



2012 FIGHT FOR AIR **CLIMB**

experience the climb of your life

† AMERICAN LUNG ASSOCIATION®

**EVENT HANDBOOK**

FightForAirClimb.org • 1-800-LUNG-USA



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## Climb Handbook

### What is a Climb?

A climb is an event in which individuals race, run or walk up hundreds of stairs. It is sometimes referred to as a vertical road race since it requires individuals to move their entire body weight vertically instead of horizontally.

### Why Do We Climb?

By joining the Fight for Air, you enable the American Lung Association to continue our lifesaving work. Every step you take, is one step closer to a world without lung disease.

We CLIMB for:

- } research that will cure lung disease.
- } those who can't quit smoking and those who shouldn't start.
- } lungs that burn from exercise, not ozone pollution.
- } asthma education to stop fatal attacks in children.
- } laws that improve air quality, both indoors and out.
- } all those who can't.

### The American Lung Association

The American Lung Association is the oldest voluntary health organization in the U.S. Founded in 1904, our mission is to save lives by improving lung health and preventing lung disease. Over the years, we have worked to bring tuberculosis under control, to educate the public about the dangers of smoking and secondhand smoke and to provide education and advocacy for children and adults who suffer from lung disease. Today, our focus is on healthy air and healthy lungs for everyone.

# Fundraising

In addition to your (non-refundable and non-transferable) registration fee, there is a fundraising minimum that is required per person in order to participate in the climb. Checks should be made payable to the American Lung Association. Donations can be submitted online, mailed to your local office or handed in at the climb. When mailing donations, please do not forget to include your name so that the donations can be credited toward your fundraising total.

## Steps to Successful Fundraising

**Step 1.** Set your goal before you start fundraising. Think about the programs and services made possible by the money you raise that will benefit both children and adults affected by lung disease.

**Step 2.** Start early! Once you are registered to climb, your easiest donation will come from yourself. Decide what amount you would like to contribute and enter your name on the first line of your pledge form. Remember, it is always easier to ask others, if you have already sponsored yourself.

**Step 3.** Identify your potential supporters and remember to ask everyone! Family, friends, neighbors, co-workers, business associates, vendors, teachers, doctors, and those you have supported in the past are just starting points. Ask your employer, religious or community group, and businesses that you patronize. Many companies have a matching gift program where the company will match every dollar donated to the American Lung Association by an employee. Details on matching gift programs are available from your Human Resources office or check out our matching gift information online. Please be sure to identify all matching gifts as a separate listing on your donation envelope.

**Step 4.** Choose a fundraising approach that works for you. You can reach a large number of potential supporters using a fundraising letter or e-mail. Other ideas include contact through postcards and telephone calls. Additionally, using social media like Facebook and Twitter will not only bring in donations but will spread awareness of the American Lung Association.

**Step 5.** Select your style. Tell supporters your fundraising goal while talking about the climb. When asking for pledges, be relaxed. Show your enthusiasm for the event and the American Lung Association. You'll do best with the style of solicitation that reflects your personality.

**Step 6.** Decide on a suggested donation level. People are more willing to donate when they know what you are expecting from them.

**Step 7.** Be creative! Establish a dress down day at work, hold a bake sale, car wash or dance contest; collect pocket change; have a garage sale or hold a silent auction.

**Don't get discouraged. Even though one person says "no," the next might say "yes."**



## Fundraising Tips

### HOW TO RAISE \$500 IN 10 DAYS

- Day 1.** Sponsor yourself for \$25.
- Day 2.** Ask two family members to sponsor you for \$25 each.
- Day 3.** Ask five friends to contribute \$20 each.
- Day 4.** Ask two more family members to sponsor you at \$25 each.
- Day 5.** Ask five neighbors to contribute \$10 each.
- Day 6.** Ask five people from your spiritual community to contribute \$10 each.
- Day 7.** Ask your boss or company to contribute \$25 or better yet, see if they will match what you raise.
- Day 8.** Ask five local merchants to sponsor you for \$20 each.
- Day 9.** Ask two businesses that you frequently go to for a contribution of \$25 each.
- Day 10.** You did it! Great job! Take a break from fundraising and go train with your team.

