



**STEPS  
TOWARDS  
A CURE**  
FOR NEUROFIBROMATOSIS



# FUNDRAISING GUIDE

## TACKLE 150KM IN MAY

*Unlock your fundraising  
superpowers this May for the 150  
children born with NF in Australia  
each year.*



[stepstowardsacure.com.au](https://stepstowardsacure.com.au)



**Children's  
Tumour  
Foundation**  
CONQUERING NF



@ctfaustralia  
#stepstowardsacure

# WHAT IS NF?

Neurofibromatosis (NF) is a genetic condition that causes tumours to grow on nerves throughout the body, including the brain and spine.

It's impact can be both visible and invisible. You may barely notice you have it or it could be life-threatening.

It can lead to a range of significant health issues such as deafness, blindness, paralysis, physical differences, bone abnormalities, cancer, learning difficulties and chronic pain.

It can affect anyone regardless of ethnicity or gender and roughly half of all cases arise in families with no history of the condition.

It is a lifelong medical condition. It is varied and progressive. Treatment options are limited and there is currently no cure.

**1 IN 2,000**

people have NF in  
Australia

**50%**

have no family history  
of the condition

**13,000**

Australians  
living with NF



Steps Towards a Cure aims to advance the pace of research and possibilities of treatments for everyone living with Neurofibromatosis in Australia.

Small steps can be transformed into huge strides in the advancement of care for those living with NF.

Together, we can raise awareness and invest into more promising research, and to one day, find a cure for NF.

# STEP RIGHT UP

Tackle NF head on with each stride you take and every dollar you raise.

As you complete this challenge, asking people for donations can help hit your fundraising goals. In order to hit your targets, there are a few things you can do to maximise how much you can raise.

## Your page

When you sign up, you will be asked to create an online fundraising page. Aside from being an easy way to collect donations, it is also the perfect place to share your story, update your supporters with your progress, and thank them for all of their help! Don't forget to update your profile picture – people want to see who they are donating to.

## Your goal

Without a fundraising target, there is no benchmark and less chance of raising money. If this is your first time fundraising, start small (maybe around \$250) and work your way up. You can always raise the target again if you reach it. Maybe try asking people for \$10 for every km they want you to do. If someone donates \$50, you do 5km for their donation and continue to raise your target each milestone

## Your team

Once your profile is setup, rally your friends, colleagues or family members to set up a team. Come up with a team name that's important to you and your group, set up the team page and then begin inviting your friends. Send them the link, talk to them about the cause and why it's important. Even challenge them to hit their own distance and fundraising goals for some friendly competition.

# THE FUNDRAISING PROCESS

USING YOUR FUNDRAISING SUPERPOWERS TO TACKLE NF HEAD ON

## 1. FIRST DONATION

By making the first donation, you are setting the benchmark for others and “putting your money where your mouth is”. The higher the first donation, the higher the average donation will be.

Once you are all set up and ready to start fundraising, follow these simple steps to hit your fundraising goal.

## 2. CLOSE CIRCLES

Start by reaching out to your close circle. This could be your family, your friends, or your team at work. You know these people best and know you can ask them to support you with a donation.

## 3. TO THE PUBLIC

Most of you will have a social media page where you connect with many others. Try sharing your link with your connections. Consider sharing a powerful NF story and having a specific ask: “I need 10 people to donate at least \$20 to hit my fundraising goal”.

## 4. CREATE COMPETITION

Once you have received a few donations, you can leverage those contributions to encourage additional support from other groups. If you are \$50 away from your goal, reach out to your network or the public again, specifically asking for that remaining \$50. You may also consider challenging your team to raise more funds, using your teammates' fundraising totals to convince people to support your efforts and help you claim the top spot on the leaderboard. Competition helps drive action!

## 5 - MATCHED \$\$\$

Many workplaces actively encourage their employees to get involved in local charities and will match the fundraising efforts of their staff. So, don't be shy, talk to your boss, CSR or HR team about how to make this happen.

# THANKS TO YOU, PROGRESS IS POSSIBLE.

One thing many people want to see is progress. If people can see you are making progress towards the goal they are more likely to donate.

Also giving updates when you hit fundraising and distance goals can be a good way to indirectly ask for more donations.

We recommend doing 25%, 50%, 90% progress posts with a link back to your donation page.

Once you hit your goals, we recommend doing a final push with an increase in your goal to attempt to hit that new goal. This moves you closer to your new goal and the cause - a future free from tumours.

After hitting all your goals and the month being over, consider posting a MASSIVE thank you post on your socials. Remember to send a message to your fundraisers to say thank you goes a long way.

Updating your donors and supporters on where their funds are going and the impact their donation made, helps them to know their donation wasn't just to your fundraiser, it was to a greater cause and they had a hand in that.



## THANK YOU

Need help? Get in touch:

Fundraising Team

P: 02 9713 6111

E: [fundraising@ctf.org.au](mailto:fundraising@ctf.org.au)