



LAWN SUMMER NIGHTS

PARTICIPANT GUIDE 2015

Participant Guide

Welcome

Welcome to Lawn Summer Nights, a lawn bowling fundraiser held in cities across Canada benefitting Cystic Fibrosis Canada. Founded in 2009, the event has raised over \$1,000,000 in six summers because of participants like you! We know you'll have fun on the greens this year, but it's what you do off of them that will take your LSN experience to the next level. All proceeds raised from LSN help those living with CF. Use this guide to help you kick-start your fundraising, and help you on your way to win some awesome prizes.

Cystic Fibrosis Canada

Cystic Fibrosis Canada is one of the world's top three charitable organizations committed to finding a cure for cystic fibrosis and is an internationally-recognized leader in funding CF research, innovation, and clinical care. We invest more funding in life-saving CF research and care than any other non-governmental agency in Canada. Since 1960, Cystic Fibrosis Canada has invested almost \$150 million in leading research, care and advocacy, resulting in one of the world's highest survival rates for Canadians living with cystic fibrosis. For more information, visit www.cysticfibrosis.ca.

Cystic Fibrosis

Cystic fibrosis (CF) is the most common fatal genetic disease affecting Canadian children and young adults. It is a multi-system disease that affects mainly the lungs and the digestive system. In the lungs, where the effects are most devastating, a build-up of thick mucus causes severe respiratory problems. Mucus and protein also build up in the digestive tract, making it difficult to digest and absorb nutrients from food. As improved therapies have helped to address the malnutrition issues, ultimately most deaths related to cystic fibrosis are due to lung disease. There is no cure. Great progress has been made in the fight against cystic fibrosis, but there is still so much more to be done. That's why the role you play in Lawn Summer Nights is very important.

Collecting Donations

The easiest way to accept donations is through your Fundraising Hub. Electronic tax receipts will be issued immediately via email for online donations. Please make sure to check your junk mail folder.

If you are collecting cash or cheques, please complete the pledge form (found in your Hub under Download Forms) and make sure to bring your cash and cheques to the event. Tax receipts will be issued by Cystic Fibrosis Canada after the event.

If you are collecting cash or cheque donations and would like your personal online fundraising page to reflect your success you have two options:

1. If you want your donor's name to appear but you are going to submit the cash and/or cheque to the office please:
 - a. Sign into your Fundraising Hub
 - b. Click on the 'Fundraising' tab on the left hand side of the page
 - c. Click 'Manage cash and cheque'
 - d. Enter in donor's information and submit

OR

2. If you want your donor's name to appear and receive an immediate tax receipt please keep cash and/or cheque, deposit it yourself in your bank account and to put their donation on your credit card and do the following:
 - a. Sign into your Fundraising Hub
 - b. Click on the 'Fundraising' tab on the left hand side of the page
 - c. Click 'Manage cash and cheque'
 - d. Enter in donor's information.
 - e. Click 'Pay Cash & Cheque pledges via your own credit card' in order for the amount to be receipted and verified.

Requesting a Donation

It can be challenging to ask someone to donate so here is an example of a donation request letter/email.

Dear **[First Name]**,

This summer, I'm participating in Lawn Summer Nights – a lawn bowling fundraiser for Cystic Fibrosis Canada because **[insert your reason for participating here]**.

My goal is to raise **[insert fundraising goal here]** but I can't do it without your help. Please consider making a donation and supporting this important cause.

Donations can be made by cash, cheque or online with a credit card. In order to make an online donation, please visit my fundraising page at **[insert personal URL here]**.

Thank you so much for your support. It really means a lot to me.

[Insert Your Name]

Fundraising – 10 Basic Steps

Before you start fundraising, there are a few things you should know to help you achieve your goal.

1. **Register online:** Go to www.lawnsummernights.com and register for the Lawn Summer Nights nearest you.
2. **Set a fundraising goal:** Set an ambitious, yet attainable fundraising goal for yourself and share that goal with everyone you ask to donate.
3. **Set up a personal page:** Customize your LSN profile by putting up pictures and share it with friends and family.
4. **Share your story:** Make sure you tell potential donors what their donation will mean to you. Share why Lawn Summer Nights is important to you.
5. **Ask:** Not being asked is one of the top reasons Canadians do not donate to a charity.
6. **Invite others:** When you meet someone that is moved by your story, ask them to consider donating to your team or sign them up to join a team!
7. **Follow up with people you have asked:** Most people donate within 3 days of receiving an email. Sometimes emails get lost in the shuffle - send out a reminder and ask again.
8. **Ask your employer about matching gifts:** Find out if your employer has a matching gift program and see if they will match your total fundraised.
9. **Say thank you:** When you receive a donation, thank the person who has supported you. They will be more likely to support you again in the future if you do.
10. **Attend lawn Summer Nights, have fun and tell your donors about the event:** Let everyone know how much fun the event was and how their contribution has made a difference to a Canadian living with CF.

Fundraising Ideas

Organizing a fundraising event is a great way to raise funds and generate excitement. Gather your friends and family, host a brainstorming session and pick a few fundraising activities you can do together. Here are a few fun and easy ideas to get you started:

Popcorn: Sell post-bowling popcorn to participants and fuel that walk to the after party!

Hug Me: Sell \$2 bear hugs, complete with a bearskin rug.

Freezies: Selling freezies by donation on a sweltering sidewalk

Good Karma: Ask a yoga teacher or dance studio to host a Karma Class, where donations go to CF

DJing for CF: Host a night at your favourite club cover charge goes to the cause

Breakfast for Bowling: Ask a local restaurant to introduce special menu items with partial proceeds going to LSN during the month of July!

Get to their stomachs: Bake sales at work to benefit your #LawnSummer Team

Jewel of their eye: Jewelry makers donating a portion of online sales during the month of July, even creating CF inspired pieces

Move them with movies: Host a rooftop movie screening with admission by donation

Jumping out of a plane not your thing? If you would rather limit your social recreation to a night with friends, then consider pulling out your games and organize a game night. Charge people an entry fee and ask a local business if they will donate a prize for the winning team. Have fun and raise money at the same time!

Please note, tax receipts may not be issued for the purchase of a product, entrance fee, lottery ticket or revenue from an event. For example, if you hold a burger and beer night and raise \$800 through ticket sales, raffle, and silent auction, you may not submit that \$800 for a personal tax receipt. If you have any questions regarding our tax receipting policy, please contact the office.

Post Event

Post-event wrap up can be just as important as planning and doing your fundraising. After the event is over, you should:

Collect outstanding donations: Mail any post event donations to your local Cystic Fibrosis Canada chapter as soon as possible following Lawn summer Nights.

Send a thank you note: Be sure to thank your donors, let them know how much you raised, and the importance of their donation.

Celebrate: Take the opportunity to celebrate your fundraising success with your supporters, let them know how valued they are and that you are already looking forward to next year's event.

Infection Control Policy

Please note that persons with CF should refer to Cystic Fibrosis Canada's Infection Control Policy regarding attendance at Cystic Fibrosis Canada-sponsored events. Please visit www.cysticfibrosis.ca for more information.

Contact Us

If you have any questions or require anything further, please contact Ashley McAllister – Lawn Summer Nights Coordinator

Email: ashley@lawnsummernights.com

Phone: 1-800-378-2233

Thanks for supporting Lawn Summer Nights! See you on the greens.