### WHO SHOULD YOU ASK? HERE ARE SOME IDEAS...

- |                   |                       |                                  |
|-------------------|-----------------------|----------------------------------|
| Accountant        | Golf Foursome         | Pharmacist                       |
| Attorney          | Grocery Store Manager | Printer                          |
| Banker            | Hair Stylist          | Professional Association Members |
| Bartender         | Holiday Card List     | Psychologist                     |
| Car Dealer        | Interior Designer     | Rabbi/Pastor                     |
| Card Player Club  | Insurance Agent       | Realtor                          |
| Cleaners          | Landlord              | Relatives                        |
| Clients           | Lawn Service          | Service Organization Members     |
| Colleagues        | Local Store           | Sorority/Fraternity              |
| Dentist           | Manicurist            | Stock Brokers                    |
| Employer          | Members of your Gym   | Teachers                         |
| Family            | Neighbors             | Travel Agent                     |
| Financial Advisor | OB/GYN                | Vendors                          |
| Fitness Trainer   | Previous Employers    | Veterinarian                     |
| Florist           | Ophthalmologist       |                                  |
| Friends           | Painter               |                                  |
| Friends' Parents  | Pediatrician          |                                  |

**Reminder:** The American Lung Association is a tax-exempt organization under IRS Federal Section 501(c)(3). Donations made to the American Lung Association may be fully deductible. Donors should consult their tax advisor to determine the full value of their donation.

## Events

- Throw a theme party. Wine-tasting, country line dancing, costume, gourmet, etc.
- Hold a sale. Garage, bake, etc.
- Sell a service. Washing cars, cleaning homes or handyman services.
- Hold a contest. Chili cook-off, dessert, etc.
- Organize a “thon.” Swim, bowl, karate, dance, etc.
- Host a party at a local restaurant or bar and require an admission fee for attendees.

## Other Ideas

- **Collection jar.** Place a collection jar at work (near a vending machine) for people to donate their change.
- **50/50 drawing.** Sell tickets and the winner gets half of the money received while you get the other half.
- **Dress down day.** For a pre-determined donation, an individual has the company permission to dress down on a specific day.
- **Guess the number of M&Ms in the jar.** For a minimal donation, people can submit a count for the number of M&Ms in the jar. Half of the money raised goes to the winner who is the closest and the other half goes to you.
- **Restaurants/local merchants.** Ask local business owners to donate a certain percentage of their profits during one business day.

## Matching Gift Program

Be sure to ask if your place of employment has a matching gift program. If so, you can double or even triple your fundraising dollars. Ask your donors as well; they may have a program through their company. Companies encourage their employees to participate in the community. They can provide you with some simple paperwork to process the matching gift or you can view the matching gift information online on our climb website.



## Put the power of social media to work for you!

*Did you know that climbers who use an online fundraising tool raise 70 percent more?*

### Facebook:

- Make your statuses about your training and fundraising efforts.
- Tag people in your posts when they join your team, or when they make a donation.
- Create an event. Invite friends and family, and add photos/video of previous year's events or of your training.
- Ex: "Help me raise money in the Fight for Air."
- Ask your friends and family to donate a status to you, linking right to your personal fundraising page.
- Remember: Include a link to your personal and team fundraising web pages!

### Twitter:

- Post updates pertaining to your training, fundraising progress, and link to your personal fundraising page.
- Retweet important information from other participants and the American Lung Association - they will appreciate it!
- Use the event #hashtag to talk to other event participants, ALA, and sponsors.
- Tweet pictures of you training, and even pictures on the day of the event!

### YouTube:

- Tell your story about why you are participating with an up close and personal video.
- Create slideshows using pictures of past events.
- Take video footage at the events and display it proudly.
- Make a "thank you" video for anyone that helped you reach your goals
- Remember: Link to your video from Facebook, Twitter and your blog!

### Photo Share Site:

- Post pictures from the events you participate in.
- Tag yourself in ALA's photos.
- Get creative! Create gifts for you team members with the photos you take.

### Foursquare:

- Check in to the gym during your training. Include a catchy title!
- Check in to the event. Let people know how excited you are!

