

DELIBERATE ACTS OF KINDNESS

FUNDRAISING TOOLKIT

Everything you need to inject
kindness and make a difference for
Kiwis with cystic fibrosis.

20
22



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HELLO

It's a cruel twist of fate that causes cystic fibrosis (CF). Two people who, by ill luck, carry the same gene without knowing.

CF is a serious and ultimately terminal genetic condition affecting more than 540 Kiwis. It carries an immense emotional, physical, and financial toll every single day.

People with CF endure a life-long, demanding and time-consuming daily regime of lung clearance and medication, together with regular medical check-ups, increasingly frequent hospitalisations, and in some cases, lung transplantation.

The lives of those with CF are cut short. There's no miracle cure. And the wonder drug is not funded here. Until then. We need your help to inject some kindness in to the lives of our CF community.

We wish you all the best with your fundraising and we're here to help if you need us.



WHERE DOES YOUR MONEY GO?

CF is cruel but kindness can work wonders.

Cystic Fibrosis NZ receives less than 4 percent government funding and relies on the generosity of New Zealanders to meet the ongoing needs of our CF community.

We provide practical, emotional, and financial support that means families all over New Zealand can access vouchers and allowances for coffee or a meal during a hospital admission, a parking voucher to attend clinic, physical activity grants to support lung health, welfare assistance during hardship, assistance towards lung transplant costs, and when necessary, end of life support.

Your Deliberate Acts of Kindness can help bring kindness to CF families.



\$20 can provide financial support with a power bill or food shop

\$50 can provide hospital parking vouchers or assistance with travel to and from hospital

\$100 can provide a newly diagnosed pack and wrap-around support for parents with a newborn

\$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 27 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, money 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

HAVE 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.

8

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 supportercare@cfnz.org.nz for our bank details. We'll also provide you with a unique reference code.



HOW CAN YOU HELP?



Visit the CruelNeedsKind website and make a donation.



Buy a piece of CruelNeedsKind merchandise.



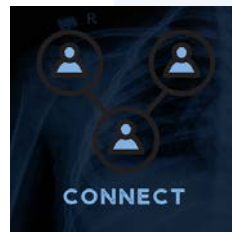
Help drive awareness and traffic to the CruelNeedsKind website by including the link.



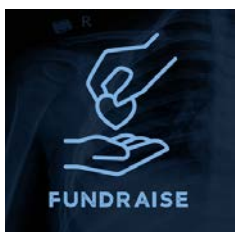
Share your story and why it's important to you to raise awareness for CF.



Contact local schools, businesses and community groups.



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



Create your own fundraising page using givealittle.co.nz



Order boxes of chocolate fish and fundraise.

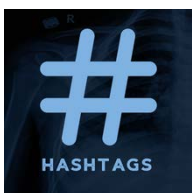
www.cfnz.org.nz/fish

SOCIAL MEDIA

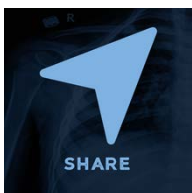
Social media is one of the best ways to reach people. You can share a story to your community about why our work is vital, and how their contribution makes a real difference to Kiwis with CF.



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



Use the hashtags on any social media posts during May .
#cruelneedskind #CFAwarenessMonth
#deliberateactsofkindness



Spread the word!
Share CFNZ social posts from Facebook and Instagram to your friends and family.

Facebook cover photo

Spread the word by changing out your Facebook cover photo to our CruelNeedsKind image.



SOCIAL POSTS



Here's a few sample posts to get you started...

- Cystic fibrosis carries with it an immense emotional, physical and financial toll every single day. By all accounts this is unfair. But it can be treated with an injection of kindness.
- 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, welfare during hardship or a simple gesture of a call to check in from a CFNZ social worker can make someone's day a little kinder.
- Kiwis with CF don't have time to wait! But you can support them with an injection of kindness.
- People with CF and their parents are 2 - 3 times more likely to experience anxiety and depression than the wider community. Support them with a Deliberate Act of Kindness this May.
- I'm supporting **CruelNeedsKind** by making a Deliberate Act of Kindness this May for people with cystic fibrosis. What small thing can you do to help?

It's also a great idea to use our social tags to help us and others find your Deliberate Act of Kindness.

#cruelneedskind #deliberateactsofkindness @cysticfibrosisnz

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, and 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 cruelneedskind.org.nz to order a box or five to fundraise or buy them as a Deliberate Act of Kindness.



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.



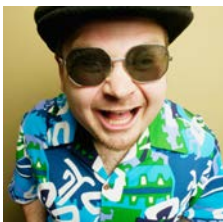
BAKE SALE

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.



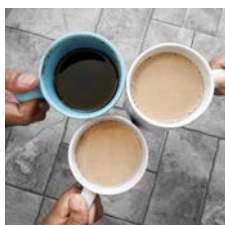
NIGHT IN

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.



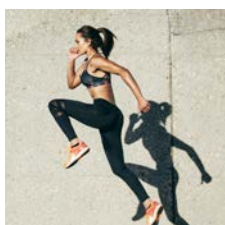
BUZZWORD BAN

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.



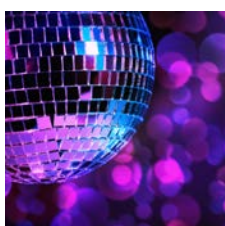
KINDNESS AUCTION

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!



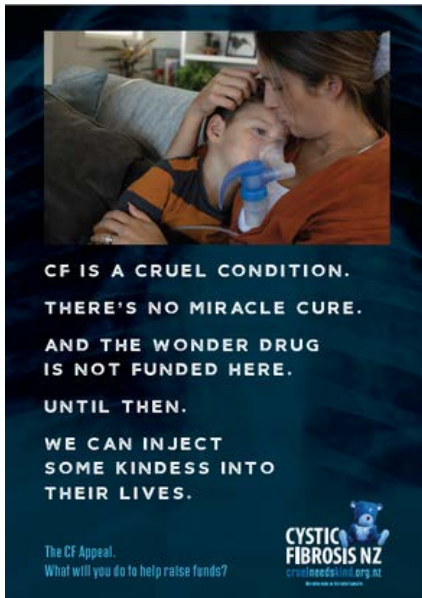
QUIZ NIGHT- ONLINE OR IN PERSON

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've got heaps of fundraising resources, including posters, leaflets, stickers and more, to help you raise awareness of CF and your Deliberate Act of Kindness. Shop the Kindness Store at cruelneedskind.org.nz to check out merch and other items.



A2 & A3 Posters



Campaign Leaflet



Lapel Stickers



Collection Buckets

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 other first.

Any activity is your responsibility, so please consider all safety and COVID-19 rules.

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 THE 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.

For fundraising support, contact Laura our Fundraising and Marketing Manager.



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The CF Appeal. What will you do to help raise funds?

WWW.CRUELNEEDSKIND.ORG.NZ



Me noho noho ao kia noho humarie