



CROSS FOR LIFEFLIGHT

FUNDRAISING GUIDE





CROSS FOR LIFEFLIGHT

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CFL MISSION



CROSS MAINE. SAVE LIVES.

LifeFlight flies more than 15,000 miles across Maine each month, delivering lifesaving care to someone facing critical injury or illness.

CFL MAKES LIFESAVING MISSIONS POSSIBLE

We're not just logging miles—we're raising critical funds to keep LifeFlight of Maine in the air, equipped and ready to respond to calls for help every day and night of the year.



EVERY MILE WE CROSS. EVERY DOLLAR WE RAISE.

Every mile we cross and every dollar we raise ensures that the next person in Maine who faces a life-threatening medical emergency has access to advanced critical care.



YOUR FUNDRAISING PAGE



1

ADD A PHOTO

Your photo should represent **you and why you Cross**. It can be of you taking part in different CFL activities, a photo of who you are Crossing for, or something fun and eye-catching!

2

SET A GOAL

Your fundraising goal will be pre-populated with your minimum, but aim high! You can adjust your goal anytime, so if you surpass it, you can set a new one.*

3

TELL YOUR STORY

Why are you participating in the Cross for LifeFlight and raising money for LifeFlight of Maine? Have you or someone you know been touched by LifeFlight? Tell prospective donors why they should support you.

4

SHARE YOUR CROSSING EFFORTS

Track your miles and upload your photos while doing your Crossing activities. We love to follow along!



@crossforlifeflight

* We challenge you to be a part of our top fundraising club, **Peak Performers**. To be a part of this elite club, participants need to surpass \$4,000 in total individual fundraising .

GETTING STARTED

EMAIL

CRAFT YOUR MESSAGE

Send your emails or letters several times: when you register, when you are doing Cross activities, and when you are done with your activities

GRAB ATTENTION

Use a powerful subject line to pull your donor in.

TELL YOUR STORY

Consider starting with our donation email template, and then adding your own touch! Tell your supporters why you Cross and what your Crossing plans are.

FOLLOW UP

Make sure to follow up after your initial ask. Sometimes people are busy and appreciate a friendly reminder.

01

02

03

04

SOCIAL MEDIA

SNAP PHOTOS

Take photos in your CFL gear and with your "Why I Cross" sign. Post these to your social media pages.

GRAB ATTENTION

Use a powerful subject line to pull your donor in, and a message in your caption about why people should support your efforts.

INCLUDE LINK

Be sure to include your fundraising link every time you post on your social media. Tag @crossforlifeflight on Instagram and Facebook to connect with other members of the CFL community!

KEEP POSTING

Post multiple times, both leading up to the event as well as during and after. People enjoy seeing your progress!

01

02

03

04



SOCIAL MEDIA BEST PRACTICES

ADD YOUR CFL PROFILE PAGE TO YOUR SOCIAL MEDIA BIOS



FIND YOUR FUNDRAISING PAGE LINK THROUGH YOUR PROFILE WHEN LOGGED INTO EVENT WEBSITE

FIND US AND TAG US ON FACEBOOK AND INSTAGRAM
@CROSSFORLIFEFLIGHT



ALWAYS BE PREPARED

PERSONALIZED QR CARDS



Each personal fundraising page includes a unique QR code that links directly to your page. This year, we're happy to offer small printed notecards you can keep on hand for easy sharing. Whether you're catching up with friends, at a family gathering, or out and about, these cards make it simple for potential donors to connect with your page.

If you're interested, please email Ashley and have some sent your way!

THANK YOUR DONORS



MAKE SURE YOU THANK THEM ONCE THEY GIVE



THANK THEM WITH A PERSONAL PHONE CALL



IF THEY DONATED ONLINE, THANK THEM WITHIN YOUR PROFILE PAGE



WITH A HANDWRITTEN NOTE ON A CFL NOTECARD - AVAILABLE BY EMAILING ASHLEY



FUNDRAISING INFORMATION

We know fundraising can be a lot of work, but we are always here to help! Don't hesitate to reach out.

Stay tuned through August and September for different fundraising contests with exciting prizes to keep you motivated.



Reminder: The fundraising deadline is September 15, 2026, to reach the minimum of \$350. The remaining balance will be charged to the participant's credit card on file by October 5, 2026

INCENTIVES

As a reward for going above and beyond, we are delighted to provide incentive prizes for reaching the levels of **\$1,000, \$2,500, and \$4,000.**

We're excited to announce the **Cross for LifeFlight Incentive Store will return as a way to say thank you for your incredible support.** Eligible participants will have the opportunity to shop in our online store to pick their own exciting prizes. There will be three tiers in the shop based on individual fundraising totals as of September 15, 2026.



CONTACT INFO

Please don't hesitate to reach out to Ashley MacMillan with any questions!

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