### Blog:

- Update your blog as often as you can, while you are training and fundraising, and during the event.
- Most blogs can now be linked directly to Facebook and Twitter.
- "Like" or "retweet" blog posts from your Facebook and Twitter so others can see them!

### Email:

- Keep in touch with friends and family and update them on your progress in preparation for the event.
- Inform them on your fundraising goals, your progress, and your training regimen.
- Include milestones and photos to engage them and create excitement all around.

*Don't forget to thank the people who helped you along the way and those who gave donations. It goes a long way!*

## Creating a Personal or Team Fundraising Web Page

Visit **FightForAirClimb.org**, click on your state and the climb in which you are participating and log in (on the left, under “Participant Log-In”). If you did not register online, call your local Lung Association office at **1-800-LUNG-USA** to request a username and password.

After logging in to your account, click on “Participant Center” which appears on the left-hand side below your login information. Click on the thumbprint image labeled “Personal Page” to begin editing your own web page.

- 1. Create a Title** - Edit your title by clicking in the “Title” box and entering text. You can choose not to edit the title field and your page will read “Welcome to My Personal Fundraising Page”.
- 2. Select Font and Colors** - From the drop down boxes, choose fonts and colors with the options provided. Have fun choosing your layout; you can always go back and change what you don’t like.
- 3. Edit Content** - Begin filling in the space with personal stories, reasons why visitors should donate and the important causes their donations help fund. Be creative!
- 4. Add a Blog** - A blogging function can be added by enabling the blog option. Click on “Components” on the right hand side then check the “Enable Personal Blog. box” After saving, topics and blog posts can be created by viewing your page. There will be a “Post a New Topic” link located on your web page.
- 5. Include Personal Media** - Here, you’ll choose whether to use photos or video on your page. Unfortunately, our system can only support one form of media so you’ll have to choose which form will be most compelling to your visitors.
  - *Photos* - Share a photo of a loved one who inspired you to climb, a picture of your training, photos of your team, or a recent picture of your self to help personalize your page. Depending on your layout, you may have multiple photos to upload. Enter a caption to let visitors know who is in the photo.
  - *Embedded YouTube Video* - Past participants have recorded themselves thanking donors and put together slide shows of their team, or of loved ones who have suffered from lung disease. Some have even used Lung Association PSAs – search YouTube for “Fight for Air Climb PSA” and copy and paste the address in the “YouTube Video URL” field.
- 6. Share** –Link your fundraising web page to any and all of your social media accounts. On the right hand side, under Share, choose the social network’s icon that you would like to utilize. You will be prompted to enter your username and password, then choose “Allow” to post your link.
- 7. Save Changes** - Once you are done personalizing your page, click “Save” on the bottom of the screen. You can preview your web page by choosing the “View Personal Page” link at the top of the screen or “Preview”, at the bottom of the screen.

Want help personalizing your Web page?  
We can help. Call your climb event manager.



## Forming a Team

### The Role of Team Captain

As team captain, you are the link between your team and the American Lung Association. We will provide any help you need to recruit more members and encourage greater fundraising among your team. Be the “voice” of your team. Inform members of your team’s progress with recruitment and fundraising goals.

### Registration

Each team member that you recruit must register online at [FightForAirClimb.org](http://FightForAirClimb.org). When registering, they should select “Join a Team” and register under your team name.

### Recruitment

There is no limit to how big your team can be. We appreciate the smaller teams just as much as the larger teams. Recruiting a new team member can be easier than you think. Often people just want to be asked. Those who do not want to climb might like to support your team through a donation or by volunteering the day of the event. Volunteers are always needed. A little encouragement and excitement can lead to a great experience at this unique event.

