



**CHANGE
MAKERS**

YOUR FUNDRAISING GUIDE

Your steps to fundraising and event success



WELCOME

Thank you for signing up to fundraise and become a ChangeMaker, leading the way in making a difference in the lives of those living with cystic fibrosis. Whether you're planning to raise funds through your fundraising page or offline, we have everything you need to kick-start your journey: helpful resources, templates, tips and tricks, social tools, and planning guides.

These will help show the way to a successful fundraising activity making it easy and fun. **Thank you for taking a step toward ending CF for all.**



We are so grateful for our Change Makers, right across this country. We love to see how our community finds creative ways to support Canadians living with cystic fibrosis. Thank you for changing lives through your fundraisers and thank you for being a Change Maker. We couldn't deliver the impact we do without you.



Kelly Grover,
Chief Executive Officer

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- About cystic fibrosis
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ABOUT

➤ WHAT IS CYSTIC FIBROSIS?

Cystic fibrosis (CF) is the most common fatal genetic disease affecting Canadian children and young adults. There is no cure. Of the Canadians with cystic fibrosis who died in the past five years, half were under the age of 37. Cystic fibrosis is a progressive, degenerative multi-system disease that affects mainly the lungs and digestive system.

In the lungs, where the effects are most devastating, a build-up of thick mucus causes severe respiratory problems. Mucus and protein also build up in the digestive tract, making it difficult to digest and absorb nutrients from food.

In addition to the physical effects of the disease, mental health concerns are emerging; anxiety and depression are common among this population.



➤ WHAT IS CYSTIC FIBROSIS CANADA?

In our 60-year history, **we have advanced cystic fibrosis research and care that has more than doubled life expectancy for Canadians living with cystic fibrosis.**

Today, Cystic Fibrosis Canada is a leading organization with a central role engaging people living with cystic fibrosis, parents and caregivers, volunteers, researchers and healthcare professionals, government and donors. **We work together to change lives through treatments, research, information and support.**

Despite our remarkable progress together, we are not yet done. Not when half of the Canadians with cystic fibrosis who died in the past five years were under the age of 37. We are pushing further!

ABOUT

➤ WHAT ARE CHANGE MAKERS?

Change Makers are inspired advocates, community builders and fundraisers who rally local support in every province and territory to back Cystic Fibrosis Canada's groundbreaking efforts.

They are our community champions who inspire us with their fundraising efforts. Our Change Makers fundraise in a variety of ways, from planning events, to shaving their hair off, to hosting a trivia night, to running a marathon.

Our Change Makers are passionate about ending CF and are raising funds to make this a reality. Thank you for joining them.

Whether you're supporting loved ones living with cystic fibrosis or are going through your own personal journey, you can help fund CF research advancements, access to life-changing treatments, and the delivery of critical support to this community.

To be a Change Maker is to go further for Canadians living with cystic fibrosis.



Everyone has something they can use to create a fundraiser! For me it was the music and I don't know what I would do if I didn't have that but Change Makers lets you do anything so there is no reason to doubt yourself.

Paul, Change Maker



YOUR IMPACT

Cystic fibrosis is still the most common fatal genetic disease affecting more than 4,300 Canadians. At present, there is no cure.

No CF story is the same, and through your passion, dedication and fundraising, you can drive change and continue to make an impact in everyone's story.



Your past support has allowed us to fund groundbreaking research, improve care and have real impacts on the lives of those living with cystic fibrosis. But we aren't done. Not when half of people living with cystic fibrosis die before the age of 40. Not when around 250 people with rare mutations who could benefit from Trikafta have no access in this country. And not when many still have no therapy because their mutations won't benefit from drugs like Trikafta. We can change the CF story - we've done it before. But we can't do it without you. Help us change the CF story.



Dr. Paul Eckford,
Chief Scientific Officer

YOUR FUNDRAISING COULD HELP:

\$50

Fund one day of supplies that will support a research team investigating which **rare CF mutations** can benefit from Trikafta.

\$150

Support a research coordinator at one of our **clinical trials sites** educate CF patients on new gene therapy trials.

\$250

Support the development of **mental health resources** for people with CF and caregivers.

\$500

Fund a graduate student for one week to **investigate new ways** to tackle antibiotic resistance in CF lung infections.

