

Letter Writing Campaigns!



What is one of the most successful fundraising techniques out there today? Why it's a Letter Writing Campaign! This is an excellent and simple way to reach out to family and friends and ask for a donation. A Letter Writing Campaign is simply a personalized letter that you or a loved one writes and sends to almost everyone you know. It is your chance to share your connection with cystic fibrosis and explain why we need to raise funds for a cure.

The best fundraising success stories come from CF children, parents, friends, and families who send a personal letter asking for a donation to GREAT STRIDES. You will be amazed at how much money you can raise by writing a simple letter.

See the samples included in this packet for great ideas on how you too can make a successful letter writing campaign. We would love to answer any questions that you may have, so feel free to contact us!

Tips for Success!

Personalize your letter!

Include a photograph, tell a story of your connection to CF, and personally sign each letter. The more personalized your letter is, the more connected to the cause your donors will feel.

Education is key!

Inform your recipients about cystic fibrosis and the CF Foundation. It never hurts to mention that 90 cents of every dollar donated is invested in CF programs.

Don't be afraid to ask for money!

Remember that you are asking for ALL the children and young adults with CF. Don't feel greedy, you are being generous! Be specific—ask for a donation of \$10, \$25, \$50, or \$100 for a hand-made rose.

Promote the "65 Roses" Garden!

Encourage your friends and family to participate in the building of the "65 Roses" Garden at your walksite. For a \$100 donation, they will receive a hand-made "rose" planted at the walk with 100 percent of the donation benefiting CF. Available at select sites.

Include a stamped return envelope!

Make it easy for your contacts to respond to your request by including a self-addressed stamped envelope. You will be surprised each time you go to your mail box and see how much you have raised.

Make it an email!

We have heard many success stories of families sending their letter as an email. By using the CF Foundation's GREAT STRIDES website email campaign, your donors can contribute via credit card directly to your team.

www.cff.org/greatstrides

Ask 2 team members to send it!

In addition to sending the letter to your contacts, consider asking two or more team members to send your letter to their contacts or have them write their own personal letter. Imagine how many more people you could reach out to!

Say "thank you!"

Regardless of how much someone donates, thank them for their consideration and support.

Great quotes from past letters...

"As most of you know, our son Cole has cystic fibrosis (CF). He was diagnosed when he was one month old and like many people, we knew very little about this disease...However, we've been encouraged to learn that there is an extensive community of volunteers, medical professionals, and researchers working very hard to find a cure for CF. We also learned that the single most important thing we can do to help them is to support fundraising efforts."

- Mike & Nicci Brewer, Cole's Champions

"As many of you know, my youngest sister was born with cystic fibrosis (CF) and was diagnosed at 6 months of age. Her name is Margaret Marie Marcus. I call her Maggie. She is my angel, and has taught me so much about strength, hope, and courage...Maggie is an inspiration to me and to all who know her. She has forever changed my life. Won't you please help us change her life and the lives of others?"

- Kerri Pansie,
Hakuna Matata

"What's the right amount to donate?"

We get asked this a lot, and there's really only one answer - as much as you feel comfortable giving...here's our pledge list based on the most popular amounts we've received over the years:

*\$30 - Baby Moose level
\$50 - Momma Moose level
\$75 - Poppa Moose level
\$100 - Rose Garden sponsor
\$300 - Kilometer Marker
\$500 - Rest Stop Sponsor "*

- The Nunnenkamp Family, Tori's Troopers



Amslers Army Recruits:

It is time to join **Amslers Army** for the Cystic Fibrosis Great Strides Walk that takes place Sunday May 21st, 2006 at 1:00 PM starting at the Seattle Center.



This is our annual fundraiser for Cystic Fibrosis (CF) with walk sites throughout WA state and across the country. There are **five** ways you can choose from to help us reach our goal of finding a cure for CF:

- 1) You can send us a check (the old fashioned way) made out to the Cystic Fibrosis Foundation (CFF). Check with your employer, because many companies have programs which will match your charitable contributions.
- 2) You can pay On Line (the virtual way) by following the link to the **Amslers Army** home page: http://www.cff.org/Great_Strides/PennyAmsler .
- 3) You can walk with **Amslers Army** on May 21st. Bring your donation on walk day. On site registration begins at 12 noon. Try to add to your donation with the help of family, friends and co-workers. You can pre-register On Line to join our team (and donate as well) through our team home page: http://www.cff.org/Great_Strides/PennyAmsler.
- 4) You can purchase one of the special CF Roses. For a \$100 donation you can add a CF rose to the garden at the walk site. These are beautiful handmade roses that have a space for a personalized message.
- 5) You can help spread the word by forwarding our letter to **three** of your friends or family (http://www.cff.org/Great_Strides/PennyAmsler).

