

— CROSSING FOR CYSTIC FIBROSIS —  
ADVENTURE SERIES

*Event Hosting Guide*

**THE CROSSING**  
FOR CYSTIC FIBROSIS  
*Adventure Series*

PIPER'S  
FOUNDATION FOR



ANGELS  
CYSTIC FIBROSIS



PIPER'S ANGELS FOUNDATION BOARD OF DIRECTORS

~ Established 2016 ~

Dear Crossing Adventure Series Event Host,

On behalf of the entire Board of Directors for the Piper's Angels Foundation, we would like to thank you for showing up with the courage and commitment to produce a Crossing For Cystic Fibrosis Adventure Series event. Our mission of supporting families affected by CF is only successful and possible with your vision, dedication, and unwavering commitment.

During the time that the foundation has existed, individuals like yourself who are willing to 'show up' for those in need has helped Piper's Angels Foundation become one of the most far reaching and influential grassroots organizations in the US and globally for families with CF. Since 2017, the Piper's Angels Foundation has achieved some amazing milestones:

- Raising over \$4,000,000 in support of the CF Community
- Donating over \$167,000 back to over 20 other non-profit organizations that participated in The Crossing
- Piper's Angels Foundation is listed on the National Directory with the CF Foundation as a globally recognized primary support system for CF families
- Leading the charge pioneering life-saving critical developments for CF children through our Angels Abroad initiatives in lower income countries like Mexico and India.
- Supporting over 1,400 CF families with Urgent Financial Assistance and other life enhancing programs
- ... and so much more!

Through the Crossing For Cystic Fibrosis Adventure Series events, we can raise more funds that will help us deliver more Piper's Angels Foundation programs and resources to more individuals affected by CF that are in great need of it.

We look forward to joining you in the epic event you add to the Adventure Series! When we look out upon the vast universal expanse dating back over 1.2 billion years, we can become one with the 'why' that brought all of us there, and as we face this crossing – together - being **BOLD IN THE FACE OF FEAR**, we will **INSPIRE EVERY BREATH**.

Thank you for all you do. We love you, and we appreciate you!

Sincerely,

Travis Suit, Vanessa Calas, Sean Dunleavy, Paul Smolchek, Gary Stellges, Nikki Stellges, Kathy Aponte, Heidi Kaye, Matti Antilla, Melissa Foster, Scott Ames



# X4CF ADVENTURE SERIES EVENT HOSTING GUIDE

*The following is a general overview. Additional documentation, assets, and information is provided by Piper's Angels Foundation in your specific events Google Drive folder. Please use all documents to help organize and produce your event. For questions please contact [info@pipersangels.org](mailto:info@pipersangels.org)*

|                                |    |
|--------------------------------|----|
| MEMORANDUM OF UNDERSTANDING    | 1  |
| EVENT CHECK LIST               | 2  |
| APPLICATION, APPROVAL, SUPPORT | 3  |
| EVENT FORMAT & OVERVIEW        | 4  |
| COMMITTEE/SPONSORS/VOLUNTEERS  | 7  |
| EVENT PROMOTION                | 8  |
| EVENT GIVEAWAYS & MERCH        | 9  |
| EVENT PRODUCTION               | 10 |
| CONTENT GUIDELINES             | 11 |



## MEMORANDUM OF UNDERSTANDING

This is an agreement between Piper's Angels Foundation Inc., hereinafter called "PAF," and the participant of the Crossing For Cystic Fibrosis Adventure Series Event Host hereinafter called "Host."

Both parties agree that collaboration and clear communication are essential to ensure the event's success and alignment with PAF's mission. Failure by either party to fulfill their responsibilities may result in termination of this agreement.

### Purpose & Scope

The purpose of this MOU is to outline the roles and responsibilities of both PAF and the Host in order to successfully organize and produce a Crossing For Cystic Fibrosis Adventure Series event. This partnership seeks to extend the mission of PAF by bringing communities together through epic challenges in nature, while raising awareness and funds for cystic fibrosis programs. The agreement between Host and PAF is to establish a mutually respectful relationship in support of this mission.

### Disclosure

Crossing For Cystic Fibrosis Adventure Series events are of Piper's Angels Foundation. The name, products, or services developed herein after for the Crossing For Cystic Fibrosis Adventure Series events are solely owned by PAF and must have express consent for use.

