

— ULTIMATE CRUSADER'S GUIDE —

# Fundraising



## THE CROSSING<sup>TM</sup> FOR CYSTIC FIBROSIS

*Bahamas to Florida Epic Paddle Challenge  
& International Championship*



PIPER'S  
FOUNDATION FOR



ANGELS<sup>TM</sup>  
CYSTIC FIBROSIS



# CROSSING FOR CYSTIC FIBROSIS ULTIMATE CRUSADER'S GUIDE *Fundraising*

*The following is a general overview and subject to change at anytime. For questions please contact [info@pipersangels.org](mailto:info@pipersangels.org)*

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## PURPOSE

The Crossing For Cystic Fibrosis is a long-distance endurance paddle challenge where 200 paddlers cross 80 miles across the Gulf Stream from Bimini in the Bahamas to Lake Worth Beach, Florida. This event takes place every year the weekend after Father's Day in June. The Crossing was inspired because of the incredible health benefits of the ocean for those living with cystic fibrosis. Travis Suit's daughter, Piper was diagnosed with CF when she was four years old and in 2016, Piper's Angels Foundation was created to empower people with cystic fibrosis to live their best lives possible through the various programs that Piper's Angels Foundation offers.

## MOTIVATION

The Crossing For Cystic Fibrosis is a vehicle and mechanism for driving awareness, fundraising, inspiration, improved quality of life, and social innovation in the cystic fibrosis community. Through the Piper's Angels Foundation and our programs, we are able to make a lifelong impact on the patients and families facing the challenges of this heart-breaking terminal disease. With every stroke of your paddling during training and The Crossing, you can hold this understanding and intention in your mind and heart. This is why we paddle.





## INTRODUCTION

Welcome to the Crossing For Cystic Fibrosis. We value your commitment to advocating for the Piper's Angels Foundation's mission of supporting and improving the lives of people in the cystic fibrosis community through grassroots advocacy and socially innovative programs, raising awareness through education, offering life expanding opportunities, providing urgent financial assistance, and funding critical developments.

Our signature programs and partnerships: Urgent Financial Assistance, Unmasking Mindfulness, Forever Stoke Scholarships, Inspire Breathworks, Peer to Peer Support, Stanley Steemer Clean Indoor Air Initiative, and Arbor Day Foundation Living Legacy, are the catalyst for social impact and change in the CF community.

## FUNDRAISING FUELS THE FOUNDATION

Your fundraising efforts are the most critical and important part of our organization. The Piper's Angels Foundation depends on kindhearted donors like you to make our mission a reality. Without these donations, we would not be able to provide any type of assistance for the CF Community. The funds assist CF Warriors who rely on us through our signature programs and provide hope for today to empower them to live fully in the present moment. By supporting us through fundraising, it's more than money: you give the Piper's Angels Foundation a voice to fight for CF families and the sustainability we need to truly make a difference in the lives of those affected by CF.





## INTENTION

The intention of this guide is to help provide you with the resources to achieve great success in your fundraising. It is our belief that every paddler can achieve a fundraising minimum of \$5,000 given the proper resources, time, creativity and inspiration.



## ADVOCACY

Our role as individuals, CF family members, CF Warriors, and as an organization, is first and foremost, advocacy. That's the primary function of the Piper's Angels Foundation, it's Board of Directors, employees, participants, and volunteers. That's WHY we say we are a CF family fighting for CF families. If we ignite the spark of advocacy within the hearts of individuals, we inspire action that transforms those people, their families, and communities.

As a participant in The Crossing, it is your opportunity to own this role of being an advocate. To educate and encourage others to learn how they can help and why it's so important to our CF families. You become the VOICE of thousands, and together we can make an impact far greater than we could as individuals.







## CYSTIC FIBROSIS

Cystic fibrosis (CF) is the most common fatal genetic terminal disease in the United States and it affects approximately 40,000 people in the US and 100,000 world wide.

The average life expectancy with CF can range between 30-50 years old.

CF creates abnormally thick mucus, which blocks the airways (obstruction) and leads to repeated infections and damaging inflammation in the lungs.

People with cystic fibrosis need more calories and salt than the average person due to nutrient malabsorption and increased salt loss in sweat.

