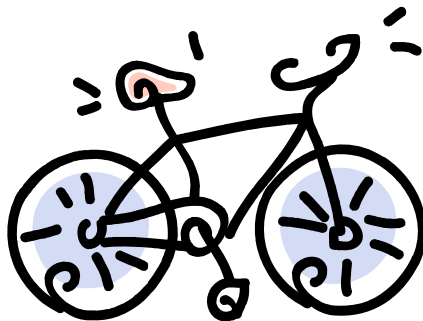




**THANK YOU FOR
KEEPING THE CF CURE
ON THE RIGHT ROAD!**



RIDER FUNDRAISING TOOLKIT

**Massachusetts/Rhode Island Chapter
220 North Main Street, Suite 104
Natick, MA 01760
508-655-6000/Fax 508 653-6942**

**CYCLE FOR HAYLEE Website:
<http://www.cycleforhaylee.org>**



Partner with a Results-Driven Organization...

Since 1955, the mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease. The CF Foundation tirelessly pursues its mission by supporting scientific research, dedicated to the discovery and development of new therapies. At the same time, it funds and accredits a network of specialized treatment centers that provide state-of-the-art care for people with CF. By applying the same principles that a “for-profit company” follows—**efficiency**, **innovation** and a **results-driven** approach—the CF Foundation is making a profound difference in the lives of those with CF.

The CF Foundation Is Efficient.

SmartMoney has recognized the CF Foundation as “a charity that won’t waste your money.”

The CF Foundation Is Innovative.

Forbes has recognized the CF Foundation for its innovative approach to curing a disease. By offering milestone-driven research awards, the CF Foundation stimulates the development of new CF therapies that are having a profound impact on thousands of young lives.

The CF Foundation Is Results-Driven.

When the CF Foundation began, few children lived to attend elementary school. Thanks to the research and care supported by the CF Foundation, the median age of survival for a person with CF is now over 37 years.

The CF Foundation Needs Your Help!

Although the outlook for a child born with CF today has improved tremendously over the years, it is not good enough. Your partnership with the CF Foundation is critical to ensuring that the momentum in CF research continues. Working together, we can *add tomorrows every day* to the lives of all people with CF.

What Is Cystic Fibrosis?

- CF is a life-threatening genetic disease that affects the lungs and digestive systems of tens of thousands of young people.
- One in 31 Americans (more than 10 million people) is an unknowing, symptomless “carrier” of the defective CF gene.
- Each time two carriers conceive, there is a 25 percent chance that they will have a child with CF.



