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# XTREME HIKE FUNDRAISING GUIDE

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 [facebook.com/CysticFibrosisFoundation](https://facebook.com/CysticFibrosisFoundation)

 [instagram.com/CF\\_Foundation](https://instagram.com/CF_Foundation)

 [youtube.com/CysticFibrosisUSA](https://youtube.com/CysticFibrosisUSA)

 [twitter.com/CF\\_Foundation](https://twitter.com/CF_Foundation)

## Welcome to Xtreme Hike

Thank you for participating in Xtreme Hike and helping advance the mission of the Cystic Fibrosis Foundation! This guide includes a breakdown of each item listed below and will guide you along your fundraising journey.

- ✓ 1. **Register** for Xtreme Hike
- ✓ 2. **Browse** Through Your Participant Center
- ✓ 3. **Set Up** Your Fundraising Webpage & Customize Your URL
- ✓ 4. **Set** Your Fundraising Goal
- ✓ 5. **Send** a Fundraising Email
- ✓ 6. **Share** on Social Media
- ✓ 7. **Make** a Personal Donation
- ✓ 8. **Go Mobile**, Download the Fight CF App
- ✓ 9. **Invite** Friends to Participate with You
- ✓ 10. **Plan** a Passion Fundraiser
- ✓ 11. **Follow Up** with Your Contacts
- ✓ 12. **Check** to See if Your Donations are Eligible for Matching Gifts
- ✓ 13. **Share** Your Hike Experience
- ✓ 14. **Thank** and Inform Your Donors



## Let's Get Started

### 1. Register for the Xtreme Hike

Register for an Xtreme Hike event as a team or an individual on the Xtreme Hike site. Once registered, team leaders can customize the team fundraising page and participants can create their own personal fundraising page which can be shared with family, friends, and colleagues. For further detailed registration instructions, click [here](#).

### 2. Browse Through Your Participant Center

Your Participant Center contains many resources to help you along your fundraising journey! This is the place where you can send fundraising and thank you emails, update your goal, track your progress, and customize your personal fundraising page. Click [here](#) for a Participant Center overview.



### 3. Set Up Your Personal Webpage & Customize Your Fundraising Link

It takes just a few minutes to set up your own personalized Xtreme Hike page, and it's quick and easy to share with friends. You can edit your page from the 'Personal Page' tab in your Participant Center after logging in to the website.

This can be customized with a picture of someone you are hiking in honor of or a picture of you! Take the time to shorten your fundraising link so that it is easy to share with friends and family. Need more help? Click [here](#).

### 4. Set your Fundraising Goal

Select your personal fundraising goal to start. Set an individual goal for yourself that meets your chapter's minimum fundraising goal and go from there. Set a goal of \$5,000 to become a Top Hiker or even \$20,000 for a real challenge! Once you reach your goal, be sure to increase your goal and keep fundraising!

## 5. Send a Fundraising Email

Tell your friends, family, and colleagues that you have signed up and made a commitment to help support the mission of the Foundation! Use the email template included in this guide, those available in your Participant Center on the Xtreme Hike website, or simply write a personal email to let everyone know why you are hiking and ask for their support.

## 6. Share on Social Media

The Xtreme Hike is a unique event, and your friends and family on social media will want to hear about it! Post your training progress, fundraising updates, and thank people publicly for their donations on social media! Be sure to link back to your personal fundraising page so that people can donate and learn more about the event. Click [here](#) to download an Xtreme Hike cover image for your social media accounts.



## 7. Make a Personal Donation

The best way to encourage other people to donate to your cause, 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.

## 8. Go Mobile

Download the [Fight CF application](#) to fundraise on the go! 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.

## 9. Invite Friends to Participate with You

Everything is more fun with a friend! Ask a friend, or two, or more to join you in the fight against CF. They can sign up to hike with you and ask their friends and family to support them.

## 10. Plan a Passion Fundraiser

Great fundraising events always begin with a passion! Create an event inspired by your favorite hobbies or develop a unique fundraising event or opportunity. Use our [Passion Fundraising](#) guide to make your fundraising dreams become a reality!

## 11. Follow Up with Your Contacts

Reach back out to the people who you contacted about supporting your fundraising efforts and thank the ones 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!

