



SWEAT IT FOR A CURE

FUNDRAISING HANDBOOK





SWEATEMBER

Welcome to Sweatember!

Sweatember is a new national fundraiser for the Australian Cystic Fibrosis Federation where you commit to moving your body every day in September to support people living with cystic fibrosis (CF). Whether you walk, run, dance, do yoga, or hit the gym - every drop of sweat makes a difference.

We're rallying a mighty Aussie crew to battle it out with our trans-Tasman rivals, Team New Zealand!

Funds raised through Sweatember support CFWA, CFQ, CFSA, CFTAS, CFACT and CFA to help provide vital support services, research, advocacy, and clinical improvement.

WHAT IS CYSTIC FIBROSIS?

Sweatember provides an opportunity to start conversations around cystic fibrosis and build awareness of the condition. Below is some information you can share with your community when promoting your challenge.

What is Cystic Fibrosis?

Cystic fibrosis is one of the most common, recessive, lifelimiting genetic conditions affecting children and adults in Australia. Cystic fibrosis causes thick, sticky mucus to build up in organs, primarily the lungs and pancreas.

Facts About Cystic Fibrosis:

- Over 3,800 Australians live with cystic fibrosis.
- 1 in 25 Australians carry the cystic fibrosis gene
- A baby is born with cystic fibrosis every 4 days in Australia
- Currently there is no cure for cystic fibrosis.



HOW YOUR FUNDRAISING HELPS

Your fundraising efforts for Sweatember will enable us to support critical research funding and provide essential services to Australians living with cystic fibrosis across the country.



Mental health and wellbeing support



Subsidies for vital equipment



Saline therapy and airway clearance support



Education, awareness, advocacy and research

HOW DO I SWEAT IT OUT?

You can do anything that gets you moving! This includes walking, jogging, swimming, cycling, gym workouts, team sports, yoga – even dancing in your lounge room. Just choose what works for you!

Some ideas below:

- Try a YouTube workout
- Walk 10,000 steps
- Go for a sunrise or sunset walk
- Create your own dance routine!
- Do a workout during ad breaks or between episodes

WHY SWEAT?

People with cystic fibrosis naturally sweat more – and their sweat contains extra salt.

We're challenging you to get sweaty because staying active is one of the best ways people with cystic fibrosis can manage their health. Exercise helps clear the lungs of sticky mucus and reduces the risk of infections.



FUNDRAISING TIPS

1

Update your profile picture & story

2

Keep supporters updated

3

Set your target

4

Ask for support

5

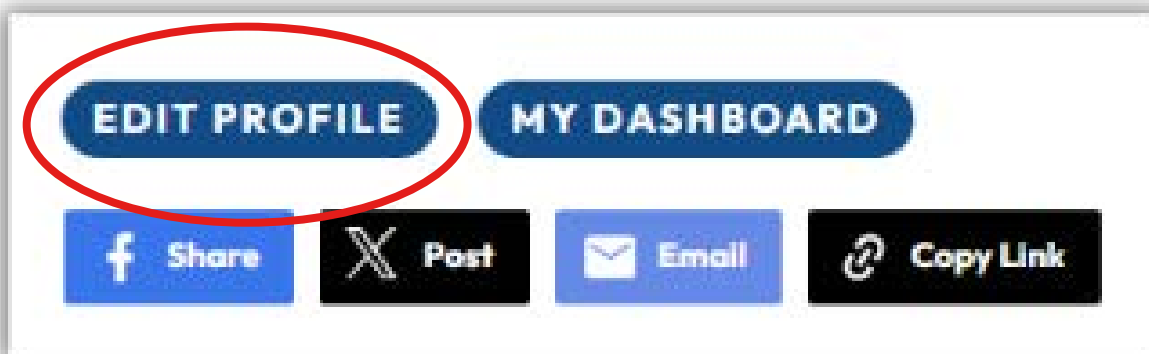
Thank your donors and supporters!

1

UPDATE YOUR PROFILE PICTURE & STORY

Spread the word about your fundraiser wherever you can; in person, on social media and through newsletters and emails. And remember to update your profile picture and story on your dashboard!

Tell your supporters why you're taking part in Sweatember. If you have a personal connection with CF let them know.



2

KEEP SUPPORTERS UPDATED

Keep people updated on your progress and your fundraising target by sharing posts onto your fundraising page (located at the bottom of your dashboard)

A picture speaks a thousand words, so make sure you include photos!