Top Ten Reasons to Support the Cystic Fibrosis Foundation

- 1. The Foundation is efficient.** The Foundation is one of the most efficient organizations of its kind, with nearly 90 cents of every dollar raised available for investment in vital CF research, care and education programs.
- 2. The Foundation is a leader.** Virtually every approved CF drug available today was made possible because of Foundation support. Since the 1980s, the Foundation has played an integral role in the development of Pulmozyme[®], TOBI[®], azithromycin and hypertonic saline for use as CF treatments. To date, we have committed nearly \$300 million to CF drug discovery and development.
- 3. The Foundation is innovative.** The Foundation invests more money in drug discovery and development than any other disease foundation in the country. *Forbes*, *Business Week*, *USA Today* and *Newsweek* have recognized the Foundation's innovative approach to research, and its venture philanthropy business model is the subject of two Harvard Business School case studies.
- 4. The Foundation is accountable.** In 2008, the Foundation achieved the coveted four-star rating for sound fiscal management from *Charity Navigator*, the largest independent charity evaluator in the United States. The Foundation also is an accredited charity of the Better Business Bureau's Wise Giving Alliance, meeting all of its Standards for Charitable Accountability.
- 5. The Foundation is adding tomorrows every day.** When the Foundation was established, children born with CF were not expected to live long enough to attend elementary school. Thanks to research and care supported by the Foundation, the median predicted age of survival is now 37 years; more than double what it was 25 years ago.
- 6. The Foundation is making history.** For the first time in the history of the disease, there are therapies in the Foundation's drug development pipeline that address the basic defect in CF (a faulty protein). If successful, these therapies could add decades of life for people with the disease. Early results in the clinical trial for VX-770, an oral drug aimed at addressing the basic defect in CF, show that the compound significantly improves several key indicators of the disease—the most promising results the Foundation has seen from a Phase 2 trial.
- 7. The Foundation is making a difference.** Today, more than 44 percent of all people with CF are age 18 or older, thanks to wise investments made by the Foundation in research and comprehensive care. To ensure excellent care, the Foundation has implemented a quality improvement program at its nationwide network of 113 CF care centers. In addition, the Foundation has launched the Program for Adult Care Excellence (PACE), a \$5-million initiative to enhance care for adults with CF.
- 8. The Foundation is taking action.** The efforts of the Foundation and its volunteers provide those with CF a voice in Congress. The Congressional CF Caucus has more than 125 members, making it one of the largest caucuses in Congress.
- 9. The Foundation is forward-thinking.** To supplement contributions raised by its dynamic agenda of CYCLE FOR HAYLEE and other special fund-raising events, the Foundation's *Milestones to a Cure Campaign* was launched to raise \$175 million by 2010. To date, *Milestones* has raised \$126 million to support critical therapeutics development.
- 10. The Foundation is far-reaching.** The Foundation has 80 chapters and branch offices throughout the country and supports and accredits a nationwide network of care centers. The CF Services Pharmacy, the Foundation's wholly-owned subsidiary, makes therapies available to nearly 8,000 CF patients nationwide and advocates on behalf of patients by working with insurance plans to cover prescription medication.



Rider Checklist

Get Organized

- Set a fundraising goal for yourself and/or your team (on average, a team of 10 people raises \$1,500).
- Create a team name to inspire and motivate your team.
- Dedicate your team to an individual with CF in your company or community.
- Go to the Cycle for Haylee Web site (<http://www.cycleforhaylee.org>) and register yourself and your team members, or fill out a team roster and mail or fax it to the chapter office.
- Do an online fundraising campaign to enhance your fundraising efforts!

Recruit Your Team

- Invite friends, family and co-workers to join your team as fundraising riders through the CYCLE FOR HAYLEE Web site.
- Organize an employee presentation to recruit co-workers and be sure to invite people from different departments.
- Display CYCLE FOR HAYLEE posters in high-traffic areas at work and in your neighborhood. Contact Terry Waite at twait@cff.org to obtain posters.
- Encourage team members to recruit family, friends and neighbors.

TOOLS: Recruitment Letter/E-mail, Registration Form, Posters, Team Roster

Keep the Momentum Going

- Encourage each rider to conduct an online fundraising campaign!
- Find out about any company matching gift opportunities and ask team members to do the same.
- Keep team members informed of quick, easy and fun fundraising ideas.
- Share success stories! Recognize top fundraisers on your team through memos, e-mail, etc. in meaningful ways.
- Plan group fundraisers to keep team members involved and help them reach their fundraising goals.

TOOLS: Fundraising Tips and Samples, Rider Fundraising Toolkit

Collect Funds

- Obtain a Cycle for Haylee Sponsor Form and begin obtaining pledges at work or at home!

TOOLS: CYCLE FOR HAYLEE Brochure, Team Leader Envelope

Celebrate Your Success

- Attend the CYCLE FOR HAYLEE on Saturday, October 3, 2009!
- Look for your team corral and gather your team before the ride. Congratulate and thank your team members for participating!
- Enjoy the ride celebration BBQ provided by Tennessee's BBQ of Milford.





Fundraising Ideas

The key to fundraising is to set a goal, and start NOW! Here are some great fundraising ideas. Please call Terry Waite at the CF Foundation chapter office for additional ideas at 508-655-6000 or 800-966-0444.