CF looks different for each person. There are over 2,000 variations of gene mutations and each person with CF has 2 of these genes.



## ALLOCATION OF FUNDRAISING DOLLARS

The Crossing For Cystic Fibrosis has raised over \$2,400,000 since its inception.

### **Programs:**

- Urgent Financial Assistance, Unmasking Mindfulness, Forever Stoke Scholarships, Inspire Breathworks, Peer to Peer Support, Care Packs

### **Initiatives:**

- 'Clean Indoor Air Initiative' partnered with Stanley Steemer of South Florida
- 'A Living Legacy of Love' partnered with Arbor Day Foundation
- CF Warrior Endowment Fund
- Environmental Stewardship Policy

### **Operational Expenses:**

- Employee Salaries, Office Overhead Expenses, Contracted Work

### **Advocacy, Education, Awareness and Community Enrichment:**

- Video & Film, Conferences and Other Events, 50/50 Split to Other Nonprofits





## FUNDRAISING KEY POINTS

Empower people to connect with your efforts and to the cause by making them feel like they are part of your journey and that they understand what this is all about.



- ▶ Each paddler is responsible for raising \$2,000
- ▶ Each captain, crew, family, friend, and virtual paddler registered is responsible for raising \$500
- ▶ Donations are tax-deductible
- ▶ Donations can be made via:
  - Your online fundraising link
  - Checks (Payable To: Piper's Angels Foundation; Memo line: fundraiser's name)
  - Cash directly given to Piper's Angels Foundation
  - Cash deposited into your personal bank account AND THEN you donating directly to your own fundraiser for that same amount







## FUNDRAISING ADVICE

- ▶ Keep the FUN in fundraising!
- ▶ Often people are overwhelmed with the idea of fundraising because they don't know where or how to start. Believe it or not, people want to give! They want to support their friends and family to help them achieve their goals. They want to be part of organizations that are making a difference, impact those they care about, and that support the health and wellness of the people who are affected. By using your voice and casually, but confidently talking about what you're doing gets people excited and wanting to be part of the journey. Be prepared to bring your fundraising efforts into all conversations. By knowing about Piper's Angels Foundation programs, The Crossing event logistics, and how people can donate, it will make people feel more comfortable donating to the cause.
- ▶ We encourage you to speak from the heart and keep conversations light, but meaningful so people are able to relate but not get turned away by the way you speak.
- ▶ Ask good questions:
  - Have you heard of cystic fibrosis?
  - Do you know anyone who's been affected by CF?
  - Have you heard of the Crossing For Cystic Fibrosis?
  - Do you know about Piper's Angels Foundation?
- ▶ Start early.

The more time you give yourself to fundraise, the more funds you'll receive. By registering earlier on for The Crossing and sharing your efforts right away, you will have less pressure to meet your goal, but also have the additional time to host creative fundraisers and reach a greater fundraising goal.
- ▶ Connect with your "WHY".

What's the reason you even considered The Crossing? What is your driving force to train and fundraise? Is there someone you're paddling in honor of? Why are you making this commitment to do something bigger than yourself?

If you don't feel a strong connection to a "why", we encourage you to connect with other paddlers and CF families to hear their stories and build the friendships that will fuel your purpose.



# STRATEGIES FOR FUNDRAISING

## PRESENT YOUR ASK THOROUGHLY

- ▶ Write in second person
- ▶ Keep your copy simple
- ▶ Personalize your letter
- ▶ Utilize a theme
- ▶ Tell a story
- ▶ Put your ask in context
- ▶ Highlight the benefits over the needs
- ▶ Include a thank you

## FUNDRAISING TRAINING WEBINAR

Watch the X4CF Fundraising Training Webinar  
[https://us02web.zoom.us/j/8dHl7\\_weZDIGNdAY090C2oAep.oy3uhd-CBBRSfsID](https://us02web.zoom.us/j/8dHl7_weZDIGNdAY090C2oAep.oy3uhd-CBBRSfsID)  
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## PERSONALIZE YOUR CLASSY FUNDRAISING PAGE

Add your profile photo, your story, your "why", and updates to make donors feel connected.  
Instructions: <https://support.classy.org/s/article/how-to-edit-a-fundraising-page>

## CREATE YOUR PERSONAL QR CODE

Make your own business QR code note cards  
Instructions: <https://howto.flowcode.com/howtocreateaqrcode>

## MAKE X4CF BUSINESS CARDS

Leverage access to logos and fonts to create your own business cards. You can use sites like VistaPrint or Canva for these.

