

FITNESS FUNDRAISER

Shared by Julie Riedy, Metro DC Chapter



Fitness fundraisers offer an enticing way for participants to break a sweat for a great cause, the Cystic Fibrosis Foundation.

Fitness Events can be held in just about any workout facility and offers businesses the opportunity to bring in new clients while participants encourage each other, socialize, and have fun!

Interested in building your own Fitness Passion Fundraising Event? Here is a step-by-step guide to get you started:

LOCATION: CLASS-BASED FITNESS FACILITY

Any gym that offers group classes can work for this fundraiser. Many of these facilities often are well-versed in fundraisers and will be eager to help! Cycling studios, Rowing gyms, Orangetheory Fitness, Barre studios, CrossFit, and many others could work great!

REGISTRATION, BONUS DONATIONS, AND SPONSORS:

- Set a participation price that is appropriate for the class being offered. Generally, \$5-15 dollars above the normal fee for the class is reasonable.
- Offer a "bonus donation" on your registration page. This could include incentives (an additional class at the gym hosting, extra swag, ability to pick a song played during the class, whatever you can find!).
- Your hosting gym will typically need waivers signed. Using emails collected while registering is an easy way to email participants the waivers when you remind them about the event.
- If possible, find a sponsor to offer an incentive while people are working out (ex: \$1 per "splat point" at Orangetheory, \$1 per "power point" at CycleBar, etc)
- The CF Foundation Passion platform is a good way to register and fundraise for your event. There may be other registration options, but the CF Foundation Passion platform gives you a great amount of flexibility to build out your event, provides online donors tax receipts, and raise funds.

MARKETING:

- Social Media is a powerful tool in promoting your event. Posting photos and videos and getting them shared (local groups, businesses, participants, etc.) can certainly help to spread the word and help recruit teams to participate.
- YouTube, Facebook, Instagram, Twitter and TikTok, are some of the mechanisms used.
- Encourage your hosting gym to put up signs and include in their Socials and emailed newsletters.

Visit passion.cff.org for more event ideas!

EVENT STRUCTURE:

- Encourage participants to arrive at least 30 minutes early (or more, depending on the request of your hosting gym). This allows enough time to have everyone register and become familiar with the equipment before things get started.
- At the start time, have a short speech prepared to remind people why they came and what a difference they are making. I have generally included a line that not all people with cystic fibrosis are able to do the class we're about to do and we need to honor them by giving our best.
- Ask instructor(s) to explain the structure of the class and get participants pumped up!
- During the class, have a volunteer (friend or gym employee) set up the Post-Workout Celebration Snacks
- After the class, hosting a social hour is a nice touch. It generally only lasts about a half hour to an hour, but gives people the opportunity to socialize and make connections.

POST WORKOUT CELEBRATION:

While the class is going on, ask friend or gym employee to set up so things are ready when you come out.

Ideas to have ready:

- Drinks:
 - Gatorade or other sports drinks, cold water
 - Optional but fun: Mimosas if your class was in the morning, beer if in the afternoon
- Snacks:
 - Grab and go fruit
 - Bags of popcorn, granola bars or similarly healthy snacks
- Swag Bags!

SWAG BAGS:

These are totally optional, but a great way to appreciate participants. In addition to shopping on your own, collaborate with the hosting gym and your local chapter to see if they can help fill your bags! Some fun ideas:

- "Proud Supporter of CFF" stickers (your chapter may have these to offer)
- Water bottles - you can personalize these with your event if you have the funds, this is a bonus touch that goes a long way!
- Granola bar or other healthy snack
- Gym apparel, stickers, swag

If you offered a "bonus donation" for extra swag, distinguish those bags and fill them with extra, slightly more impactful items (a gym shirt, a CF Foundation shirt, etc).

If you have questions or would like to brainstorm please don't hesitate to reach out to julie.riedy@gmail.com.

EXERCISE IS THE KEY NOT ONLY TO PHYSICAL HEALTH BUT TO PEACE OF MIND.
- NELSON MANDELA