

**CYSTIC
FIBROSIS NZ**

cruelneedskind.org.nz



FUNDRAISING TOOLKIT

Everything you need to
BE THE RELIEF this May, and
deliver your Deliberate Act of
Kindness.

20
23



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WE DO THINGS DIFFERENTLY AT CFNZ

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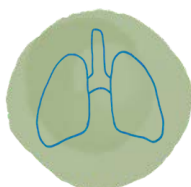
HI I'M FRED!



I volunteer for Cystic Fibrosis NZ (CFNZ) as their Kindness Manager.

May is CF Month, and it's time for our Cruel Needs Kind campaign, to raise vital funds needed to deliver services to our CF families.

- CF is the most common life-threatening genetic condition in New Zealand.
- People are born with CF, and they will have it for the whole of their life.
- CF is more than a lung condition, it causes liver disease, issues with digestion, sinus disease, CF related diabetes, infertility, and weakened bone density.
- It takes courage to live with and survive with CF.
- It can be isolating, painful, and frightening, leading to anxiety, depression, and poor quality of life as they face the potential for declining health, increased complications, major medical interventions, and premature death.



Lungs



Gastrointestinal Tract



Liver



Fertility



Pancreas



Sinuses



Sweat Glands

CRUEL NEEDS KIND

A CRUEL TWIST OF FATE

It's a cruel twist of fate that brings CF to newborn life. Two people who by ill luck, carry the same genes without knowing it.

CRUEL

When you add up CF's genetic fate, health, and life expectancy challenges, financial pressures, treatment, and how it affects entire families, we settled on one simple word to sum it all up: **Cruel**.



KINDNESS

Insight into the cruelty provided the thought to position the role and rationale for people's support of CFNZ.

Support and donations to CFNZ is an act of kindness to help address the unfairness created by the cruelty of CF.

Consequently, "Cruel Needs Kind" became our mantra.

DELIBERATE ACTS OF KINDNESS

Cruel Needs Kind asks Kiwis to make a **Deliberate Act of Kindness** during the month of **May** to help raise funds to support the CF community.

Read on to find out more about what you can do during May to support people living with cystic fibrosis.

WHERE DOES THE MONEY GO?

CF is cruel but kindness can work wonders.

It is our mission to empower people with CF, their families and whānau to have quality of life and wellbeing, through the delivery of high-quality and equitable support programmes.

- We provide wrap-around support for parents with a newborn baby.
- We empower our community by providing education, information, and resources.
- We remove the financial barriers to exercise to help people with CF stay active.
- We campaign to improve awareness of CF and the challenges of the condition.
- We support people with CF with their physical and mental wellbeing.
- We lobby government for better access to modern medicines and treatments.



\$25

can cover the cost of the increased prescriptions that winter can bring.



\$50

can help pay for parking during an extended hospital stay.



\$100

towards groceries can make a huge difference to a family during winter.



\$300

can provide important exercise equipment through the Breath4CF grant, helping people with CF stay active.

GET STARTED

Step-by-step



1

GET INSPIRED!

Decide on your fundraising event or activity, set a date, and location.

Tip: *Deliberate Acts of Kindness Day* is Friday 26 May 2022.

2

SET A TARGET

Let everyone know how much you want to raise and the impact you'll help make. People are often more generous if they're helping you reach your goal.

3

SPREAD THE WORD - SHARE YOUR WHY

Let everyone know what you're doing, when, and where. We've got heaps of resources such as posters, leaflets, collection buckets, stickers and more to help you promote your fundraising.

4

MAXIMISE YOUR FUNDS

Getting your workplace or school behind the fundraising is a great place to raise awareness and get more people involved.

5

REMIND AND ASK AGAIN!

Life can get busy, be brave and send a reminder, share updates and progress about your fundraising.

6

HOLD YOUR EVENT!

Make sure you take a few photos and share them with us so we can show what kind supporters we have!

7

THANK, THANK AND THANK AGAIN!

Let people know just how grateful you are for their support and remember to keep them updated on your overall results.

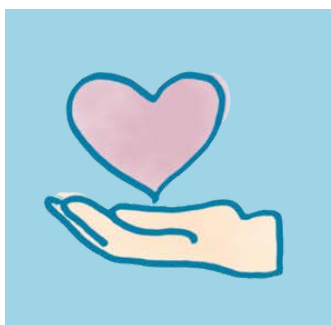
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BANK YOUR FUNDS

If you've created an online fundraising page like Givealittle, then your donations come directly to us and your supporters are receipted automatically.

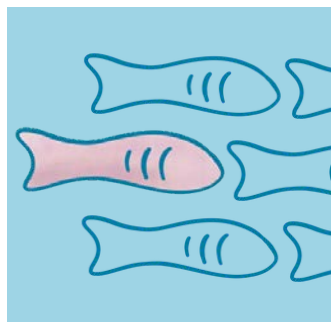
If you're collecting cash, please email admin@cfnz.org.nz for our bank details. We'll also provide you with a unique reference code.