Want more information? Need walk brochures, rose garden forms or just information, then contact us at (999) 999-9999 or Email: washington@cff.org.

We enjoy your support at the walk, but of course, donations make the difference...more donations translates into more research and potentially more life saving treatments for all those affected by Cystic Fibrosis. Send your donations to:

Amslers Army

Address

City, State Zip

We promise that we will only ask for donations once a year...and this is our main fundraising event. We thank you for your support over the past years and hope that 2006 brings us closer to a cure for CF. **Any amount is appreciated and it is never too late to donate.**

Thank you for bringing more tomorrows everyday!

Penny, Lee, Kelly, Mitchell, and Lisa Amsler



Lisa, age 15
2005 CF Gala and Auction

Evan's Dream Team

2006

One Step Closer to a Cure

On June 3, 2006, the Waara family along with a team of friends will be taking part in "Great Strides 2006-Taking Steps to Cure Cystic Fibrosis" which will again be held at Heritage Park in Olympia. As a team last year we nearly doubled our goal of \$5000, by raising over \$13,000 for the Cystic Fibrosis Foundation. With the help of friends, family, and neighbors we hope to continue our fundraising and bring us "one step closer to a cure".



In October of 2002 our son, Evan, now 4 1/2 was diagnosed with Cystic Fibrosis. We continue to learn about this disease and we know all the best things to do to help Evan stay healthy. One of the reasons Evan is able to lead such a "normal" life is because of the work that the Cystic Fibrosis (CF) Foundation has done.

Evan's Dream Team

Volume 3, Issue 1

April 2, 2006

Special points of interest:

- ☺ Guest Bartender Event at Stiffy's in Hoquiam May 13
- ☺ Auction Event May 20
- ☺ Coin Drive at Ocosta Elementary May 8-19
- ☺ Huge Garage Sale May 27-28
- ☺ Community Scavenger Hunt May 28

Call us for details!

360-267-5034

What is Cystic Fibrosis?

Cystic Fibrosis is a genetic disease affecting approximately 30,000 children and adults in the United States. In the early 1950's, children born with CF died early in childhood. Today, thanks to improved medical treatments, people with CF are living long and relatively normal lives. We have

learned over this last year that CF affects each individual differently and therefore there is not one specific definition for the symptoms or how each person will be affected by the disease. People with CF produce abnormally thick, sticky mucus, which can clog the lungs and lead to recur-

ring lung and sinus infections. Due to this thick mucus, many with CF also have pancreatic involvement where the digestive enzymes needed to absorb nutrients in food cannot get out of the pancreas. We have daily routine treatments that Evan does to treat these symptoms of Cystic Fibrosis.

You can help!

Together we will be one step closer to a cure!



There are a few ways that you can help us to make CF stand for CURE FOUND!

- 1) Send a tax-deductible contribution in the enclosed envelope. Make check payable to the Cystic Fibrosis Foundation with Evan's Dream Team in the memo space. Check with your employer to see if they will match your contribution
- 2) Tell your friends and family about Evan and CF. No contribution is too small.
- 3) Learn more about Cystic Fibrosis and how kids and families live with the disease. Check out cff.org
- 4) Sign up for a Great Strides walk near you! Locally, you can register for the Olympia walk under our team, Evan's Dream Team, or form your own team in a city near you. The CFF website has all the information.

We are deeply grateful for any way you choose to help Evan and thousands of others living with CF. Your support insures ongoing research that WILL one day make CF stand for CURE FOUND!