### Piper's Angels Responsibilities

*PAF agrees to provide the following support for each Adventure Series event Host:*

- Create and manage the official event listing (Facebook and/or Eventbrite)
- Create and maintain the event registration page on PAF's fundraising/registration platform, Classy
- Provide monthly check-in meetings with the Host to review progress and offer guidance
- Offer resources, templates, and support materials outlined in the Event Host Guide

### Host's Responsibilities

*The Host agrees to:*

- Take full responsibility for producing and executing the event, including all logistics and planning
- Commit to following through with hosting the event on the agreed-upon date
- Secure local sponsors, volunteers, and in-kind support necessary for event success
- Ensure all safety measures and plans are in place
- Communicate openly with PAF regarding challenges or areas where support is needed
- Represent Piper's Angels Foundation with respect, integrity, and professionalism at all times
- Learn, understand, and share PAF's mission and programs accurately
- Follow the Event Host Guide and align the event with the proposed Adventure Series event format



## EVENT PRODUCTION CHECKLIST

- ☐ Application
- ☐ Approval
- ☐ MOU
- ☐ Monthly Zoom Meetings with PAF
- ☐ Event Outline
- ☐ Create a Committee
- ☐ Create promotional graphics and flyers
- ☐ Complete all documentation provided by PAF
- ☐ Promote Event: IG, FB, Eventbrite, Email, etc
- ☐ Obtain Sponsorships
- ☐ Volunteer Sign Ups & Assignments
- ☐ Order event merchandise & giveaways
- ☐ Event preparation: purchase gear, confirm vendors,
- ☐ Complete Adventure Series Event Host Follow Up Survey
- ☐ Submit photos and videos to Piper's Angels Foundation
- ☐ Complete participant follow-ups for feedback



## Application & Approval

### X4CF Adventure Series Application

- Complete the online application for review by the Piper's Angels Foundation staff. We ask that your submission provides as many details as possible to understand your event for approval and also help us set up your Classy event campaign, promotional materials, etc.

### Review & Approval

- Piper's Angels Foundation (PAF) reviews submitted details to confirm alignment with our mission. You will receive an email with more details and to schedule your first event planning meeting with Piper's Angels Foundation.

### Memorandum of Understanding (MOU)

- The MOU outlines expectations for both PAF and the Event Host, covers commitments for follow through and funds distribution, serving as our official event agreement.

### Ongoing Support

- You will have access to PAF support via email and phone. Monthly group Zoom calls with PAF will take place to ensure you are on track with event production, in alignment with X4CF format, and provide feedback or guidance if needed.



## EVENT FORMAT & OVERVIEW

### Event Format

- Paddle challenge, run, bike ride, hike, or other creative outdoor land or water based adventure/challenge
- **Organization:** Use the Google Drive folder sent to you from PAF to access all event production documents. This will ensure you stay organized, on track, and give PAF the assurance that your event is running smoothly.
- **Registration:** Registration will happen through Classy, PAF's official event registration & fundraising platform. PAF will create your event campaign. Make sure you have a registration open and close date.
- **Communication:** Be sure to maintain consistent and open communication with your registered participants, as well as volunteers, sponsors, vendors, etc. Send an email, text message, or call each participant after they register to thank them and ask if they have any questions, encourage their fundraising efforts. Let your participants and event support know they can reach out to you with any questions or needs. Be sure to send updates via email and especially two weeks and one month prior to the event. Confirm sponsors, vendors, and volunteers one month and one week prior to the event.
- **Promotion:** Promote your event via social media, email, and flyers using PAF approved graphics/logos/branding. You may create your own promotional materials (with approval from PAF) and/or use what is provided by PAF. Promote your event daily in exciting, creative, informative ways.
- **Preparation:** Have a plan two weeks prior to the event on how you are going to organize all event gear, setup, volunteer roles, etc. Get these things prepared, organized, packed, and ready to go at least one week prior to the event.
- **PAF & Cystic Fibrosis Awareness Component:** You'll want to connect your participants and supporters with the cause. Include CF awareness/education and information on PAF in your event promotions, printed materials, and at the event. This could be a speech explaining what cystic fibrosis is and how Piper's Angels Foundation empowers individuals battling this disease through our programs, or showing the PAF Mission Video, and including official PAF print materials to hand out at your event.