HOW YOU CAN HELP



DONATE

Make a donation.



CHOCKY FISH

Order boxes of chocolate fish and fundraise.



GO LOCAL

Contact local schools, businesses and community groups.



FUNDRAISE

Set up a local fundraiser. Use our toolkit to help with ideas.



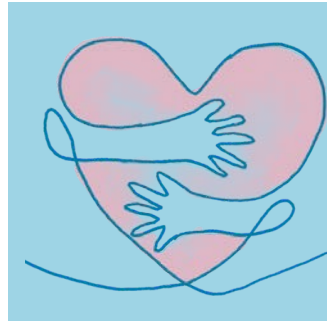
STORIES

Put your hand up to raise awareness of CF and share your story.



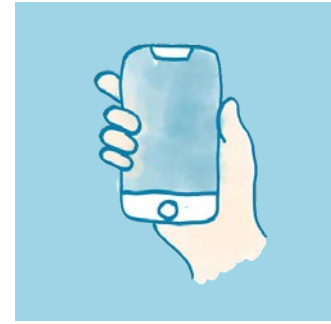
MERCH

Buy a piece of CRUELNEEDSKIND merchandise and share it.



CONNECT

Connect CFNZ with any influencers or high-profile Kiwis that can help share and promote the campaign.



SHARE

Spread the word! Share CFNZ social posts to friends and family.



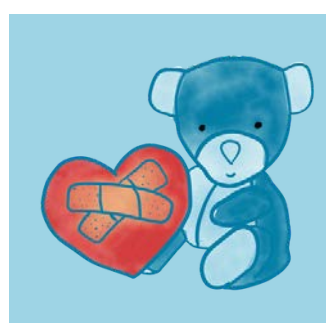
SOCIAL

Use the campaign images and share on your social media accounts with the key messages.



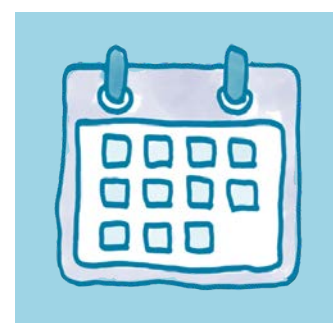
CORPORATES

Send the pitch deck to contacts you know who might be able to help.



VISIT

Help drive awareness and traffic to the Cruel Needs Kind website by including the link in all your posts and communications.



DAOK DAY

Celebrate Deliberate Acts of Kindness Day and do something to acknowledge the day.

SOCIAL MEDIA

Social media is one of the best ways to reach people. You can share a story to your community about why our work is vital, and how their contribution makes a real difference to Kiwis with CF.



Share campaign images and suggested posts to your social media accounts.

Use the hashtags and emojis on social posts during May 🧸💙

#CFNZ #CFAppeal #CFAwarenessMonth #FredBear #cruelneedskind #deliberateactsofkindness 🧸💙



Spread the word!

Share CFNZ social posts from Facebook and Instagram to your friends and family. This helps to get the awareness up and ensure more people see our posts.

Follow FRED on Instagram and share his antics @fredbear.nz

FACEBOOK

Spread the word by changing out your Facebook cover and profile photo to our CruelNeedsKind images.



Facebook Header



Profile photo

SOCIAL POSTS



Cystic fibrosis is cruel but kindness can work wonders. A voucher for coffee or a meal during a hospital stay, a parking voucher to attend clinic, a physical activity grant, or a simple gesture of a call to check in from our Social Workers give some relief to make the day a little easier. The CF Appeal.

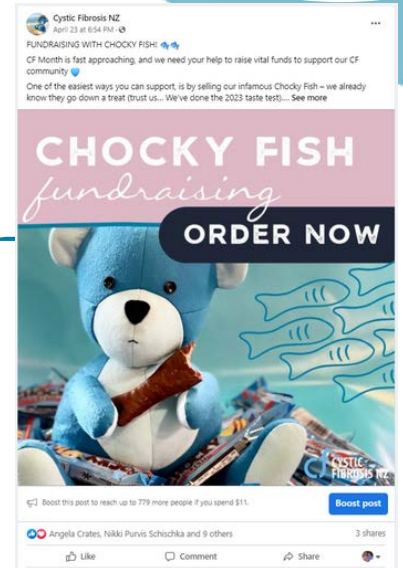
👉 Go to cruelneedskind.org.nz

#CFNZ #cruelneedskind #deliberateactsofkindness
#CFAwarenessMonth #CFAppeal #FredBear 🍪❤️

I'm supporting CRUELNEEDSKIND by making a Deliberate Act of Kindness this May for people with cystic fibrosis. What difference can you make? The CF Appeal.

👉 Go to cruelneedskind.org.nz

#CFNZ #cruelneedskind #deliberateactsofkindness 🍪❤️
#CFAwarenessMonth #CFAppeal #FredBear



CF carries with it an immense emotional, physical and financial toll every single day. Be the relief and give hope today with an injection of kindness.

