



**STEPS
TOWARDS
A CURE**
FOR NEUROFIBROMATOSIS



**Children's
Tumour
Foundation**
CONQUERING NF

FUNDRAISING TEAM GUIDE

Tackle 150km this May for the 150 children born with neurofibromatosis (NF) each year in Australia.

**NFI AFFECTS
1 IN EVERY
2,000
PEOPLE IN AUSTRALIA**



START A TEAM

Follow these easy steps to recruit people to your team

1. Register at stepstowardsacure.com.au
2. Fill in your personal details
3. When you set up your fundraising page, click "Create a team" or "Join a team"
4. If you are the Team Captain, create a team name
5. If you are a team member, find and select your team name
6. Complete the registration process
7. Save your team URL and start sharing with your friends and family

Recruiting members to your team

Inviting people to join your team is simple!

Have they already registered for the event?

- Tell them your team name.
- From their account area, they can select "Join Team".
- They can then find and select your team from the list, and join you in the fun!

If they haven't registered yet:

- Share the event with them, and tell them your team name.
- When they register for the event, they can select "Join team".
- They can then find and select your team from the list, and join you in the fun!



TEAM FUNDRAISING

Motivate, inspire, encourage and support

- Set a team goal and aim high! This will motivate your team members to set their individual goals higher to help reach that overall goal.
- Don't forget to ASK your team to fundraise. Asking everyone on your team to fundraise will guarantee a successful Steps Towards a Cure Team!
- Encourage your team members to ASK. Tell them to ask everyone they know for a donation. You can't get what you don't ask for!
- Keep team members motivated and excited by sending weekly emails. You can send fundraising tips, success stories, shout-outs to the highest fundraiser for the week or even a story about your local NF Hero. Post team shout-outs on social media and include a special mention to those who are working extra hard to raise money.
- Share the sample fundraising email on the next page for your members to copy and send. Remind them to share their individual and team goals in their emails. Donors love to see that they are helping a fundraiser reach their goal.
- Check-in on your team members. Are they reaching their personal fundraising goals? If they have met and surpassed goals, encourage them to increase their fundraising goals. Ask them if they need support.
- Work with another Team Captain and challenge his/her team to see who can raise the most. Friendly competition is a good way to reach and exceed fundraising goals!
- Remind them to thank their donors. Donors love to know they are making a difference in the fight against neurofibromatosis.
- Praise your team members. It is important to let your team members know that they play an important role in not only the success of your team, but in helping to conquer NF.

EMAIL TEMPLATE

Personalise this email template and send it out to your network!

Dear {name},

This May, I'm participating in Steps Towards A Cure. I will be tackling **XXX** km for the month of May in support of the Children's Tumour Foundation (CTF) and the 150 children born with neurofibromatosis (NF) in Australia each year.

The CTF is the leading charity supporting more than 13,000 people across Australia, impacted by a rare and complex genetic condition, called neurofibromatosis (NF).

NF causes tumours to form on nerves cells, under the skin and deep in the body. Progressive and unpredictable, these tumours can lead to physical deformities, blindness, deafness, learning difficulties, chronic pain, scoliosis and in 10% of people living with NF, they can become cancerous. There is no cure and treatment options are limited.

I'm stepping up for NF because I believe tumours should never be a person's normal.

Like most people, you've probably never heard about NF before, yet this condition is more common than some other widely recognised conditions, including cystic fibrosis and duchenne muscular dystrophy.

I'm determined to change this. And I need your help.

I have a goal to raise **{\$500}** to grow awareness of this condition and raise funds for much-needed research into more effective treatments - and eventually, a cure.

Please help me support the vital work of the Children's Tumour Foundation.

Making a donation is simple. I have set up a webpage to make it easy to donate online:

[{insert link to your personal fundraising page here}](#)

Today there's no cure for NF. Tomorrow's another story. Together, we can move towards a future free from tumours.

Thank you,
{Your name}

TEAM TIPS

Set a team goal and aim high!

This will motivate your team members to set their individual goals higher to help reach that overall goal.

Don't forget to ASK.

Asking everyone on your team to fundraise will guarantee a successful step challenge team!

Encourage your team members to ASK.

Tell them to ask everyone they know for a donation. You can't get what you don't ask for!

Keep team members motivated and excited

Send weekly emails with fundraising tips, success stories, and shout-outs to the highest fundraiser for the week. Post team shout-outs on social media and include a special mention to those who are working extra hard to raise money.

Check-in on your team members.

Are they having fun fundraising? Maybe they're in the running for Top Fundraiser so encourage them to increase their fundraising goal! Ask them if they need support.

Praise your team members.

Let your team members know that they play an important role in not only the success of your team, but as a whole in helping to tackle NF.

THANK YOU

Need help? Get in touch:

Fundraising Team

P: 02 9713 6111

E: fundraising@ctf.org.au