## 12. Check to See If Your Donations Are Eligible for Matching Gifts

Find out if your employer or the employer of your donors has a matching gift program. View our [Matching Gift database](#) to see what companies are eligible for matching gifts.

## 13. Share Your Xtreme Hike Experience

What does Xtreme Hike really look like? From the moment you wake up until you reach the top of the overlook, share your Xtreme Hike journey with your people on social media on event day! Along with pictures and posts illuminating your experience, be sure to tell them how much you have raised or how much you have left to raise.



## 14. Thank & Inform Your Donors

Tell your donors how much you raised and share photos of your triumph! They will be excited to see you worked hard for their donation and will appreciate knowing that their contribution made a difference. Sending a thank-you email or writing a personal letter to each donor will mean a lot to those who supported you!

## Key Messages to Inspire and Inform

Use the key messages below to help build upon your personal story and share why you're participating in Xtreme Hike and supporting the Cystic Fibrosis Foundation.

### 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

- Founded in 1955, the Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation was started by parents desperate to save their children's lives.
- People with CF are now reaching milestones once thought not possible. Yet not everyone can benefit from existing treatments. We believe every person with CF should have the chance to live a long, healthy life – a life free of cystic fibrosis.

### 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 underlying cause of CF and more than 25 potential new medications in the CF research pipelines

## A Cure For All

- The Cystic Fibrosis Foundation has developed more than 12 treatments – an unprecedented number in a short span of time – adding decades of life to those with CF. Thanks to this work, the life expectancy of someone born with CF has doubled in the last 30 years.
- Yet, we are not done. Not everyone can benefit from current treatments, so we must find a cure. We know that no pace is fast enough when you or your loved one are living with the challenges of CF.
- Advances in new gene-based technologies represent an unprecedented opportunity to end CF as we know it. Investing the assets we have today in research, while raising more donations for tomorrow, will ensure we have the resources to reach the finish line. You are an important part of our progress.



*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.*

## Sharing Your Story

My [daughter/son/spouse/friend/other] has cystic fibrosis. *[Explain what living with CF is like — depending on how much time you have. If you do not have a direct CF connection, explain your connection to the Foundation -- make it your own!]*

I am excited to participate in the Xtreme Hike with the Cystic Fibrosis Foundation. Fifty years ago, kids with CF didn't live long enough to attend kindergarten. But today, because of the Foundation's work and funds raised from corporations like yours, some people with CF are attending college, getting married, and having children — goals that used to seem impossible.

But many are still dying far too young. The Foundation has transformed how the disease is treated and is working to find a cure for all people with CF. It's an amazing thing to be a part of, but in order to find a cure for all people living with CF, we still need so much support. Would you like to support me in my fundraising efforts and join in the fight to cure this disease?

## Sample Email Template

Dear [NAME],

On [DATE], I will be participating in the Xtreme Hike to get one step closer to curing cystic fibrosis. In just one amazing day, I will take on the challenge to hike [x] miles on the beautiful [trail name] at [location/venue]. I will train for [month amount] to complete this test of endurance in one very long day, rain or shine! I decided to take on this challenge to raise [\$ amount] for the Cystic Fibrosis Foundation to support its mission to find a cure for all people living with cystic fibrosis. Cystic fibrosis is a progressive, genetic disease that causes persistent lung infections and limits the ability to breathe over time.

The Foundation's goal is for every person with CF to have a treatment that addresses the underlying cause of their disease—and one day, a cure. While it's anticipated that treatments that effect the underlying cause of CF for more than 90 percent of the CF community will be approved, approximately 7 percent of people with CF will still be unable to benefit from current treatments, and will require different therapies to fix the underlying cause of their disease -- which is why your support is needed now more than ever.

Simply click the "Donate" button on my page [LINK to your fundraising page] to donate to my fundraising goal. However big or small your contribution, every gift helps make an impact. Please be assured your generous gift will be used efficiently and effectively to help the Foundation invest in vital CF programs to support research, care, and education. Thank you in advance for supporting me and for helping to make CF stand for "Cure Found".

[Insert photo, video, etc. if you have one!]

Sincerely,

[Your Name/Signature]