## EVENT FORMAT & OVERVIEW

### Event Format

- **Attitude:** It is imperative that you and your event support/volunteers have the best attitude towards all event participants and supporters before, during, and after the event. Maintain a positive, encouraging, grateful, helpful, calm and collected mentality so that your participants feel empowered, supported, confident, and excited.
- **Opening Ceremony:** Have an opening ceremony that fits your event's personality. This will bring the people close to the cause, hype them up for the adventure they're about to take on, and will give you an opportunity to express your gratitude for their support of PAF.
- **Event Execution:** Use Event Resource Binders (documents/outline provided by PAF) to have as a guide at your event so if a volunteer or someone has a question or need, the information is available to them without needing your help. Follow the day-of schedule so you meet participant expectations and can stay on track.
- **Closing Ceremony:** Whether it is a small, informal awards ceremony or a evening party, plan a way to close out the event so each attendee feels appreciated. Have physical awards, trophies, medals, prize bags, or swag to give out so they have something tangible of value. Include elements like music, food, entertainment, and an inspiring speech to make the closing ceremony feel well-rounded.
- **Participant/Vendor/Supporter Follow-up:** Be sure to follow up with key players in your event like volunteers, vendors, and sponsors to show gratitude and get feedback on their experience. As well, follow-up with your participants thanking them and giving them a recap of the event's success. Provide an opportunity for their feedback on improvements for future events or what they enjoyed most.
- **PAF Follow-up & Wrap-up Report:** PAF wants to know how your event went! Provide a detailed Wrap-Up Report with event statistics: number of participants, how much the event raised, what sponsors and partners supported, how many volunteers helped out, what worked/what didn't work, photos, and any other important information. Schedule a Zoom call with PAF staff to follow up on your awesome event.



## — EVENT FORMAT & OVERVIEW —

### Required Elements

- Event committee and volunteers.
- Official rules for safety and fairness.
- Participant fundraising.
- Event participant guide.
- Participant registration and fundraising process.
- Opening and closing ceremonies.
- A cystic fibrosis awareness component (speaker, tribute, or educational material).
- Clear participant communication and responsive updates.
- Safety Coordinator to oversee risk protocols.
- On-site safety professionals (EMS, police, fire rescue, lifeguards, or paramedics, etc)
- Appropriate safety gear (escort vehicles, spotters, VHF radios, GPS, etc.)
- Weather contingency plan.
- Participant liability waiver (template provided).
- Day-of Insurance.
- Emergency Action Plan (EAP).
- Event Resources Binder(s).



## EVENT SUPPORT

### COMMITTEE

- Having a dedicated, motivated group of individuals that will support the preparation and production of your event will be a key factor for the workload you will have to take on. Find 8-12 individuals that can manage main aspects of your event, such as sponsorship, ordering, packing, volunteer coordination, safety, logistics, etc. Have weekly or bi-weekly meeting with an agenda to help keep the meeting productive and efficient. Find ways to make your committee feel motivated, encouraged, and empowered.

### SPONSORS

- Sponsorships are essential to make the event financially profitable. Sponsorships help cover costs of the event from insurance to participant awards, and everything in between. Utilize your committee and network to ask local businesses if they would be interested. Have a sponsorship deck that you can provide to potential sponsors to show them the different options, levels, and benefits. You can simply walk into a business and speak with the manager or owner and present the sponsorship deck. Let them know how excited you are and how much it would mean if they could be part of the event.

### VOLUNTEERS

- Without volunteers, events are not possible. Your Volunteer Coordinator will help recruit volunteers, organize volunteer communication, manage sign ups, and create a volunteer schedule. Show your appreciation to your volunteers with a written thank you, a post-event get together, or simply a phone call.



## EVENT PROMOTION

### SOCIAL MEDIA

- Social media is one of the main methods of marketing. Use your personal social media accounts to share about your event and include the registration link, volunteer opportunities, and sponsorship needs. Tag/collaborate with @crossingforcf and @pipersangelsfoundation on Instagram so we can share your event posts. Ask friends, family, and colleagues to share your posts to help spread the word. Videos explaining what you're doing and why are very effective because people who know you connect better when they can see and hear you talking about the event and what you seem excited for. Be sure to post daily!

### FLYERS

- Handing out printed flyers to local businesses to hang in their window or on their countertop will help to get the word out easily. Having something tangible to give someone goes a long way because if they see the flyer again, they will remember to be part of your event and get signed up as a participant, sponsor, or volunteer.

### WORD OF MOUTH

- Talk about your event to everyone you see. You never know where a conversation with a stranger may lead!

### EMAIL

- For the email contact you have, if appropriate, send an email with all your event information and opportunities to be part of it. Email is a great way to communicate the event because you can include all the digital assets that promote your event. Encourage those individuals to share it with their networks as well.



## EVENT GIVEAWAYS & MERCH

### EVENT GIVEAWAYS

- What is it that you're going to provide with registration - a shirt, hat, medal, challenge coin, swag bag?
- Make sure to have your design complete months ahead of time and order all event giveaways and merch at least 8 weeks or more from the event date. Companies take anywhere from 4-6+ weeks to make the products and ship them out. Always give yourself extra time and account for any production backups or delivery delays.