A screenshot of a 'Create a new post' form. It has a title 'Create a new post' at the top. Below the title are three main sections: a 'Post Title' text input field, a 'Post Image' section with a dashed border and a central icon and text 'Drag in your file or select a file', and a text area for the post content. Above the text area are icons for bold, italic, underline, and link. At the bottom right is a blue 'SUBMIT' button.

3

SET YOUR TARGET

Set yourself a realistic target that you think you can achieve during the time frame of your fundraiser. You can always increase your target if you reach it quickly.

Supporters are less likely to donate if the target has been achieved and will be more likely to donate if they feel their donation will get you closer to your goal amount.

4

ASK FOR SUPPORT

Sometimes it can be hard to ask for donations, especially from friends and family. These tips will help you get the ball rolling:

Don't be afraid to ask more than once, sometimes people forget to donate and need a gentle reminder

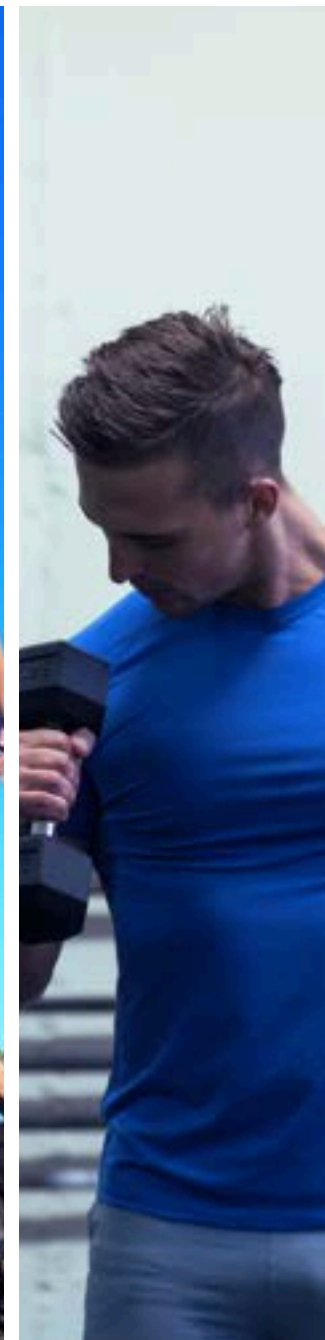
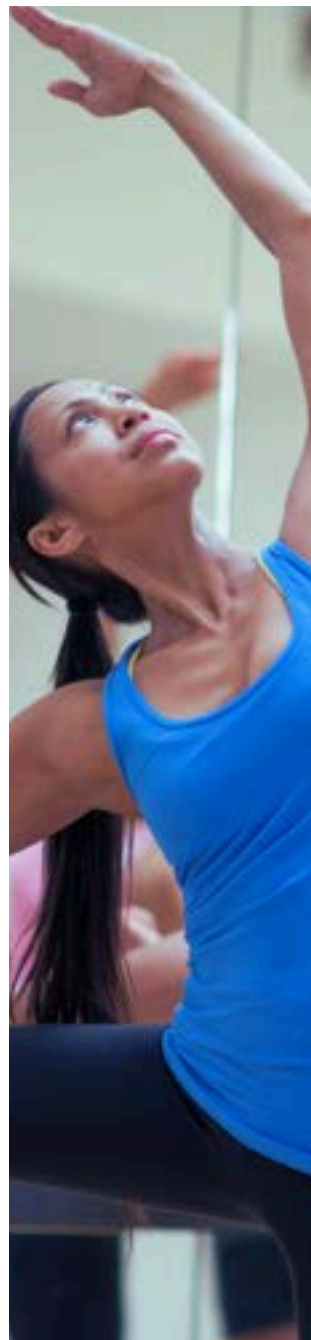
Let people know why you're passionate about fundraising for CF

If you can, make the first donation to lead the way for your supporters

5 THANK YOUR DONORS AND SUPPORTERS

Don't forget to thank your generous donors and supporters when they donate to your page!

You can thank your donors by logging into your fundraising dashboard, scrolling down to your donation feed, and clicking the little heart icon. Write a message, and we'll send it to your donor on your behalf.





Sweatember[®]

FOR _____
CYSTIC FIBROSIS

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