## LEVERAGE STRATEGIC BUSINESS

- ▶ Host fun events at local establishments to create foot traffic
- ▶ Include raffle items from local businesses
- ▶ Pitching to local news outlets & starting an online marketing campaign across multiple platforms to promote those who participate
- ▶ Sponsoring team shirts and/or hats with logos on the to create brand awareness

## BUILD A FUNDRAISING TEAM

Enroll your friends and family, share your fundraising assets with them. If you ask just 10 family members to raise \$200, you've already hit your fundraising minimum. Anyone can register for free to be a virtual paddler on your team!





## STRATEGIES FOR FUNDRAISING CONTUNUED

### FUNDRAISING EVENTS

*A popular strategy for many Crossing Crusaders; organizing an event can be a fun way to create symbiotic relationships and community while fundraising. Set a date and time, get vendors involved, promote on social media, produce flyers using our logos (download from our site). Here are some examples of fundraising events:*

- ▶ **Raffles and Auctions:** Using your donor portfolio and armed with your who, what, when, where, why, and how, you can collect donations from friends or local businesses to be auctioned and raffled off virtually or at an event. These can last the duration of your fundraising period or be specific to an event.
- ▶ **Social Media Birthday Fundraiser:** On your birthday, post on social media encouraging donations as your "gift" from them. You can suggest a dollar amount of the age you are turning, or set a collective goal for the day.
- ▶ **Restaurant Promotion:** Also known as a dine-to-donate or give-back fundraising night, you can invite friends, family, and promote online or even in the restaurant leading up the the event. The restaurant will agree to donate back a portion of the proceeds made during that day or mealtime.
- ▶ **Fitness Class:** Ask your local fitness club or instructors if they will donate their facility and/or time to host a class with donations asked for upfront. You may also choose the virtual option where a fitness instructor will donate their time to host an online fitness class.
- ▶ **Scavenger Hunt:** We've found that scavenger hunts are best performed, and the most fun, with groups of four to five people. This also allows you to raise a little more money in participation fees if you charge a per person fee and keeps the hunt fun. If you decide to charge a flat group fee, you can have tiered costs that go up incrementally depending on the number of people participating. Keep your hunted items fun and affordable to find and consider using themes (movies, holidays, etc.)



## STRATEGIES FOR FUNDRAISING CONTINUED

### FUNDRAISING EVENTS

- ▶ **Silent Auction Party:** This requires reaching out to local businesses and asking for donated raffle items. For better results, we recommend having a physical portfolio of information you find useful in delivering your message of who, what, when, where, why, and how.
- ▶ **Golf Tournament:** This can be a great success. See if your local golf course is willing to discount rates and do a give back. Collect valuable raffle prizes and get creative with the ways to gain more donations, i.e. putting contest, closest to the pin contest, longest drive contest, purchasing Mulligans, etc.
- ▶ **Bowling Tournament:** Just like a bowling party, anyone can join. Have individuals or teams sign up. Ask if the bowling alley will discount rates and donate a portion of sales back to your fundraiser. Get great prizes to raffle off!
- ▶ **Kickball Tournament:** This can simply be hosted at a local park. Find local businesses to sponsor food & prizes.
- ▶ **Live Music Give Back:** Ask a local musician if they will be willing to contribute a portion of their tips or merchandise sales from one of their gigs.
- ▶ **Trivia Night:** Many restaurants and bars host a weekly trivia night. Ask if they will donate a portion of that night's food & beverage sales to your fundraiser. See if you can have a tables set up with raffle prizes and sell tickets to the trivia participants.
- ▶ **Beach/Environmental Cleanup:** For this type of event, you can get the community together to do good for the local environment. See if you can partner with environmental organizations to donate the equipment you'll need. Try to get lunch donated by a local restaurant, collect raffles prizes, and have prizes for who collects the most trash.