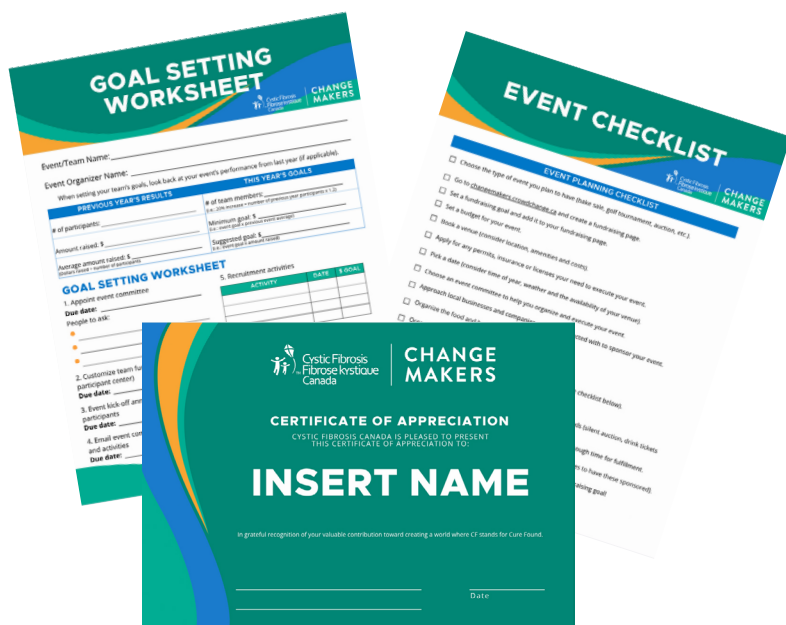
\$1000

Support a week of research to adapt a therapy program to a virtual format so that CF patients suffering from depression and anxiety can easily **meet with a therapist**.

GETTING STARTED

Sometimes getting started can be the toughest part – so we're here to help! Looking for some tools to help get your fundraising off the ground?

[Click to download below and you'll be on your way.](#)



The Change Makers site takes off a lot of pressure around money management and registrations, it means everyone has the same information and we can see what is happening in real time.

Shauna, Change Maker

FUNDRAISING IDEAS

You may know exactly how you want to fundraise for CF Canada, but if not, we have some inspiration and options for you to check out below!



GET SPORTY

You could plan a golf tournament (you can raise more funds when you add in extra activities like a silent auction).



GET SEASONAL

Want to get festive over the holidays with a calendar sale? Whatever season or holiday you love, use our tools to help you plan a fun seasonal fundraising activity.



GET CELEBRATING

Celebrating a milestone birthday? Perhaps its an anniversary, Use your special occasion to raise funds.



GET SELLING

Are you feeling crafty? Perhaps you have a creative talent which you could share, like pottery making? Host a paint night, or sell your creative work to raise funds.



GET FUNDRAISING AT WORK

Get your colleagues feeling competitive with some fun team engagement activities. Better yet, ask if your employer will match your donation.



GET ORIGINAL

If any of the ideas above aren't your style then get original and plan your own activity, in your own way! Maybe you want to dye your hair purple for the month of May. The possibilities are endless!

FUNDRAISING JOURNEY

Now you have your fundraising idea in place, you've signed up and you have your planning tools ready. It's time to get fundraising ready to reach your goals.



PLAN

Think about your logistics. Is this a solo activity or do you want to sell tickets? Download our planning tools to help make sure you have everything you need. When building your event, decide the date, time, location, and activity to set your page up well.



PERSONALIZE YOUR FUNDRAISING PAGE

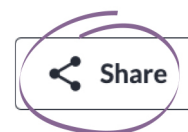
Log in to your CrowdChange account after you register to access your participant centre. Update your photo, write about what inspires you to fundraise for the Canadians living with CF, and set an ambitious fundraising goal! [Login here](#).

If you have a personal reason, tell your story. Let people know why you're fundraising, and that their support will make a difference in the lives of people with CF.



CUSTOM URL AND QR CODE

Make it easy for your donors to find your fundraising page. Share your fundraising page in an email, text or social media, via a custom link or make a QR code, by clicking on the "Share" button.



SHARE OUR MISSION

An impact statement will help you make your contacts aware of the mission and help them understand the impact of their donation. Impact statement graphics and key messages about the organization are available [online](#).



START YOUR ASKS

Log in to your account and start sending emails to your contacts, with our ready to go "Mailing List Templates". Update your network by sharing our pre-written social media messages from our ["Fundraising Tools"](#) online.

FUNDRAISING JOURNEY



RECRUIT HELP FROM FRIENDS AND FAMILY

Family and friends are often the top supporters of many participants' fundraising campaigns. Ask your family and friends to share your fundraising journey on their social platforms to expand your reach!