A Day with Evan

This was Evan's first year of Pre-school. He loves school and all his new "pals". He goes to school 2 days per week. Getting up to do an hour of treatment and then drive 40 minutes to school while eating breakfast in the car has become just part of the routine. Not one day goes by where we don't admire this little persons strength. His daily treatments consist of taking supplemental enzymes every time he eats. This is about 12 pills per day. Each morning and night he does his chest physical therapy (CPT) using a piece of equipment called "The Vest" which Evan wears for 20 minutes. We still call it his pat pats, but it is more like the shakey shakes! The vest fills up with air and then it shakes and shakes. Evan

doesn't mind his vest and if there is someone new around when he is doing it he will entertain them with his shakey voice. Evan rarely complains about his treatments. This year due to a new bacteria cultured in his lungs he has also been doing an inhaled Antibiotic called "Tobi" twice a day every other month. He is amazing! He also drinks a mega-milkshake every night, 600 calories and 20 grams of fat. He loves it! The newest treatment we added is inhaled saline solution twice a day which could help to thin the mucus. With new treatments, pills or doctor appointments Evan just goes with the flow, is relaxed and always compliant. We are grateful but most of all we are in awe of his courage.



Halloween 2005
Toy Story's "Woody"

Spring 2006 Greetings, Family & Friends!

As you receive this message, our family is relocating from Pearl City, HI, to Silverdale, WA. This major transition, however, did not stop us from remembering our annual fundraising goals for the Cystic Fibrosis Foundation (CFF)!

UPDATES ON FAITH

We are truly amazed and thankful for Faith's continued progress & development. This year, Faith reached the 50th percentile for weight (up from 10th-25th)! Her height is also up to 75th! These are great accomplishments for children with CF, as malabsorption problems often get in the way of proper growth.

Fortunately at this point, Faith's experience with CF is still only considered a "gastrointestinal manifestation." She's yet to experience pulmonary problems. As a preventative measure, Faith started "the Vest" (www.thevest.com) in January. "The Vest" is a daily treatment which helps ensure that mucus in her lungs gets loosened & cleared. Faith actually enjoys doing her vest because that's the only time she gets to watch a DVD!

MAY 6th - POULSBO - PLEASE JOIN US ☺

We will have the opportunity to walk with GREAT STRIDES this year. GREAT STRIDES is the CFF's largest and most successful national fundraising event. We will be walking as a group of family & friends at the Poulsbo walk, taking place at Vinland Elementary, Saturday May 6th, 9:00AM. PLEASE CONSIDER JOINING US to celebrate Faith! Let us know . . .

HUMBLE REQUESTS

We write humbly again to ask for your assistance in our fundraising efforts. Being personally affected by this disease really increases one's awareness of the need to fundraise each year. Jenna is the team leader for team HAVE FAITH. The team goal is \$5,000.00. Our personal, family goal, within this team goal, is \$3,000.00. Would you be kind enough to assist us in achieving our goal for the team by sending a check or donating online? Or, would you be interested in taking it a step further by joining our fundraising team? The money you raise, via checks and/or online resources, will go toward the HAVE FAITH team fundraising goal of \$5,000.00? Please e-mail Jenna if you are interested. Lastly, we ask humbly again this year that you would keep Faith's health and our discernment as care-giving parents in your prayers.

DONATION DETAILS: Making a donation online is easy and secure. Go to http://www.cff.org/Great_Strides/JennaEttlich. Click the "Click to Donate" button to make a donation that will be credited to the HAVE FAITH team. Any amount you can donate is greatly appreciated! If it's easier for you to send a check, please make it out to the *Cystic Fibrosis Foundation*, and send to our *new* address below. Please have donations donated online or postmarked by mail no later than Tuesday, April 25th. Thanks! Your charitable contribution is 100% tax-deductible and will be well spent. Nearly 90 cents of each dollar raised by the CFF is used to support its vital programs, helping to ensure health for CF patients.

CONCLUSIONS

When the CFF was founded nearly five decades ago, children with CF were not expected to live past five. Amazingly, recent discussions suggest that CF is well on its way to being a manageable, chronic illness rather than an inevitably fatal disease. The "maze of CF" is also becoming much clearer in recent years. These conclusions are remarkable! But they still have yet to guarantee a cure.

We'd greatly appreciate your support again, financially and prayerfully, to help Faith and other people with CF reach life's milestones that many of us take for granted. Thanks for your support.

Very sincerely,

Dan and Jenna Ettlich



THE LOUX FAMILY

JOSH ON THE GO!