## STRATEGIES FOR FUNDRAISING CONTINUED

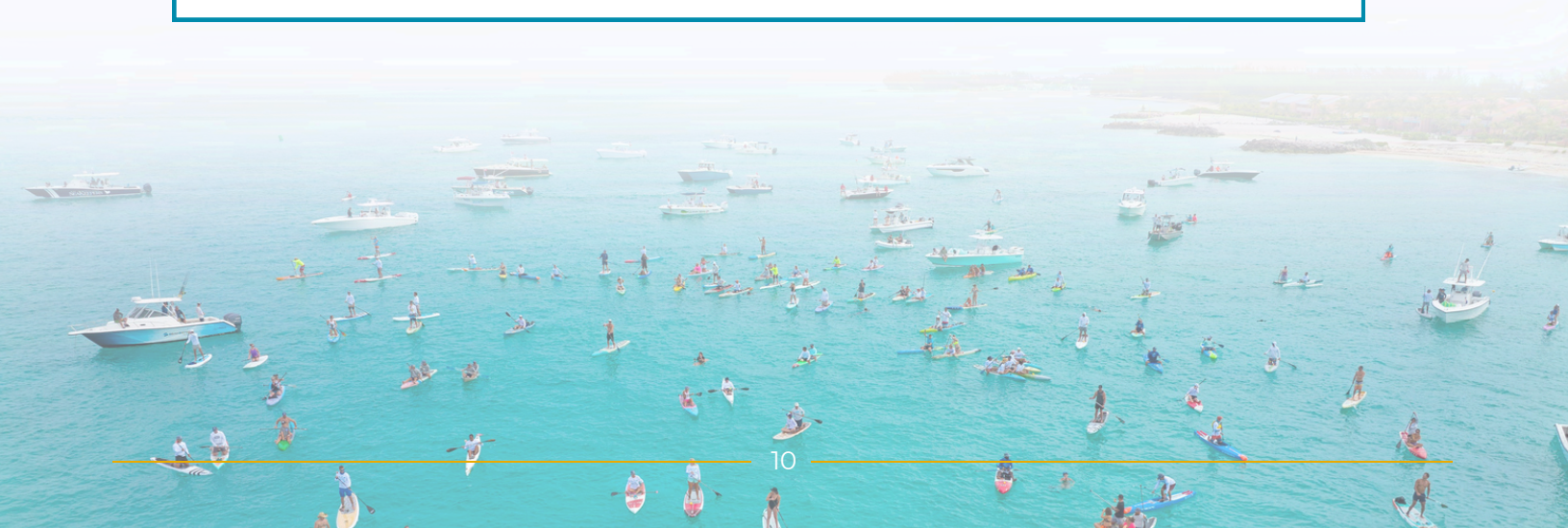


### PRODUCT SALES

- ▶ Partner with a local business that makes a product such as candles, glasses, towels, clothes, jewelry etc. to come up with a marketing partnership to help raise money. Sell X4CF branded merchandise (needs approval from Piper's Angels Foundation).

### CREATIVE PRODUCTS

- ▶ Tap into your inner-artist and create one-of-a-kind pieces, inspired or commissioned with a specific vision to raffle or sell individually, promoting sales through social media, word of mouth, and flyers. This could be paintings, name dedication on your paddle board for each donor/honoree, jewelry, stickers, clothing, or any other product you create on your own.





