



GREAT STRIDES
WALKER AND
TEAM LEADER
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.

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.

Welcome to Great Strides

This fun-filled event is a fantastic opportunity to walk with your community of family and friends in support of those with cystic fibrosis. Each year, more than 50,000 people participate in nearly 300 walks across the country to help advance our mission: to find a cure for this disease.

The Cystic Fibrosis Foundation has made extraordinary progress — including fostering the development of more than a dozen therapies — but these treatments are not a cure and not everyone with CF can benefit from them. We will not leave anyone behind.

Your support is critical as we work together to make CF stand for Cure Found. We can't wait to see you at Great Strides!



GET STARTED

We are excited to help you become a successful Great Strides fundraiser! Get started with these simple steps:

REGISTER

Register yourself or your team at www.cff.org/GreatStrides. You can sign up as a walker on a team, an individual walker, or a team leader of your own team.

SET YOUR FUNDRAISING GOAL

To start, select your personal fundraising goal. The earlier you start fundraising the more successful you and your team will be. Did you know the average team has 10 participants and raises nearly \$3,000?

Any participant can become a 65 Roses Champion by setting — and meeting — a fundraising Goal of \$1,000 or more. Once you raise \$1,000, you will earn a badge to display on your Great Strides webpage, a special gift, and recognition at your local walk:

- Storyteller – Share your story by personalizing your webpage and earn this badge
- Self-Donation – Make a donation to your fundraising campaign and earn this badge
- T-shirt – Raise \$100 to earn this badge and receive a T-shirt
- Mobile App – Download the mobile app and sign in and earn this badge
- 65 Roses Champion – Raise \$1,000 to receive this badge and become a 65 Roses Champion

Once you reach your goal, increase it and keep fundraising to become a top participant.

MAKE A PERSONAL DONATION

The best way to encourage other people to donate is to set an example by making a self-donation!



GET STARTED CONTINUED

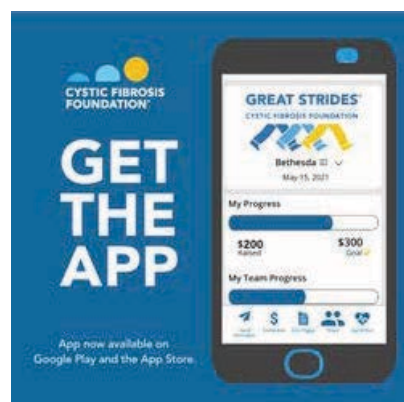
SET UP YOUR PERSONAL FUNDRAISING PAGE

It takes just a few minutes to set up a personalized Great Strides page, and it's quick and easy to share it with your friends. They can choose to donate online, join your team or forward your page on to their friends.

DOWNLOAD THE 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.
- Track your activity and share on social media.
- Deposit checks to add to your fundraising total



ASK OTHERS TO JOIN YOU

Ask friends, family, and colleagues to join your team and help reach your team's fundraising goals. When people see that their contribution helps move you closer to your goal, they will be excited to donate and join your team.



WHO DO YOU KNOW

The key to building a walk team and a successful fundraising campaign is asking people you know for support. 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 of potential donors and participants!

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

GET STARTED CONTINUED

START FUNDRAISING

Now that you've registered, use your online participant center and the Fight CF mobile app 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.

CHECK FOR MATCHING GIFT OPPORTUNITIES

Find out if your employer or the employer of your donors has a matching gift program. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some companies will even match gifts made by retirees and/or spouses!

Visit cff.org/matching-gifts to see what companies are eligible for matching gifts.

CONSIDER GOING NATIONAL

Build a national team by recruiting and registering three or more teams to walk in your state or across the country. Engage with your community and support the mission of the Cystic Fibrosis Foundation all over the country. For more information, please contact greatstrides@cff.org.



FUNDRAISING TIPS & RESOURCES:



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.

- Set and share your personal fundraising goal.
- Are you participating to honor someone with CF? Be sure to add a picture!
- Take the time to 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.

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.
- 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.



FUNDRAISING TIPS & RESOURCES:

CONTINUED

FUNDRAISE ON FACEBOOK!

Creating a Facebook fundraiser is an easy way to help you raise more money for your cause and allows you to:

- Increase the visibility of your fundraiser to reach potential donors. You never know who may be inspired by your story and want to donate to your campaign!
- Easily share your fundraiser with your friends and followers. The more people share, the wider your reach becomes, increasing the likelihood of receiving more donations.
- Provide real-time updates: Facebook fundraisers allow you to provide real-time updates on your progress, share success stories, and showcase the impact of donations.
- It's easy to set up: Setting up and donating to a Facebook fundraiser is a user-friendly process that doesn't require advanced technical skills.
- There are multiple payment options: Facebook fundraisers support various payment methods, including credit cards and other online payment options. This flexibility in payment methods makes it convenient for donors to contribute, potentially attracting a wider range of supporters.



