

Frequently Asked Questions

Please feel free to e-mail info@unleashyourstory.com with any questions.

Reading and Writing Goals

1. How do I set my writing or reading goal?

The Cystic Fibrosis Foundation website isn't set up to track reading and writing goals. Please send your goal to the following address: info@unleashyourstory.com

Your goal should be the total number of pages you intend to read or the total number of words you intend to write from Monday August 31- Monday September 28.

Weeks run from Monday through Sunday (we've given everyone an extra day to meet their goal on the last week). Report your weekly progress to the same address: info@unleashyourstory.com

2. How do I keep track of my reading progress?

Reading goals are set in terms of pages read. Just count the pages you've read each week. We realize that actual page sizes aren't standard and some pages only contain half a page of text. That's okay. Just count the pages you've read during the week.

For example, you finished a paperback novel of 325 pages and read to page 175 of a hardback non-fiction book with lots of pictures. That is a total of 500 pages.

Be sure to report your reading progress each week to: info@unleashyourstory.com

Your progress will be forwarded to Sandy who will be keeping track of reader progress each week.

3. How do I keep track of my writing progress?

There are a million formulas for figuring word counts. To make it as simple as possible, we decided to avoid all the formulas and simply have writers use the word count feature of their word processing program. Jot down the word count of your WIP when you start and again at the end of each week. Subtract your original word count from your end word count and you have your progress for the week.

For example: You start on Monday August 31 with 22,000 words in your WIP. The next Sunday (September 6) before you shut down for the night you have 28,000 words.

$$28,000 - 22,000 = 6,000$$

Your progress in week one is 6,000 words.

At the end of week 2, you have 37,000 words.

$$37,000 - 28,000 = 9,000 \text{ words.}$$

Your progress for week 2 is 9,000 words.

Send your writing progress for each week to: pam@unleashyourstory.com

Pam will note your progress on our chart and your total progress will be automatically tallied.

3. I understand I'm supposed to report my writing or reading progress each week. Do I report my total progress or just the progress for that week?

Please report only your progress for the week (from Monday through Sunday). We will keep track of your total progress for the month. We need to know both your weekly progress and your total progress because we have prizes for weekly progress in addition to the prize for top reader and top writer for the event. This way if one participant jumps out to huge lead in week one, the other participants will not be discouraged. Everyone has the same chance of being the top reader or writer for week two, week three and week four.

4. I am a team leader. How do I report my team goals and progress?

Teams can have both writing and reading goals (some teams are a mix of authors and readers). Please send your total team goals to: info@unleashyourstory.com.

Team leaders can also send individual goals and progress to info@unleashyourstory.com. If you are unable to send for all your team members, that's fine. Individual team members can report their own goals and progress and we will cumulate them for the team. Individual team members are all eligible for individual prizes, so we do need the individual information as well as the team information.

5. I am a blogger and a writer or reader. Do I have to choose between writing or reading goals?

No. Bloggers can have both a writing and a reading goal. Simply send both goals to info@unleashyourstory.com and send your weekly progress to that address as well. Also, be sure to give us the URL of your blog so we can include that link on our participants page.

Start Date

I saw a flyer that listed August 30 as the start date for the event, but your website says August 31. When do I start reading or writing?

Ooops. That was our goof. We intended to start the event on Monday August 31, but accidentally used August 30 on some of our publicity. You may start either August 30 or August 31. Sorry for the confusion.

When can I start collecting donations?

You may start collecting donations as soon as you are registered on our [event page](#) at the CFF Website. All donations through September 7 will count as week one donations for prize purposes. Remember,

you will get a \$25 B&N gift card for bringing in donations of at least \$5 each from 15 donors during the first week.

Donations

1. How do I collect money from my donors?

All donations are handled directly through the Cystic Fibrosis Foundation website. If you know someone who wants to donate by mail, ask them to send a check to:

Cystic Fibrosis Foundation
Attn: Unleash Your Story
2990 Cahill Main
Madison, WI 53711

The donation will be credited to your efforts if they also include a note asking the donation be credited to your name or your team name.

2. How do I know how to set my donation goal?

There is no minimum or maximum goal amount. As with all goal setting, you'll likely do more if you aim high. Think about the number of friends and family on your list of potential donors. Typical donations range from ten to twenty-five dollars, though many people give more and a few will give less. All it takes is ten friends to donate fifteen dollars each for you to reach the one hundred fifty dollar mark.

3. How do I ask for donations?

4. I'm registered for on the Cystic Fibrosis Website under my writing name, but my family members and friends are more likely to donate if I use my real name. What can I do?

No problem. You can send e-mails to your family members from your personal e-mail address. Let them know that you are participating under your writing name and send them the link to your donation page. To find this link, sign in to the CFF website and go to your account page (from the main event page click on View Account Page). From the sidebar, click on View Home Page. Now, simply copy and paste the URL from your web browser. For example, here is Teresa's Home Page link:

http://www.cff.org/LWC/dsp_DonationPage.cfm?idEvent=12135&idUser=345139

Yours will look similar.

5. Do my donors pledge per word or per page? What happens if I don't make my reading or writing goal?

We ask all donors to give a flat amount. The donation is made in support of your reading or writing goal, but isn't tied to you reaching a certain word count or number of pages read.

If donors pledge per word or per page, you have to contact them twice. First to get the pledge and later to collect the money, or inform them how much to pay online. It's simply easier for them to pay up front a flat amount, such as \$20 or \$50.

Of course some donors want to give you an incentive to meet your goal. Last year I heard of one participant who got a donation of \$100 from her husband. But he only paid \$50 at the beginning of the event. The other \$50 came later after she had met her writing goal. That seemed like a good way to do it. The Cystic Fibrosis Foundation got \$50 no matter what happened and the author had an incentive to write for that second \$50. She did make her writing goal, by the way.

This is a special case. Most donors are happy to give a certain amount. They know they can afford \$5 or \$25. They'd rather not have to worry that depending on your pages read or words writing in the month they may be giving \$10 or \$30.

The bottom line—please encourage your donors to give a flat amount!

Website

I have reistered on the Cystic Fibrosis Foundation website, but I do not see my name on the Unleash Your Story site. What can I do?

A new feature of the Unleash Your Story website is a list of all participants. Last year we listed teams only. This year we will try to include every team, author (published or unpublished), blogger and reader. To be included on the website, simply e-mail your writing or reading goal to info@unleashyourstory.com, or fill out the contact form on our [Registration](#) page. Let us know whether you want to be listed as an author, blogger or reader and give us your website address (URL). You will be listed with a link to your personal website or blog and a link to your donation page. You will also be able to see how your are doing compared to other participants as we update weekly your reading, writing and donation progress.

Team leaders, please send your team name and goals to: info@unleashyourstory.com so that we can include you on our team page.