Online Letter-writing Campaign

Send a letter through the CYCLE FOR HAYLEE Website (<http://www.cycleforhaylee.org>) to your friends, family, co-workers, vendors, neighbors, high school and college alumni, and everyone else you know and ask them to sponsor you. Letters are an easy and effective way to raise money. (See attached samples). The key to making your letter successful is to ask for a specific dollar amount.

"Each year, we send a letter to our friends and family inviting them to attend the Cycle for Haylee, bring a friend and or make a donation. The online letter-writing campaign is an easy way to reach out to people. In 2008, online donations represented more than \$17,000 of the \$85,000 overall total. We are so grateful to have the support of our family and friends in helping us fight this disease." – Amy and Matt Varrell, Event Chairs

Corporate Sponsors

Ask your company if they will sponsor the ride. Also, ask your team members about getting their companies involved in the ride. Don't forget about corporate charitable matching funds!

Jeans for Genes

On a specified day, employees can make a pre-determined contribution (e.g., \$5) to the CF Foundation for the privilege of wearing jeans at the workplace. Make it a challenge—see which department or branch has the most participants. If you work in an environment that is already very casual, consider a hat day or crazy-shirt day instead.

Ice Cream Social

Host an "ice cream social" in your office and ask the president of your company, or a department manager, to scoop the ice cream. Employees can make a donation to the CF Foundation in exchange for a frozen treat, and see their favorite senior manager in action!

Bake Sale

Ask your co-workers to help you make a variety of baked goods and sell them for a price that will ensure you'll make a profit. Be sure to publicize the bake sale ahead of time so people bring money.

Social Networking

Use your online social network (*Facebook, MySpace, LinkedIn, Twitter*, etc.) to spread the word about your involvement. Become a Friend of the Cycle for Haylee Group on Facebook (search "Cycle for Haylee"). Send an invitation to your friends to join and ask for their support.



Pizza Lunches

This is a fun, easy and delicious way to raise money. Ask a local pizza establishment to donate pizzas and sell slices for \$5.00 each. You can invite the entire office, and it's a great way to socialize with co-workers you may not see that often.

Percentage of the Proceeds

Ask local establishments to donate a percentage of the night's proceeds to the CF Foundation. In return, you should promote the "event" within your company and the local community to help drive traffic to the establishment. The more people who attend, the more money you will receive.

A Penny Per...

Certain businesses are willing to donate a penny per item sold on a particular day or month to a charity. Establishments where this has been successful include: gas stations donating a penny per gallon of gas sold in the month of April; video stores donating a dollar per video rented each weekend for a month; bars donating a penny per beer sold on St. Patrick's Day weekend, etc.

Penny Wars/Jar Wars

Select a specific week and ask employees from each department in your company to contribute coins to their department's coin jar. At the end of the week, the department that raises the most money wins!

Loose Change Round-up

Choose a day to have your CEO or another representative walk through the company to request change from employees. Have employees empty their pockets, purses, wallets and desk drawers.

Basket Auction

Designate a theme basket for each of the departments in the organization (spa, chocolate, cooking, sports, book baskets, etc.). Have the people in that department contribute at least one item to the basket, and auction all of the baskets off on a designated day. In order to participate in the auction employees must pay a small fee (e.g.: \$5.00) that will go to the CF Foundation. People in the department who contributed to that basket cannot win it. Members of different departments win baskets from the other departments.

Bag of 20s

Everyone loves a 50/50 drawing! Walk around the office with a bag and collect \$20 bills from your co-workers. Ask them to write their name on the bill they drop in the bag. Shake up the bag and pull out a winner. The person who wins gets half the money and the other half goes to CF!



Easy Steps to Raise \$300 in One Week!

	Amount Raised
Day 1 Make your own \$25 contribution	\$25
Day 2 Ask five neighbors for \$10 each	\$50
Day 3 Ask your boss to contribute \$25	\$25
Day 4 Ask five co-workers for \$5	\$25
Day 5 Ask three family members for \$25 each	\$75
Day 6 Ask two businesses for \$25 each	\$50
Day 7 Ask five friends for \$10 each	\$50
Total in One Week:	\$300

The key is to ask!