The CF Appeal.

👉 Go to cruelneedskind.org.nz

#CFNZ #cruelneedskind #deliberateactsofkindness 🍪❤️
#CFAwarenessMonth #CFAppeal #FredBear

CF is a condition for whole of life. Be the relief and give hope today with an injection of kindness.

The CF Appeal.

👉 Go to cruelneedskind.org.nz

#CFNZ #cruelneedskind #deliberateactsofkindness 🍪❤️
#CFAwarenessMonth #CFAppeal #FredBear

People with CF and their parents are 2 - 3 times more likely to experience anxiety and depression than the wider community. Provide some relief and support them with a Deliberate Act of Kindness this May. The CF Appeal.

👉 Go to cruelneedskind.org.nz

#CFNZ #cruelneedskind #deliberateactsofkindness 🍪❤️
#CFAwarenessMonth #CFAppeal #FredBear



FUNDRAISING IDEAS

You can do almost ANYTHING and make it a fundraiser. Whether you are adventurous, athletic, creative, a social butterfly or a super hero, no matter your target, your fundraising efforts will make a difference for Kiwis with CF and their families.



CHOCOLATE FISH

These little Chocky Fish always go down a treat! Your friends and colleagues will love you. Visit cfnz.org.nz/fish to order a box or five to fundraise, or buy them as a Deliberate Act of Kindness from cruelneedskind.org.nz



RESTORE AN OLD ITEM AND AUCTION

Raising funds doesn't have to mean crawling through mud - why not restore or renovate an old item and auction it on TradeMe.



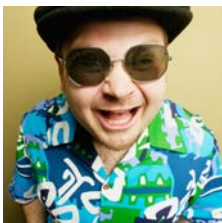
BAKE SALE

Get your school or organisation involved and host a community bake sale to raise money. Or simply bake your favourite cupcakes and sell them to your colleagues for a special morning tea.



GO BLUE!

Ever wanted to see your co-workers with an outrageous hairdo! Set the challenge for Deliberate Acts of Kindness Day to wear a wacky wig or a blue streak in your hair for the whole month of May.



DRESS UP DAY

Encourage your workplace or school to host a one-of-a-kind mufti day, loud shirt day, silly sock day, etc. in exchange for a gold coin donation to Cystic Fibrosis NZ.



NIGHT IN

Staying in and staying safe is the new going out! Nominate a friend or family member's house, all chip in for the food and donate the money you would have spent going out for the night to Cystic Fibrosis NZ.



SAUSAGE SIZZLE

Organise a sausage sizzle at your local sporting club or school event, and ask for donations on the day as well.



COFFEE MORNING

Get family, friends or your team together and enjoy a morning tea.



BUZZWORD BAN

Have a buzzword jar in your workplace! Make a list of all the words you are tired of hearing around the office and how much each word will cost you.



KINDNESS AUCTION

Sell your time for an act of kindness. Cut your neighbour's lawn, offer to pick up your grandparent's groceries, or wash your mate's car. Donate the proceeds.



FITNESS CHALLENGE

Ask friends and family to sponsor your participation in a marathon, bike-a-thon, or school fun run. The more they give, the more you might be willing to do!



DELIBERATE DISCO

Throw a dance party at your home with ticket proceeds going to the cause. Deliberately dance your way through the night!



QUIZ NIGHT– ONLINE OR IN PERSON

Trivia nights are a fun way to bring together your sports club or school! Why not support Kiwis with CF at the same time by selling tickets or holding a raffle, and donating the profits.



BOOST YOUR EFFORTS

We are happy to help you wherever we can with fundraising resources, including coin boxes, label stickers, button badges, balloons and posters, to help you raise awareness of CF and your Deliberate Act of Kindness.

Shop our merch and other items.



Donation Coin Boxes



Chocky Fish Header Stickers



Collection Label Sticker



Button Badges



Collection Bucket Stickers

REMINDERS

Safety First

Along with having a load of fun, we want all our fundraisers (and their supporters) to stay safe while fundraising.

Please put your safety and the safety of others first.

Any activity is your responsibility, so please consider all safety and keep yourself safe from COVID-19 and the flu.

Use of CFNZ and CruelNeedsKind logos

It is important to make sure that you mention CFNZ as part of your overall fundraising efforts.

Any use of the logos must be approved by CFNZ before use.

YOU'RE PART OF OUR TEAM!

Our support doesn't stop with this toolkit. The team at Cystic Fibrosis NZ is here to help and answer any questions along the way.



THE CF APPEAL

What will you do to help raise funds?

GOT QUESTIONS?

While I'm taking a nap from packing Chocky Fish, the rest of our team at CFNZ are happy to help.

☎ +64 9 308 9161
+64 21 283 0051

@ @CysticFibrosisNZ

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