## EVENT PRODUCTION

### EVENT PREPARATION

- Work on your event consistently so that you don't get backed up on tasks. Prepare for the event day weeks ahead of time by filling swag bags, packing your event bin, printing materials and organizing your event binders, ensuring volunteers are prepared, etc.

### DAY OF EVENT

- Have a final check list so you can make sure you have all your event gear. Provide a Event Resource Binder to your main volunteers and support so more people than yourself can find answers and information on the event production when needed. Know that things usually don't go as planned and there could be mistakes or issues. Stay calm and find a solution. Most people won't even notice, so simply work with what you have. Go into the event knowing that Piper's Angels Foundation is infinitely grateful for all your time, energy, effort, and intention to help support out mission and the CF community.

### EVENT FOLLOWUP

- By following up with your event participants, volunteers, sponsors, vendors, etc, you will give them the opportunity to feel heard if the event didn't go well for them, to hear what they liked most, and to allow space for constructive feedback. If you plan on hosting the event again the following year, this last step is imperative to improve on your processes and get better outcomes. Within your followup - phone calls are best, be sure to convey your gratitude for their support and participation. You will provide a Wrap Up Report to Piper's Angels Foundation with information on your event statistics, photos, etc, and a close out Zoom meeting.



## CONTENT GUIDELINES

The Crossing Adventure Series provides an opportunity for incredible photo and video content. It is imperative that as an event host, you collect the following requirements so we can share recaps of the event and use for promotion of its future event(s).

### iPhone Camera Settings

#### Go to **SETTINGS - CAMERA - RECORD VIDEO 4K AT 60 FRAMES**

- ☒ ENHANCED STABILIZATION
- ☒ ACTION MODE LOWER LIGHT
- ☐ HDR VIDEO
- ☒ LOCK CAMERA
- ☐ LOCK WHITE BALANCE
- ☐ AUTO FPS

RECORD CINEMATIC - 4K 24 FPS  
FORMATS - HIGH EFFICIENCY  
PRESERVE SETTINGS ALL ON

### LENSES

WIDE LENS TO SHOW LARGE SPACE  
MAIN LENS - SUBJECTS AND FACES  
DON'T ZOOM IF YOU CAN JUST COME CLOSER TO PERSON



## CONTENT GUIDELINES

### Posting Instructions

#### IG REELS

Always download the video from the Google Drive while under Wifi

Always Post the video while under wifi

Always choose the best/most dynamic frame for the “Cover Photo” or use a custom thumbnail by clicking “Add From Camera Roll”

Go to “Edit Cover” then open the “PROFILE GRID” tab. Move the frame around so heads aren’t cut off or text isn’t cut off. This is how the thumbnail will look in the profile view.

Add your caption and tag everyone in the video.



## CONTENT GUIDELINES

### Standard Shot List

#### People & Community

- \* Group photo at the starting point before beginning the adventure
- \* Quick selfie or clip of each participant introducing themselves (name, why they're here, who they're crossing for)
- \* Candid moments of laughter, connection, and teamwork during the journey
- \* Rest stops with smiles, water breaks, and real conversations
- \* End of day check-in capturing exhaustion, joy, and reflection

#### Action Shots

- \* Wide shots showing the group in motion with the natural landscape behind them
- \* Close-ups of hands, gear, or details that show effort and determination
- \* Footsteps on the path, paddles in motion, or transitions between terrains
- \* Panning clips that move from the people to the landscape
- \* Creative angles like starting at feet and tilting up to reveal the view

#### Mission & Meaning

- \* 10 to 20 second clips of participants sharing why they're part of the adventure
- \* Quiet rose moment or symbolic reflection honoring someone or something meaningful
- \* Group holding up roses or Crossing gear together
- \* Any branded apparel, bracelets, paddles, or CF-related symbols

#### Scenic & Beauty Shots

- \* Sunrise or sunset clips
- \* Natural details such as sky, waves, canyon walls, forest, or horizon
- \* Sweeping views of the environment to show scale and beauty
- \* Group pausing at a viewpoint, looking out over the distance

#### Signature Recap Moments

- \* Each participant holding a paper or sign with:
  - \* Name
  - \* "Crossing Adventure Series [Year]"
  - \* Location or challenge completed
  - \* "My CAS Adventure" clip where each person finishes the sentence:  
"My Crossing Adventure is about \_\_\_\_."

#### Closing Moments

- \* Group cheering, hugging, or clapping at the finish
- \* A final "we did it" moment with arms raised
- \* Closing rose ceremony or gratitude reflection

#### Filming Tips

- \* Keep clips vertical for Reels and social media
- \* Record 10 to 30 seconds per clip
- \* Capture a mix of wide, medium, and close shots
- \* Wipe the lens before every clip
- \* Prioritize natural light and authentic emotion