ONLINE RESOURCES TO MAXIMIZE YOUR FUNDRAISING

Whether you're a team leader or an individual rider, we've made it easier than ever for you to maximize your fundraising efforts and reach your goal! Simply visit

<http://www.cycleforhaylee.org> and once you've registered, you can find all of the tools below in the "FUNDRAISING TOOL-KIT" link on your personal CYCLE FOR HAYLEE website.

Check out our ideas and tools that will help make your CYCLE FOR HAYLEE experience fun and successful:

Team Leader Tips

Rider Tips

Who Do You Know?

Fundraising Ideas

Sample Letter-Writing Campaigns

- Rider Recruitment Emails
- Business Associate Letters
- Family/Friend Letters
- Vendor Letters
- Company Newsletter Inserts

Companies with matching gift programs

Sponsor Form

CYCLE FOR HAYLEE Prizes

You may also use your "My CYCLE FOR HAYLEE Account Page" to:

Monitor your fundraising progress

Invite new donors

Invite others to join your team

Send e-mail updates to team members

Register team members

Spread Awareness!



Sample Family/Friend Letter 1

Dear (Enter friend/family member name here):

I was hoping you could help me with a very special request.

I recently made a commitment to the Cystic Fibrosis Foundation to help raise money to find a cure for cystic fibrosis (CF)—a life-threatening genetic disease. I made this commitment because (Add in personal story of why you are participating. I am riding in honor of (Name of honoree).)

On October 3, 2009 I will be participating in the 12th Annual Cycle for Haylee Bicycle Tour and raising money and awareness for the CF Foundation. As a participant, I have committed to raise [goal].

Here's where my special request comes in...I am asking you to help me meet this goal by making a generous contribution that will support the research and care programs of the CF Foundation and help find a cure for [Name of honoree]. He/she and 30,000 others like him/her need our help. It's important for you to know that the CF Foundation is a very efficient organization and that nearly 90 percent of every dollar of revenue raised is available for investment in vital CF programs to support research, care and education.

I have enclosed a self-addressed envelope for your convenience. Please consider making a donation of \$200, \$100, \$50 or whatever you can afford. You may make your check payable to the Cystic Fibrosis Foundation. You can also donate online at <http://www.cycleforhaylee.org>. Just type my name under "Find a Rider"—it's simple!

I would like to raise the money by [date], however, I will gladly accept any donations after that date, as well. Any amount that you can donate will be greatly appreciated and all contributions are 100 percent tax deductible.

I am grateful for your support and generosity and will keep you posted on my progress.

Warmest regards,
[Enter your name here]



Sample Vendor Letter

Dear [Enter Business Associates' Name]:

Cystic fibrosis (CF) is a devastating genetic disease that affects children and young adults. The defective gene substantially impairs normal respiratory and digestive functions making the simple acts of eating and breathing a challenge. Advances continue to be made in finding a cure, but your help is needed now, more than ever, to keep up the momentum of this life-saving research. And, although we have developed therapies that have made a significant difference in treating the symptoms of CF, it is not enough. Too many young lives depend on this vital research to let it go unfunded!

CYCLE FOR HAYLEE is one of the Cystic Fibrosis Foundation's (CF Foundation) MA-RI Chapter's largest and most successful fund-raising event. This year, I'm riding in the CYCLE FOR HAYLEE on Saturday, October 3, 2009. Please help me meet my fund-raising goal of [enter your goal here] by sponsoring me.

You'll feel confident in knowing that your generous gift is used efficiently and effectively; nearly 90 percent of every dollar of revenue raised is available for investment in vital CF programs to support research, care and education. And, it's tax-deductible.

Donating to CYCLE FOR HAYLEE is such a simple and effective way for you to show your support for this important cause. Together, we can make a difference in the lives of those with CF! Please send a donation check, made payable to the Cystic Fibrosis Foundation, to my attention.

Once again, thank you for supporting the mission of the CF Foundation!

Sincerely,

[Enter your name here]

SPONSORSHIP OPPORTUNITIES