VOLUME 9 APRIL 2006

GREAT STRIDES WALK AT NEW LOCATION

Our annual Great Strides walk for Cystic Fibrosis is FAST approaching (we are way behind this year)! This year we will be walking in Gig Harbor on Sat. May 13! It should be a fun day for the whole family. In past years we have had approximately 50 walkers on our team. Some walk quickly, some take a leisurely stroll, but one thing is certain—all enjoy the lunch provided at the end! We would love to have you join us, but if you can't walk with us, you can send your donation to us. We are trying to beat our team total from last year (\$4,087) and break the \$5000 mark! If you want

to gather donations &/or write your own letter that will help a lot! Donations are tax deductible and it's such a worthy cause! The CF Foundation is very well respected as a fundraising organization and well noted for a large percentage (90%+) going directly toward research and development. For more information about the Cystic Fibrosis Foundation and CF as a disease, go to their website at www.cff.org Send donations before 5-13!



Josh
Growing up....
Age 9

SPECIAL POINTS OF INTEREST:

- *Great Strides walk will be in Gig Harbor!*
- *BBQ Lunch Provided!*
- *Silent Auction at the walk—great stuff to bid on & all proceeds go to CFF Bring your checkbook!*
- *\$5,000 team goal*
- *CFF recognized as a top-rated fundraising organization*
- *Will we have more walkers this year?*

WHAT'S JOSH BEEN UP TO?

Josh has been very busy with 3rd grade homeschooling. At our homeschool class day he is taking two classes; Prairie Primer (a study of the Little House books) and Critical Thinking. He enjoys the latter most because mom teaches Prairie Primer! He is playing baseball and lov-

ing it, and really improving on the guitar and drawing. He has had a pretty good year as far as his health goes, but has had trouble with a lingering cough and been on a lot of antibiotics.

Josh is VERY active—always on the GO! the team name really fits!

WATCH YOUR MAIL-BOX NEXT APRIL FOR INFO ON OUR BIG 10 YEAR BASH!!!!

You won't want to miss it!

Please send donations to:

Josh on the Go!
Address
City, State Zip

For more info call:
999-999-9999

April 2006

Hi Everybody!

At Alison's appointment at Children's Hospital last month, the doctor told us that although she remains healthy and strong, the smallest airways in her lungs are beginning to become blocked. As a result, we have increased her breathing therapy and added a medication to her daily regimen. This is something that we have expected all along, as it is natural in the progress of cystic fibrosis. But just because we expected it didn't make it any easier to hear.

As I rode home, I thought about what this news meant, and as I have a tendency to do, I thought about it more than I should have. I started thinking about the difference between being hopeful and being in denial. Rich and I wondered if all this optimism we've felt for the past eight years was actually a way of denying what the actual reality is — that cystic fibrosis is a devastating disease and it doesn't make exceptions. Wow. This made for a pretty depressing ride home.

A few days later, I read an article in USA Today titled "Maze of cystic fibrosis is getting a little clearer". It talks about progress being made in the search for a cure, and in the treatment of the symptoms of CF. It is a wonderfully positive article, full of promise and HOPE. My favorite quote in the article is, "We're almost at the point of changing this from a fatal disease to a nuisance." The idea that CF will someday be a mere nuisance filled me not only with a huge sense of relief, but also a bit of guilt for ever allowing myself to question the optimism of so many people, including my own. I realized that especially in the face of set-backs and bad news, hope is what keeps us looking toward the future with anticipation and resolve.

With that in mind, I'll tell you about our new adventure!

Rich and I are the chairmen of a brand new Great Strides walk to be held in **Federal Way** at the Weyerhaeuser corporate campus on **Saturday, June 10th**. Registration starts at 12:00 and walking starts at 1:00. This unique location provides a stroll through the beautiful and *delicate* Rhododendron and Bonsai Gardens, *so please don't bring a bike or your dog*. Snacks and beverages will be available along the route. We would love to see you in Federal Way! If you can't come but would like to make a donation, please make a check out to "CFF" and send it to us in the enclosed envelope. Please feel free to call us with any questions or suggestions (999) 999-9999 or e-mail washington@cff.org.

Thank you so much for being the reasons we can remain hopeful!

Deanne and Rich Plunkett

Alison says:
"I hope you have fun at the walk.
If you can't come, thank you for
thinking about me!"