MAKING A PERSONAL DONATION

Making a personal donation not only kick starts your fundraising and helps you get closer to your goal, but it shows your potential donors your commitment to the cause.



Top Tip: 20% of donations come in after an event has ended, so make sure you let your supporters know how your event went and give them one last chance to help you make a difference.



SOCIAL TOOLS

Make your asks eye catching by using one of our graphics from our toolkit, for all media types (Facebook, Instagram, LinkedIn). Don't forget to paste your QR code image on the graphic.



CREATE INCENTIVES

Creating incentives for your donors is a way to offer them something in return for supporting you reaching your fundraising goal. Share your creative incentives in the description on your fundraising page. For example, baking your donors a dozen cookies for each donation.



TIME TO ORGANIZE A FUNDRAISER

Host a games night, organize a BBQ, a sports tournament, a raffle or ask your entourage to make a donation in lieu of gifts for your birthday. You've got this!

FUNDRAISING IDEAS

Fundraising can seem daunting, and even challenging in these times, but we are on hand to support you every step of the way. Check out some of our ideas.

➤ HOW TO RAISE \$500 IN A WEEK

Maybe that sounds too good to be true, but we have a foolproof way to quickly increase your thermometer.

Here's how it's done...



DAY 1	Donate \$25 to yourself	\$25
DAY 2	Ask 2 family members to donate \$50	\$125
DAY 3	Ask 5 friends to contribute \$30	\$275
DAY 4	Ask 5 coworkers to contribute \$10	\$325
DAY 5	Ask your boss for a company donation of \$50	\$375
DAY 6	Post on social to collect 5 \$15 donations	\$450
DAY 7	Ask 2 buddies from your gym or other recreational group to donate \$25	\$500

Why not set a fundraising challenge to help get those dollars in?

➤ FUNDRAISING CHALLENGES

SET A KILOMETER CHALLENGE

Set an ambitious KM goal to aspire to and ask for donations for each KM you track. This could be a one-day challenge or span a whole month.

DIY WORKSHOPS

Get each team member to host a DIY workshop where team members teach each other a skill or craft. Participants can pay a fee to attend, and the funds raised can contribute to the fundraising goal.

MILESTONES CHALLENGE

Set milestones for the fundraising goal, and for each milestone reached, team members (or yourself) can take on a quirky or entertaining challenge like dyeing your hair, wearing a costume to work, or performing a funny dance.

TECH-FREE DAY

Challenge your team (or yourself) to go tech-free for a day or a full weekend. You could seek sponsorships for every hour stayed away from your devices.

FUNDRAISING IDEAS

➤ 100 SQUARE CHALLENGE

Cystic Fibrosis Fibrose kystique Canada		CHANGE MAKERS		100 SQUARE FUNDRAISER \$10 PER SQUARE \$500 PRIZE E-transfer to :					
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Use the template provided (print it or save a copy). Sell each square for \$10, or set a different amount. When you sell a square, write the person's name in the square. Once all numbered squares are sold, randomly draw a number. The person who bought the square with that number wins 50% of the earnings and the other 50% goes to your fundraising efforts.

Your donors can pay via cash or e-transfer to you personally. Please do not ask your donor to pay on your online fundraising page, as you will not be able to withdraw the winnings. At the end you can manually donate the other 50% to your online fundraising page.

➤ FUNDRAISING IDEAS A-Z

Still looking for ideas? Check out our A-Z of fundraising ideas!

RAISING MONEY

➤ ONLINE DONATIONS

The easiest way to accept donations is through your fundraising page. Electronic tax receipts will be automatically issued via email for online donations \$20 and greater. Please remind donors to check their junk folders, if they cannot find the receipt.

➤ OFFLINE DONATIONS

There may be times when fundraising happens in person, with donations coming to you in the form of cash or cheques.

If you receive cash or a cheque in your name, you can go online and pay the donation with your own credit card in the name of your donor. You also have an option to start filling in the donation information for your donor and send them a payment link to pay right away.

If you receive a cheque in the name of CF Canada, you can mail it in. Just like your online fundraising efforts, this offline process can be easy and convenient! Checkout our resources to help.

LET'S GET SOCIAL



➤ KEY MESSAGES

We have your key messages to make sharing your fundraising efforts and events easier.



➤ SOCIAL TOOLS

One of the most effective ways to fundraise is by sharing your fundraiser on social media, use the templates below to get started.



➤ SOCIAL MESSAGES

Wondering what to say about CF Canada or how to ask for funds? We have you covered.