## STRATEGIES FOR FUNDRAISING CONTINUED

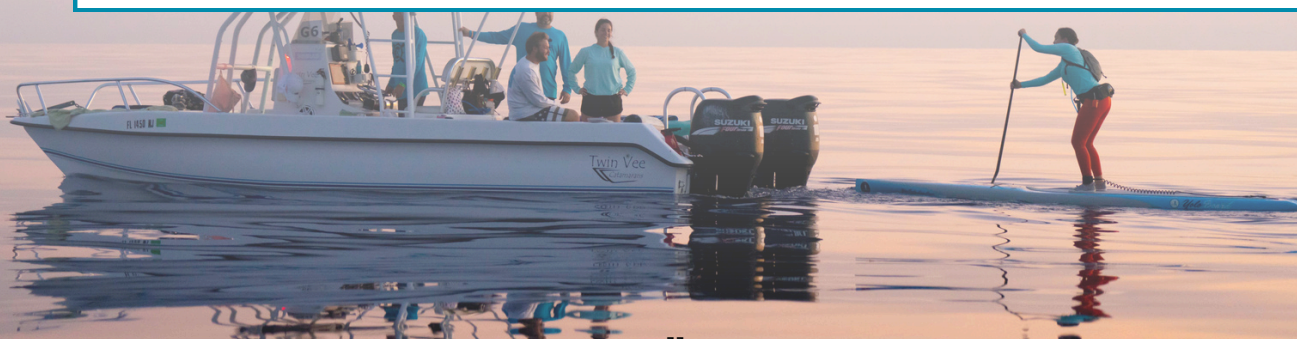
### PARTNERING WITH ANOTHER NONPROFIT

The opportunity here is to work with another non-profit organization and fundraise for two causes. We realize everyone has a different cause they care about, and although ours is cystic fibrosis, we created the 50/50 non-profit fundraising share category of participation, where 50% of the fundraising proceeds above each paddling team member's minimum fundraising goal goes back to the organization of their choice. This grand opportunity to leverage the network and community of other organizations to help you hit your fundraising goal, while helping a mission that potentially hits closer to home.

### INDIVIDUAL OR TEAM SPONSORSHIP

Some paddlers will secure sponsors to help them hit their fundraising goals and also cover expenses for their participation in the event. This allows the paddlers to focus on their paddling and fundraising without having to pay out of pocket for other expenses related to The Crossing. Paddlers can approach small or large businesses or even friends and family who have the ability to support in this capacity.

It is a good idea to create a personalized Sponsorship Deck that introduces yourself, the event, your why, what your needs are, and how you will make their sponsorship benefit them or their business.







## STRATEGIES FOR FUNDRAISING CONTINUED

### DIGITAL MEDIA

- ▶ Utilize email, Facebook, Instagram, YouTube, TikTok, Twitter, and any other platforms to share and ask for donations creatively.
- ▶ Supporters love to see personal videos of you talking about the cause and your journey. This helps people to engage and relate.
- ▶ Posting photos and videos of your training updates, Crossing updates, and community engagement will show your involvement.

### OTHER

- ▶ Administrative Days: Some organizations will offer an extra vacation day or administrative day if their employees make a minimum contribution to a designated non-profit organization.
- ▶ Dress Down Donation Days: Reach out to your company to see if they will sponsor a dress down day. Encourage employees to participate by donating a set amount (i.e. \$5 - \$10) towards your fundraiser, then enjoy the company approved dress down day at work.
- ▶ Company Matches: Corporate matching gifts are a type of philanthropy in which companies financially match donations that their employees make to nonprofit organizations. When an employee makes a donation, they'll request the matching gift from their employer, who then makes their own donation.





## TIPS FOR INCREASING FUNDRAISING

- ▶ Be bold to reach out to people and businesses in your community to see who can partner with you in your fundraising efforts
- ▶ Post frequent updates on your Classy fundraising page and social media
- ▶ Publicly thank each donor on social media and be sure to tag them
- ▶ Handwritten thank you cards make a greater impact for potential returning donors
- ▶ Personally reach out to people in your circle asking them to support
- ▶ Follow up with people who haven't donated yet. Reminders are a big help!