The success of the climb depends on the number of participants and the amount of money that is raised. The more money that is raised, the more people with lung disease we can help. Recruiting new teammates can be as simple as:

- Directly asking family, friends, and co-workers.
- Sending an e-mail to family, friends, and co-workers.
- Talking about your team to anyone who will listen. Word of mouth is often the best way to promote what you are doing.
- Placing an article in your company newsletter or sending a company-wide e-mail.
- Displaying event flyers on your desk, in the company lounge, lunchroom, fitness center, lobby, elevators, and/or stairwell. (If you let us know in advance, we can personalize team-specific flyers/posters for your use.)
- Recruiting your company’s CEO to join your team. CEOs sometimes welcome the opportunity to mingle with their employees in an informal out-of-the-office setting. If your CEO cannot join you, ask for their support for your team by encouraging employees to get involved or by supporting the team with t-shirts.
- Holding a kick-off rally for team members to build excitement. Encourage them to recruit a new member for your team.

### Resources

Use the American Lung Association as a resource for any help with encouraging your team members to set higher fundraising goals. Individual members can set personal goals while still working toward a team goal. Reached your goal early? Consider setting a higher goal!

## Lung Disease Facts

**Lung disease is the number three killer** (following heart disease and cancer) in the United States, responsible for one in six deaths.

**Lung cancer is the leading cancer killer** for both men and women. More people will lose their life to lung cancer than breast, colon, prostate, melanoma, and kidney cancers... combined.

**Lung disease death rates are not decreasing as quickly as** other major causes of death, such as heart disease, cancer, and stroke, are declining.

Overall, various forms of lung disease and **breathing problems constitute one of the leading causes of death in babies** under the age of one year, accounting for 19.2 percent of infant deaths in 2006.

More than **37 million** Americans have chronic lung diseases.

An estimated **438,000 Americans die each year** from diseases directly related to cigarette smoking, including lung and heart diseases.

**Millions of children and adults** with lung disease in this country are exposed to levels of ozone and particle air pollution that could potentially make them sick.

Asthma and chronic obstructive pulmonary disease (emphysema and chronic bronchitis), **the most common obstructive lung diseases**, are associated with substantial health impairment and work disability.

**Lung disease costs the U.S. economy \$108.9 billion in direct health care expenditures every year, plus indirect costs of \$64.5 billion—a total of \$173 billion.**



## Our Mission

The American Lung Association is the leading organization working to save lives by promoting lung health and preventing lung disease through education, advocacy and research. With the generous support of the public, we are “Fighting for Air.” When you join the American Lung Association in the fight for healthy lungs and healthy air, you help to save lives today and keep America healthy for years to come.

### Fighting Childhood Asthma

Affecting more than six million children, asthma is the leading serious chronic illness among American kids. In addition to providing vital research support, the American Lung Association facilitates asthma-care partnerships involving school nurses and educational staff as well as physicians, families and volunteers. Through our educational programs, we give children the tools they need to manage their asthma so that they can stay healthy in school and be ready to learn.

### Fighting Smoking

Tragically, each day approximately 1,100 children become regular, daily smokers and between a third and a half will eventually die as a result of their addiction. The American Lung Association has led the decades-long fight to give the U.S. Food and Drug Administration authority over the marketing, sale and manufacturing of tobacco products and companies preying on children and deceiving the American Public. This legislation was signed into law in June 2009.

### Fighting Secondhand Smoke

27 states and the District of Columbia have passed comprehensive laws that meet the American Lung Association’s Smokefree Air Challenge by prohibiting smoking in workplaces, restaurants and bars. We won’t stop until everyone lives and works in a smoke-free state.

### Fighting Air Pollution

The American Lung Association pushed for our government to clean up cars, trucks and SUVs. We work for the cleanup of dirty diesel trucks, buses, heavy equipment locomotives and marine vessels – steps to reduce pollution that leads to asthma attacks and premature death. We continually push the EPA to set air pollution standards that protect our health and reduce air pollution from power plants and factories.

### Fighting the Flu

The American Lung Association provides critical funding for research into influenza treatment and prevention. A decade ago, the organization sponsored an important research study that found the inactivated influenza vaccine was safe to administer to adults and children with asthma. Every year, we help countless Americans understand the importance of a flu vaccination, with programs like our Faces of Influenza campaign. We make it easy to find where you can get your flu vaccination with our free online Flu Clinic Locator.

And there’s so much more. It’s a huge mission, but we’ve been dedicated to it for more than a century. We couldn’t do it without your generous support and donations.