a passion fundraiser to life and give you the tools to assist with brainstorming.

## PERSISTENCE IS THE KEY TO SUCCESS

Reach back out to the people you contacted about supporting your fundraising efforts and thank those who have already donated. Did you know that most people donate within three days of receiving your email? If one of your prospective donors didn't reply, perhaps your email was lost in the shuffle. Send out a friendly reminder and ask again!

## THANK & INFORM YOUR DONORS

Tell your donors how much you and your team raised and share event photos 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 at this moment there are more ways to stay involved with the CF Foundation.



# KEY MESSAGES

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

## EXPLAINING CYSTIC FIBROSIS

- Cystic fibrosis is a rare, genetic disease in which a defective gene causes a thick buildup of mucus in the lungs, pancreas, and other organs. The buildup of mucus can lead to extensive lung damage, respiratory failure, malnutrition, liver disease, and gastrointestinal issues, among other complications.
- Close to 40,000 people in the United States have CF, an increase over the past decade due to people living longer because of scientific advancements.
- 56 years old is the median predicted age of survival for a person with CF born in 2022, nearly 20 years longer than just a decade ago.
- Any racial or ethnic group can be affected by cystic fibrosis.
- 1 in 31 Americans are carriers of the defective gene. If two parents are carriers and have a copy of a defective gene, there is a 25% chance their child will have CF.

## THE CHALLENGES OF LIVING WITH CYSTIC FIBROSIS

- Not everyone can benefit from therapies that treat the underlying cause of CF because they are ineligible or can't tolerate them.
- Even with current therapies, complications can arise, leading to hospitalizations and shortened lifespans.
- People with CF can spend multiple hours a day doing treatments.
- There is no cure for cystic fibrosis.



# KEY MESSAGES CONTINUED

## ABOUT THE CF FOUNDATION

- Our mission is to cure this disease and provide all people with CF the opportunity to live long, fulfilling lives.
- Since our founding in 1955, we have worked alongside the CF community to effectively transform a genetic disease in a single generation.
- We fund more innovative, groundbreaking cystic fibrosis research than any other organization in the world, which has led to:
  - An increase in the median age of survival from infancy, when the disease was discovered, to 56 years today.
  - 12+ treatments available, four of which address the underlying cause of CF.
  - 40+ therapies in the drug development pipeline.
  - 130+ CF care centers to deliver high-quality, specialized care.

## FINDING A CURE FOR ALL

- We dream that one day all those with cystic fibrosis will have the chance to live long, healthy lives. Our vision is a cure for every person with cystic fibrosis – a life free from the burden of this disease.
- Winning the fight against CF means working harder and faster. Genetic therapies — our best hope for curing cystic fibrosis — are more complex than anything we have ever done and will require a substantial investment.
- Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago.
- Our most important and challenging work is ahead of us. We will not leave anyone behind.
- You are an important part of our progress. With your support, we are confident that one day, not one person will lose a loved one or friend to cystic fibrosis. You have an opportunity in your lifetime to be part of ending this disease.
- With your support, we can invest our resources in research today, while raising funds for tomorrow to reach the finish line.
- Please consider joining us and help make medical history. Together, we can make CF stand for Cure Found.





## CYSTIC FIBROSIS FOUNDATION®

Cystic Fibrosis Foundation  
4550 Montgomery Avenue, Suite 1100N  
Bethesda, Maryland 20814  
1-800-FIGHTCF | [www.cff.org](http://www.cff.org)

-  CF\_Foundation
-  CysticFibrosisUSA
-  CysticFibrosisFoundation

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The CF Foundation is committed to ensuring the health and wellbeing of individuals attending Foundation events. Individuals attending CF Foundation events must abide by the Foundation's [Event Attendance Policy](http://www.cff.org/attendancepolicy) ([www.cff.org/attendancepolicy](http://www.cff.org/attendancepolicy)), which includes guidance for event attendees living with cystic fibrosis.