



**Saturday, October 20, 2018**  
**Alpharetta North Park**

## **Welcome *A Wish for Wendy* Team Captain!**

**Thank you for signing up as a Team Captain for the 19<sup>th</sup> Annual *A Wish for Wendy* Softball Challenge!**

We appreciate your involvement in this exciting fundraising event. Each year, *A Wish for Wendy* continues to gain momentum, as does our research efforts and progress to a cure. *A Wish for Wendy* has raised over \$3,500,000 since the tournament began in 2000. This year, with your help, we hope to continue our quest to raise more funds to fuel the mission of the Cystic Fibrosis Foundation, to cure cystic fibrosis and to provide all people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment, and ensuring access to high quality, specialized care.

Enclosed is information you will need to recruit team members, raise funds, and be a successful Team Captain.

Your Team Captain kit includes:

- **Team Captain Checklist** – gives you five simple steps to success.
- **Fundraising Tips, Ideas and Samples** – to aid you and your team members with fundraising efforts.
- **Sample Family/Friend Letter** – to encourage family and friends to donate to your fundraising webpage
- **Pledge Sheets** can be requested to keep track of how much money you have raised. Contact Linda Murphy, [Limurphy@cff.org](mailto:Limurphy@cff.org) for sheet
- **Tournament flyers** can be requested after **August 1<sup>st</sup>** – to be placed around your office and neighborhood to help promote the softball tournament; let us know if and how many you would like

Thank you again for your support. Your commitment to forming a team will allow the CF Foundation to take the necessary steps to “catch” a cure for CF!

**Together, we can make a difference!**

Please do not hesitate to contact the CF Foundation with any questions or concerns.

Sincerely yours for a cure,

The 2018 *Wish for Wendy* Committee

Questions? Contact Linda Murphy at the CF Foundation  
404.325.6973 [Limurphy@cff.org](mailto:Limurphy@cff.org)  
57 Executive Park S. Ste 380, Atlanta, GA 30329  
Stay informed! Visit [fightcf.cff.org/wishforwendy](http://fightcf.cff.org/wishforwendy) for event updates and information.



**Important Note on Attendance at Foundation Events:** To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection. Medical evidence shows that germs may spread among people with CF through direct and indirect contact as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function. To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends inviting only one person with CF to attend the indoor portion of a Foundation-sponsored event at a specific time. For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.

# Team Captain Checklist

## 1. Recruit Your Team

- Organize an employee presentation to recruit co-workers
- Send out a company memo or e-mail
- Put an article in your company's newsletter or on its website
- Ask friends, family, and co-workers to be on your team
- Display flyers in high-traffic areas at work and in your neighborhood
- Encourage team members to recruit family, friends, and neighbors

## 2. Get Organized

- Set a fundraising goal for your team. (Our goal is for each player to raise \$100!)
- Find out about any matching gift opportunities and ask team members to do the same
- Recruit Team Captains from different departments within your company
- Create a team name to motivate involvement
- Dedicate your team to an individual with CF in your company or community
- Register your team by filling out a team roster and sending it to Andy Lipman

## 3. Keep the Momentum Going

- Provide weekly e-mail updates about the number of team members recruited and the funds raised
- Keep team members informed of quick, easy, and fun fundraising ideas
- Recognize top fundraisers through memos, e-mail, etc
- Plan group fundraisers to keep team members involved and help them reach their fundraising goals

## 4. Collect Funds

- Set a date for the collection of team member raised funds
- Collect envelopes and turn-in or mail to the CF Foundation Office

## 5. Celebrate Your Success

- Attend *A Wish for Wendy* and Play Ball!
- Congratulate your team members for participating!

## TEAM CAPTAIN TIPS

- **Set a Goal:** Set a team fundraising goal. Most 15-player teams set a total goal of \$1,500.
- **Matching Gifts:** Utilize your company's matching gifts program (if applicable). Ask your other team members if their company matches charitable donations.
- **Spread Enthusiasm:** Provide your team members with fundraising ideas and keep them motivated. Encourage team members to start fundraising early and be enthusiastic when asking for money.
- **Rally the Troops:** Host a team breakfast or lunch to inspire family, friends and co-workers.
- **Be Creative:** Organize creative fundraising events. They are fun and easy and will help team members meet their fundraising goals. See attached sheet and visit [fightcf.cff.org/wishforwendy](http://fightcf.cff.org/wishforwendy) for ideas.
- **Challenge:** Initiate a challenge between departments or another company.
- **Ask for help:** Call the CF Foundation chapter office to get additional fundraising tips and ideas.

# Fundraising Ideas

The key to fundraising is to set a goal and start NOW! Here are some great fundraising ideas.

## Letter-Writing Campaign

Send a letter 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 sample) Key ingredients to making your letter successful are to ask for a specific dollar amount and to include a return envelope that is addressed to you.

## Corporate Sponsors

Ask your company if they will sponsor your team. Also, ask your team members about getting their companies involved in the tournament. 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 scream 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.

## 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 each. Invite the whole office!

## 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 who raises the most money wins!

## Loose Change Roundup

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

## 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 each	\$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
<b>Total:</b>	<b>\$300!</b>

**The key is to ask!**

# Sample Family/Friend Letter

*Use this letter as a template for fundraising.*

Dear Family and Friends:

I have committed to A Wish for Wendy, the Cystic Fibrosis Foundation's annual, softball tournament to help support the mission of the CF Foundation. I am writing to ask for your help and enlist your support.

CF is a rare, 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 with CF, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, the mucus clogs the airways and traps bacteria, leading to life-threatening infections. Sixty years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, the median survival age of people with CF is now about 40.

I have been personally affected by CF. [Enter personal story here]

The tournament will be held on Saturday, October 20<sup>th</sup> at Alpharetta North Park. Collectively, we would like to raise more than [enter team goal here] to fund the mission of the Cystic Fibrosis Foundation. I would appreciate a donation of [enter amount here] from you, or whatever your budget allows. Your charitable contribution is 100 percent tax deductible. Please let me know if you will be making a donation, and send your check (made payable to the "Cystic Fibrosis Foundation") to [enter name and company address here].

You can feel good that your donation will be spent wisely, as the Foundation is an accredited charity of the Better Business Bureau's Wise Giving Alliance. When you make a donation to the CF Foundation, you are helping to ensure that individuals with CF will live longer and more productive lives. Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its' supporters. Still, we believe no one should have to die at a young age. We will not rest until we have a cure for all people living with CF.

Thank you all for supporting this important cause!

Regards,

[Enter name here]