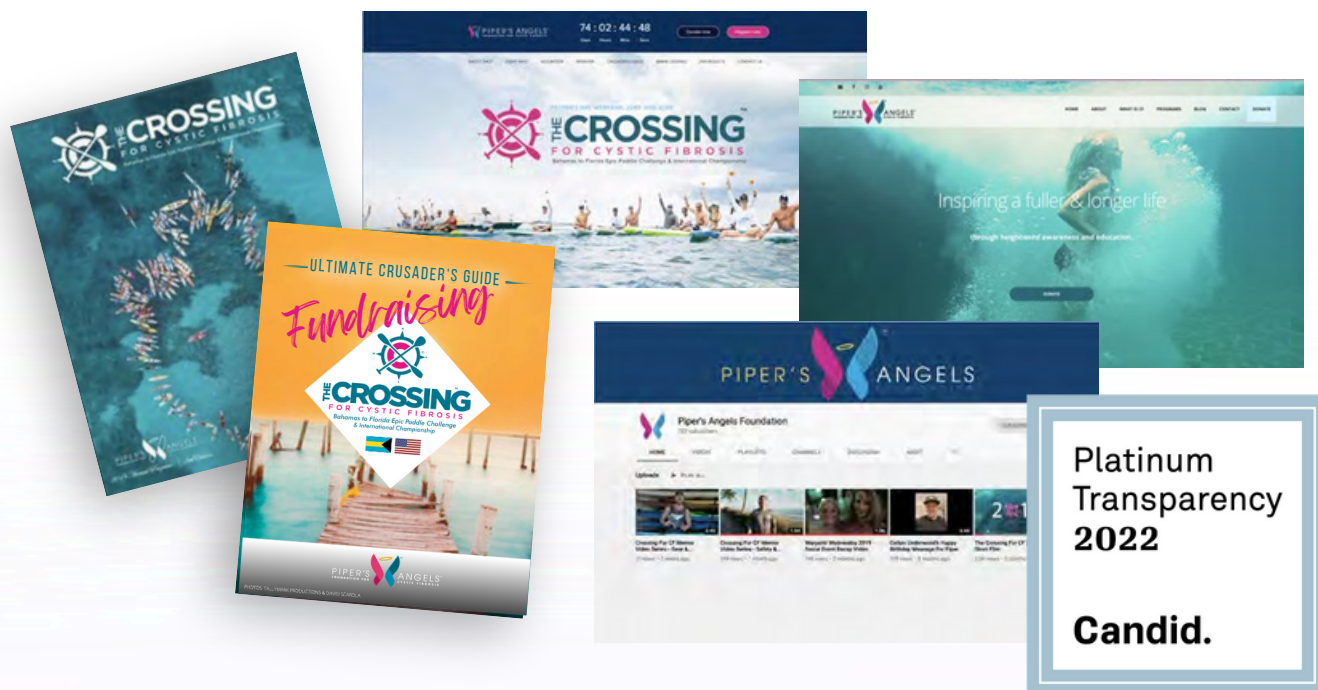


## PERSONAL FUNDRAISING FOR EXPENSES

- ▶ Fundraising for personal expenses related to Crossing participation is allowed under the following circumstances: If you choose to create a personal fundraising page or host events to help cover your own expenses related to participating in The Crossing, you agree to use the approved language provided by Piper's Angels Foundation. This ensures that all communications are accurate, transparent, and aligned with the mission of the event.

*"I am participating in the Crossing For Cystic Fibrosis to support Piper's Angels Foundation and their mission to improve the lives of people in the cystic fibrosis community. Funds raised through this page/event will go toward covering my personal expenses to participate in The Crossing. Any amount raised above my personal costs will be donated directly to Piper's Angels Foundation to benefit individuals and families impacted by cystic fibrosis."*





## ASSETS & RESOURCES

- Ultimate Crusader's Guide - Fundraising
- Ultimate Crusader's Guide - Paddlers
- Platinum listing on Candid:  
Piper's Angels Foundation has the highest possible rating as a Platinum listing on Candid, the World's largest database for transparent information on nonprofits. Less than .01% of nonprofits in the US have a Platinum listing. This is important for the foundational trust in relation to donor confidence, knowing how we operate and the social impact achieved.
- Websites:  
Pipersangels.org  
Crossingforcysticfibrosis.com
- [Piper's Angels Foundation Programs Impact Report](#)
- [Crossing For Cystic Fibrosis Impact Report](#)
- [Piper's Angels Foundation YouTube Channel](#) & Videos:  
[Crossing For CF 2018 "Epic Love"](#)
- The Crossing For CF 2019 [Short Film](#)
- Travis Suit's TED Talk, [Healing in the Surf](#)
- Crossing For Cystic Fibrosis [Annual Program \(All Years\)](#)
- Flyers

#BOLDINTHEFACEOFFEAR

#INSPIREEVERYBREATH