FUNDRAISING TIPS & RESOURCES:

CONTINUED



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 and toolkit available on passion.cff.org to help bring your event to life and access resources such as event templates, auction forms, talking points and more. Whether you are a team leader, team member, individual, or virtual participant, anyone can host a passion fundraising event to diversify your fundraising efforts and reach new goals for your team.

Need some ideas? Check out our [passion fundraising flyer](#) for inspiration.

Some creative ideas include:

- Fitness classes
- Sports tournament
- Trivia night or other games
- Bake sale
- Dinner party
- Lemonade stand...and more!

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

FUNDRAISING TIPS & RESOURCES:

CONTINUED

SEND REMINDERS

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, send out a friendly reminder and ask again!

Share the tips below to raise \$1,000 to become a 65 Roses Champion!

- Make your own \$50 contribution
- Ask five neighbors for \$20 each
- Ask five co-workers for \$20 each
- Ask three family members for \$50 each
- Ask three businesses for \$100 each
- Launch a Facebook fundraiser and invite friends to donate for \$100
- Download Fight CF app and text five friends asking for \$20 each
- Ask four people at your place of worship for \$25 each

THANK AND 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! Be sure to remind them that there are more ways to stay involved with the CF Foundation.



PREPARE FOR WALK DAY



WHAT TO DO WITH THE DONATIONS YOU COLLECT

We've gone cashless at Great Strides! Mail your donations in to your local Chapter or print the Great Strides mail-in donation form available in your participant center and send it with your cash and/or check(s) to the address listed on the form. Remember to convert cash to a check or money order.

Additionally, you can download the Fight CF mobile app to deposit checks directly from your phone. Corporate or company checks will need to be processed by your local chapter. Once logged in, click on the "Fundraise" tab at the bottom of your screen. Go to "Enter Donations" and click the "Check Deposit" icon.

WHAT TO EXPECT ON WALK DAY

Visit the registration table and turn in any donations you bring with you to the walk. To make registration quick and easy, convert any cash and coin donations you have into a check before walk day.

Participants who raise \$100 or more will receive a T-shirt. Food and family-friendly activities are featured at every local walk. Contact your chapter to learn about the special activities happening at your event!

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.
- Nearly 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.

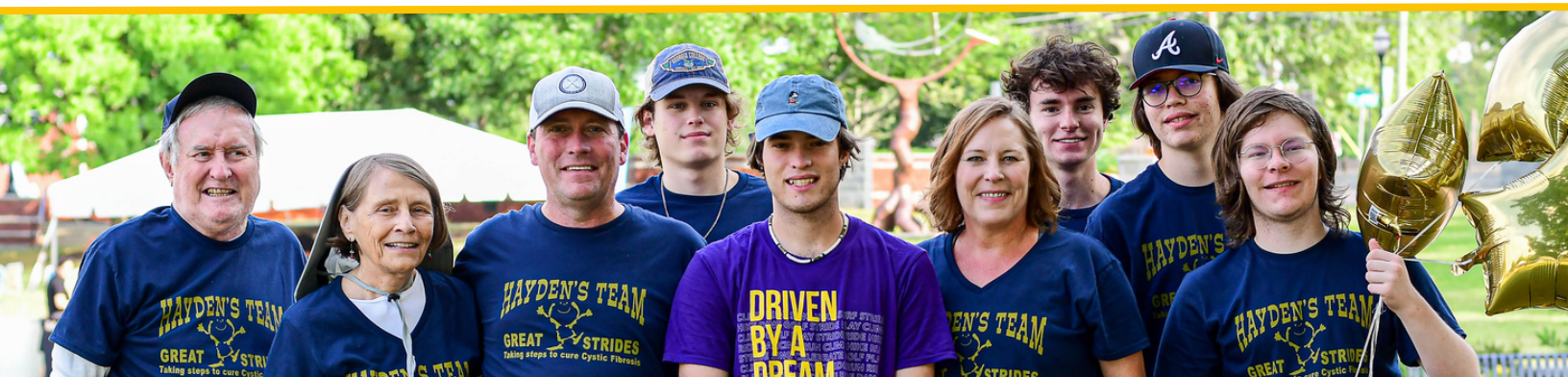
KEY MESSAGES CONTINUED

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 everyone 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.
- 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.
- You are an important part of our progress. With your support, we are confident that one day, no one 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
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1-800-FIGHTCF | www.cff.org

-  CF_Foundation
-  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), which includes guidance for event attendees living with cystic fibrosis.