RESOURCES

RESOURCES TO DOWNLOAD

ABOUT CF

- CF causes various effects on the body, but mainly affects the digestive system and lungs.
- The degree of cystic fibrosis severity differs from person to person, however, the persistence of ongoing infection in the lungs causing destruction of the lungs and loss of lung function, will eventually lead to death in the majority of people with CF.
- Typical complications caused by cystic fibrosis are:**
 - Difficulty digesting fats and proteins
 - Malnutrition and vitamin deficiencies because of inability to absorb nutrients
 - Progressive lung damage from chronic infections and aberrant inflammation
 - CF-related diabetes
 - Sinus infections

CAUSES OF CF

Cystic fibrosis is a genetic disease that occurs when a child inherits two abnormal genes, one from each parent. Approximately, one in 25 Canadians carry an abnormal version of the gene responsible for cystic fibrosis. Carriers do not have cystic fibrosis, nor do they exhibit any of the symptoms of the disease.

HOW TO CREATE A QR CODE

3 EASY STEPS TO CREATE A QR CODE

Creating a QR code to add to your email or social post can help your potential donors find your fundraising page faster and ensure that their donation is going onto your thermometer.

- Go to your fundraising page.
- Click the "Share" button in the top right corner.
- Click on the "QR Code" button and click "Download QR Code" to be able to add it to your social posts, emails and posters.

HOW TO USE YOUR QR CODE TO COLLECT DONATIONS

Here are some ideas for how you can use your QR code to fundraise:

- Add the QR code to the photo of a post or in the corner of a story image, then share on your social media channels.
- Add your QR code to the corner of your profile picture on social media.
- Design a brochure or flyer that includes your QR code and an invitation to donate.
- If you're speaking with a media station, ask them to post the QR code along with your interview for easy online donations.

To learn more visit www.cfc.ca info above credited to the

We want to help! Tag Cystic Fibrosis Canada social media accounts:

@cysticfibrosiscanada @cfcanada @cfcanada

HOW TO CUSTOMIZE YOUR FUNDRAISING PAGE

- Log into your CrowdChange account here and click on the "Participant Center" button.
- Choose to edit either your team page or your personal page.
- Click "Page Settings" in the black menu on the left side of the screen.
- Now you are on the "Edit" screen for your page. You can edit the following:
 - Your name - this is the name displayed on your page.
 - Your fundraising goal.
 - Your page link - by adding a custom link you can access your page easily.
 - Your page description.
 - Your page image or video.
- Once you have made all the edits you would like, make sure to click the "Save" button to keep your changes.

SPHERE OF INFLUENCE

WHAT IS A SPHERE OF INFLUENCE?

A sphere of influence is your pool of people that you can reach out to and ask for donations toward your fundraising goal. The first place to start is with family and friends, but have you thought about your employer or your dentist? Anyone you cross paths with could be interested in donating.

PAST SUPPORTERS
Fundraised before? Reach out to people who donated in the past - they are likely to want to donate again.

FAMILY
This could be your mom, dad, grandpa or cousin - and many more depending on who you consider family.

FRIENDS
Close friends, old friends and new friends, see if they want to give to your goal.

CO-WORKERS
Coworkers are a great pool of people you might forget to ask on a daily basis, but might be excited to be invited to give to your goal.

NEIGHBOURS
Knock on a door, have a BBQ, or sit on your porch while people walk by.

COMMUNITY GROUPS
Reach out to the local business associations, charitable clubs or other community groups.

COMPANIES/BUSINESSES
Think about your favourite coffee place, bookstore or pet food store, even your dentist. Don't forget to ask your company if they can contribute or match donations.

WIDER COMMUNITY
Think of the people you can see everyday - your spinning teacher or golf buddy. Even going further and asking for donations via a media source like the newspaper, press releases or TV ads.

HOW TO ASK FOR DONATIONS

- Be sincere and honest about why you are asking for donations. Your friends and family members already care about you and know your connection to the cause.
- Those who are willing and able to give, will support you when you ask for a donation, but you will never know unless you ask first.
- For corporate donations, make sure you are talking to the right people. Start with your/the boss and ask them to direct you to the right person or department.
- Know your fundraising history so you can give them a rough idea of what you are asking for, if you raised \$500 last year, see how much they would be willing to match based on that amount.

RESOURCES



It's essential to be very organized, make some lists! But really the most important thing is to have fun doing it – I feel a lot of pride when I see people having fun, giving back to the cystic fibrosis community.

Suzanne, Change Maker



From all of us at CF Canada



Cystic Fibrosis
Fibrose kystique
Canada