

## YOUR D-DAY BATTLEPLAN.

**Thanks for joining the fight!** You're already a hero in our eyes for stepping up to support our second-ever D-Day, the most powerful day in the Cure4CF calendar. This is your battleplan to get ready for Friday, 2 December and help us raise \$130K for a cure in just 24 hours.

## TO DO NOW.

### PRINT OUT YOUR POSTER.

One of the best ways you can support D-Day is by letting people know you're fundraising, and it's never too early to start spreading the word. Print out this poster and display it in your store, office or workplace.

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### PLAN YOUR FUNDRAISER.

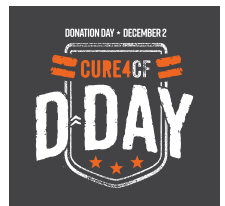
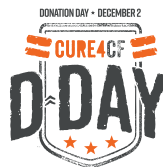
What can you do to help our CF army reach \$130K on D-Day? Whether you're making a Facebook event or sending out invitations by post, you can use our logos to let everyone know what they're supporting.

C4CF Logos

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D-Day Logos

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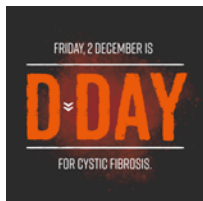
**CURE4**  
**CYSTIC**  
**FIBROSIS**  
ALL FOR THE FIGHT

ALL  
FOR THE  
FIGHT

## SCHEDULE YOUR POSTS.

We rely on our fundraisers to share their support and encourage people they know to donate. Scheduling social posts ahead of time is easy and leaves you free to focus on fundraising on the day. You can use any or all of these ready-to-use tiles—just update the text to make it relevant to you.

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Tile 1.

### TIP:

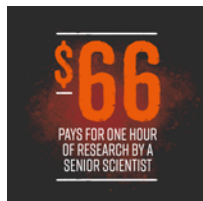
Schedule this post for any time before Friday, 2 December. Share how you'll be supporting D-Day, or what your customers, co-workers or friends can do to help out.



Tile 2.

### TIP:

Schedule this post in the days leading up to Friday, 2 December. Build excitement about your fundraising and share why you're choosing to support the cause.



Tile 3.

### TIP:

You can use this post as-is before or on D-Day.



Tile 4.

### TIP:

You can use this post as-is on D-Day.

### EXAMPLE COPY:

Every dollar donated to Cure4CF on D-Day will be matched, with the aim of raising \$130K for cystic fibrosis research. I'll be showing I'm #All4TheFight by donating \$1 from every coffee sold.

### EXAMPLE COPY:

This Friday is D-Day, when every dollar donated to Cure4CF makes double the difference.

As many of you know, my daughter is a CF Warrior. I know how close we are to a cure, and what that would mean for her and so many others.

That's why I'm raising funds on D-Day—and you can help me.

Buy a coffee from me to send \$1 to cystic fibrosis research, or make your own donation at [dday4cf.org](http://dday4cf.org)

### READY-TO-POST COPY:

Cure4CF only funds translational cystic fibrosis research—the projects focussed on finding a cure that have the best chance of moving on to trial and helping the people who need them.

Donating is the single best way to help find a cure, and on D-Day, every donation makes double the difference.

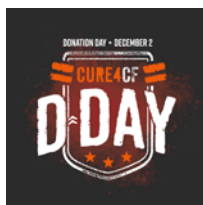
You can show you're #All4TheFight and donate at [dday4cf.org](http://dday4cf.org)

### READY-TO-POST COPY:

Today is the day when we can fast-track finding a cure for cystic fibrosis.

Every dollar donated to Cure4CF will be doubled, with the aim of raising \$130K in just 24 hours.

Show you're #All4TheFight and donate at [dday4cf.org](http://dday4cf.org)



Tile 5.

**CURE4**  
**CYSTIC**  
**FIBROSIS**  
ALL FOR THE FIGHT

ALL

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FIGHT

## TO DO ON D-DAY.

**Thanks for joining the fight!** You're already a hero in our eyes for stepping up to support our third-ever D-Day, the most powerful day in the Cure4CF calendar. This is your battleplan to get ready for Friday, 2 December and help us raise \$130K for a cure in just 24 hours.

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### DECLARE WAR WITH A DONATION.

First thing on D-Day, make your own donation to give your tally a head start. It shows your supporters you're serious about fundraising and on average, increases the average gift they give. Donate by visiting <http://dday4cf.org/>

### BANK YOUR FUNDS.

Remember—you need to bank your funds by the end of D-Day to have them doubled and count towards our \$130K goal.

To do this, you can go to <http://dday4cf.org/>

### KEEP TABS ON THE TALLY.

However you're choosing to raise funds—whether it's a sale, an event or a get-together with friends—we can't wait to hear about how it goes. Keep us updated throughout the day by tagging us in your tally updates.

We'll be sharing regular progress reports too, so make sure you're following us and feel free to repost and share.



Instagram: [@cure4cysticfibrosis](https://www.instagram.com/cure4cysticfibrosis)



Facebook: [@Cure4CF.Foundation](https://www.facebook.com/Cure4CF.Foundation)



Twitter: [@Cure4CFF](https://twitter.com/Cure4CFF)

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**= THANK YOU =**

FOR BEING A HERO AND SHOWING YOU'RE #ALL4THEFIGHT THIS D-DAY.