

WISH FOR WENDY **1**th YEAR

BENEFITING THE CYSTIC FIBROSIS FOUNDATION

Welcome A *Wish for Wendy* Team Captain!

Thank you for signing up as a Team Captain for the Tenth Annual A Wish for Wendy Softball Challenge! We appreciate your involvement in this exciting fund-raising event. Each year, *A Wish for Wendy* continues to gain momentum, as does our research efforts and progress to a cure. This year, our goal is to raise **\$115,000** for lifesaving cystic fibrosis (CF) research and we could not achieve this goal without your help.

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.
- **Fund-raising Tips, Ideas and Samples** – to aid you and your team members with fund-raising efforts.
- **Tournament flyers** – to be placed around your office and neighborhood to help promote the softball tournament.
- **Pledge Sheets** – to keep track of how much money you have raised. Please give these to your team members as well.
- **Materials Request Form** – use this to request more materials to aid you with your team fundraising.

Thank you again for your support. Your commitment to forming a team, raising vital dollars, and spreading awareness 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 2009 *A Wish for Wendy* Committee

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 fund-raising goal for your team. (This year, 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 yourself and your team members by filling out a team roster and mailing or faxing it to the CF Foundation Chapter Office.

3. Keep the Momentum Going

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

4. Collect Funds

- Set a date for the collection of team member sponsor envelopes.
- 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 fund-raising goal. (Most fifteen-player teams set a goal of at least \$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 fund-raising ideas and keep them motivated. Encourage team members to get their fund-raising started early and be enthusiastic when asking for money.
- **Rally the Troops:** Host a breakfast or lunch team rally to inspire family, friends and co-workers about this worthwhile cause.
- **Be Creative:** Organize creative fund-raising events. They are fun and easy and will help team members meet their fund-raising goals. See attached sheet and visit georgia.cff.org/wishforwendy for ideas.
- **Challenge:** Initiate a challenge between departments or another company.
- **Prizes:** Develop creative incentive prizes for employees who exceed their goals, such as a day off with pay, or the ability to park in the president's parking spot for a month. Award employees who raise the most money, or enter employees who raise more than \$500 into a drawing for prizes.
- **Publicize Incentives:** Let all team members know about the incentive prizes so they will be inspired to raise more money.
- **Ask for help:** Call the CF Foundation chapter office to get additional fund-raising tips and ideas.

Fund-raising Ideas

The key to fund-raising is to set a goal, and start NOW! Here are some great fund-raising ideas. Please visit georgia.cff.org/wishforwendy for additional ideas, or call the Cystic Fibrosis Foundation Georgia Chapter at 404-325-6973.

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!

Sneaker and Rose Pin-Ups

Pin-ups are a great way to promote awareness for CF and *A Wish for Wendy* in a place of business. For a nominal donation to the CF Foundation, patrons can sign their names to a sneaker- or pumpkin-shaped cutout and hang the image in a high-traffic area to show their support of the CF Foundation.

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 \$5.00 each. You can invite the entire office and it's a great way to socialize with co-workers you may not see that often.

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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 that 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 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.

Basket Auction

Designate a theme basket to each of the departments in the organization (spa, chocolate, cooking, sports, book, etc. baskets). 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 (ex: \$5.00), which will go towards the CF foundation. People in a department that contributed to that basket cannot win it. Members of different departments win baskets from the other departments.

Children's Drawing Contest

Ask the top executives for a picture of himself/herself that employees can make a copy of and take home to their children (12 and under) to draw of the executive. Employees will then vote for the best drawing by paying a minimal fee. Prizes will then be given to all participants.

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
Total:	\$300!!!

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 fundraiser to cure cystic fibrosis (CF). I am writing to ask for your help and enlist your support.

CF is a life-threatening genetic disease that affects the respiratory and digestive systems of tens of thousands of children and young adults. People with CF suffer from chronic, and often fatal, lung infections and have difficulty digesting food. Ten million Americans are symptom less carriers of the defective gene which causes CF. And, although recently developed therapies have made a difference in treating the symptoms of CF, it is not enough. We continue to lose at least one precious life to CF every day.

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

The tournament will be held on Saturday, November 7, 2009 at Alpharetta North Park. Collectively, we would like to raise more than **[enter team goal here]** for vital CF research. 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 well spent as nearly 90 cents of every dollar raised by the CF Foundation is used to support its vital programs. When you make a donation to the CF Foundation, you are helping to ensure that children with CF will live longer and more productive lives than ever before. When the CF Foundation was founded nearly five decades ago, children with CF were not expected to see their first day of elementary school. Today, more than 40 percent of the CF population is over the age of 18. Remarkable progress, but not good enough. We need your help!

Thank you all for supporting this important cause!

Regards,
[Enter name here]

Materials Request Form

This order form is designed to ensure that you have all the supplies needed to raise funds for the CF Foundation and to recruit your softball team. Have fun and please call if you need anything else!

Please fill out the quantity requested and fax in your order.

Qty _____ **A Wish for Wendy Sponsor Packages**

Qty _____ **A Wish for Wendy Information Cards**

Qty _____ **Pin-up – 65 Roses®**

Qty _____ **Pin-up – Sneakers**

Please PRINT the address that you would like your supplies mailed to:

Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Day Phone: _____

Email: _____

Team Name: _____

PLEASE RETURN THIS FORM TO:

Cystic Fibrosis Foundation, GA Chapter
Linda Murphy, Manager of Special Events
Fax: 404.325.7921
2302 Parklake Drive, Suite 210 Atlanta, GA 30345
E-mail: limurphy@cff.org

Thank you! Your support is invaluable.