



# Fundraising Checklist

## Fundraiser set-up

- Set a SMART goal:** Make it Specific, Measurable, Achievable, Relevant, and Time-bound e.g. "Raise \$5,000 by August 1."  
**My goal:** \_\_\_\_\_
- Choose a campaign type.** Will you host an event (run/walk, lemonade stand, in-home party, etc) or fundraise without an event?  
**My campaign type:** \_\_\_\_\_
- Select a fundraising platform.** DonorBox is BreatheStrong CF's web-based fundraising platform, but you can also fundraise on Meta through Facebook and/or Instagram.  
**My fundraising platform:** \_\_\_\_\_

## Build your fundraising campaign page

- Personalize your page.** Upload photo, background, and share your personal "why". Our fundraising kit has step-by-step instructions for support.
- Tell your story.** Add quotes, visuals, and explain how funds support people with CF.
- Find your fundraising page URL/link** (browser address: for example: <https://donorbox.com/2025-fundraisers/xxxxx>)  
**My fundraising page URL/link:** \_\_\_\_\_
- Test your page and make the first donation!** Making the first donation helps you understand the donation process and shows your commitment to those you'll ask for support.

## Fundraiser marketing

- Customize social posts.** Use the templates in the fundraising kit and make them your own. Consider on which social platforms you'll share (Facebook, Instagram, X, LinkedIn, etc).  
**I'll post on:** \_\_\_\_\_
- Make it visual.** Add BreatheStrong CF logos/branding elements, photos, and/or videos. You can find BreatheStrong CF branding resources in the fundraising kit.
- Customize email messaging.** Use the templates in the fundraising kit and adapt them to your story/fundraising plea.
- Create other materials.** Create event flyers or posters based on your chosen activity. Reach out to BreatheStrong CF if you need support.



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## Share your fundraiser

- Plan your social posts.** Be sure to tag @BreatheStrongCF. Ask at least three times. Plan several days between posts.  
**Date of 1st post:** \_\_\_\_\_ **2nd post:** \_\_\_\_\_ **3rd post:** \_\_\_\_\_
- Identify your network.** Consider those who care about you and/or your cause and the best way to communicate. For example: Uncle Bob / Text ; Sally at work / Email & face to face  
**Family members:** \_\_\_\_\_  
**Neighbors:** \_\_\_\_\_  
**Co-workers:** \_\_\_\_\_  
**Friends / family friends:** \_\_\_\_\_  
**Clinicians:** \_\_\_\_\_  
**Local businesses you frequent:** \_\_\_\_\_
- Send emails.** Wait 4-5 days between emails and include "Reminder" in your subject line.  
**Date of 1st email:** \_\_\_\_\_ **2nd email:** \_\_\_\_\_ **3rd email:** \_\_\_\_\_

## Drive engagement

- Use your networks.** Ask others to help you spread the word and fundraise with you! Check out the fundraising kit for template invitation emails.  
**I'll ask these people for help:** \_\_\_\_\_
- Gamify the experience.** Use leaderboards, peer challenges, team goals or prizes!
- Share regular updates.** Use weekly emails, posts or texts to share progress and motivate teams.

## Wrap up and follow up

- Celebrate and thank.** Send personalized thank-you emails or handwritten notes within a few days of donations. There are template emails in the fundraising kit. For those who give on social media platforms, like and comment on their donation notifications.
- Share impact!** Announce total raised, thank donors and explain how funds raised will support the CF community.