



 **AMERICAN LUNG ASSOCIATION®**

FIGHT FOR AIR **RUN/WALK**

**TEAM CAPTAIN
GUIDE**

**TO LEARN MORE VISIT
www.FightForAirRunWalk.org**

Welcome Fight for Air Run/Walk TEAM CAPTAIN!

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If you have any questions or would like additional materials, please contact our office at:

1-800-LUNG-USA

1-800-586-4872

www.FightforAirRunWalk.org

Thank you for taking the first step as a team captain for the American Lung Association's Fight for Air Run/Walk.

We appreciate your leadership in our effort to raise funds and awareness of the nearly 37 million Americans currently suffering from lung disease. Our goal is to save lives by improving lung health and preventing lung disease. We cannot achieve this goal without your help.

This Team Captain Manual includes:

- Team Captain Job Description
- Why We Run/Walk: Mission & Where does the money go?
- Team Captain Checklist: 5 Steps to Successful Team Building and Fundraising.
- Sample Letter and Pledge Form: This is a Basic Template to Help You with Your Fundraising Efforts.
- Fundraising Tips
- Personal Stories
- Lung Disease Facts

Additional downloadable materials in your team captain kit include:

- Flyers
- Team Captain Collection Envelope Cover Sheet

Thank you again for your support. Your commitment to forming a team, raising vital dollars and spreading awareness will help the American Lung Association to make a difference and win the fight for air.

About The **AMERICAN LUNG ASSOCIATION®**

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 save lives today and keep America healthy for years to come.

Every year, the American Lung Association funds scientific research to improve treatments and find cures for the more than 37 million Americans with chronic lung diseases.



Fighting Childhood Asthma

Affecting more than seven million children, asthma is a 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 950 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 to stop tobacco companies from preying on children and deceiving the American public. This legislation was signed into law in June 2009.

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 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.

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 smokefree state.



Team Captain Checklist

Remember, the number one reason people donate is because
THEY WERE ASKED!

1

Set Your Goals and Register

- Go to the Fight for Air Run/Walk website at www.FightForAirRunWalk.org and register yourself and your team members.
- During the registration process, set your team member goal.
- Set a fundraising goal for your team. As a rule of thumb, a team generally sets a minimum goal of \$1,000.
- Set up your online fundraising page. You can personalize your homepage with a picture and write any sort of text that connects your personal information with the mission. Once this is set up, you can easily email friends and family with a link to your homepage. Watch the donations roll in as people see your personal story! People who personalize their web page are likely to raise more money than those who do not.

2

Begin to Build Your Team

- Invite friends, family and co-workers to join your team through email, letters, and social networking sites. Encourage them to register on the website.
- Organize a presentation to your coworkers. Invite people from outside your department and invite the American Lung Association - we would love to co-present with you.

3

Kick-Off the Fight for Air Run/Walk

- Attend the Fight for Air Run/Walk Kick-Off event. This will be held six to eight weeks prior to the event itself. This is a complimentary breakfast, luncheon or dinner event where we will discuss important issues surrounding lung disease and celebrate our progress to the fundraising goal. This is also where you can pick up event posters, flyers and other materials.

4

Fundraise

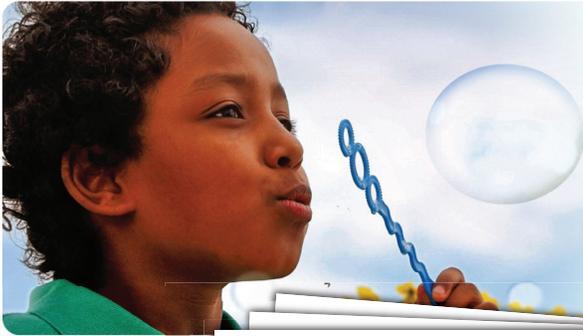
- Find out about any company matching gift opportunities and ask your team members to do the same.
- Keep team members informed of fun, quick and easy fundraising tips.
- Share your success stories and recognize your team members fundraising efforts.
- Set a date for the collection of your team members fundraising envelopes. Turn fundraising envelopes in to the American Lung Association office or at the event.

5

Celebrate Your Success

- Join us at the Fight For Air Run/Walk!

Sample Fundraising Letter/E-mail



- If you have a personal story do not be afraid to use it. Personal stories are a great way to show the importance of the mission.
- If you do not have a story, you can simply highlight your reason for getting involved, the importance of supporting the fight against lung disease and our research efforts.
- E-mail your letter to friends, family and co-workers. Post your letter on your website and mail hard copies to potential donors.
- Have copies of your letter with you and hand it out to people you meet.

Dear Friends,

I will soon be joining thousands of others from around the country in this year's Fight for Air Run/Walk to raise money for the American Lung Association. I am gathering donations and walking to help fight asthma, lung cancer, COPD and dozens of other lung diseases.

I am asking for your help. By making a contribution on my behalf, you will be helping the American Lung Association provide community-based education programs, fight for cleaner air standards and fund life saving research.

Your donation will fund the fight against asthma, an affliction that kills at least 10 people every day in this country. Lung cancer is the leading cause of cancer death globally and is woefully underfunded when it comes to research. You will also aid us in the vital task of teaching our children the dangers of smoking.

My goal is to raise \$100 for our cause. Please go to my personal web page and make a gift of \$5, \$10, \$25 or more. You will receive a notice in the mail from me thanking you for your gift which you can then use for your tax filing next year. You may also make checks payable to the American Lung Association (please include my Run/Walk team in the memo line) and mail them to our local American Lung Association office.

Please take a deep breath...and be thankful that you can. Millions of others suffer from lung disease daily and your support makes the every day act of breathing that much easier.

Sincerely,
John Doe

Pledge to The Fight for Air Run/Walk

Please complete the form below and mail to your local office. Visit www.lungusa.org or call 1-800-LUNGUSA for a complete listing of American Lung Association locations:

American Lung Association Address

Participant Name

Team Name

Yes, I would like to contribute to the American Lung Association and the Fight for Air Run/Walk!

First Name

Last Name

Company Name

Mailing Address

Suite/Apt. Number

City

State

Zip

Phone

Email Address

I would like to pledge \$_____ in support of the Fight for Air Run/Walk.

Method of Payment: _____ Cash _____ Check _____ Credit Card

Credit Card (Circle One): VISA MC DISC AMEX

Credit Card Number

3 Digit Verification Number

Exp. Date

Authorized Signature

Please make all checks payable to: American Lung Association and send to your local office. Remember that all contributions are 100% tax deductible.

Fundraising Made EASY!!

- **Online fundraising** is the most effective way to raise money. We've already created a personal page for you...use it! Customize your page and blast it out to all of your contacts.
- **Set a goal** and let everyone know what it is. They will want to help you reach and exceed your goal. Remember, the more money you raise the greater the incentive prize!
- **Make a list** of everyone you know. Friends, family members, co-workers, neighbors, local businesses, your mailman, your babysitter, everyone! These are your most likely donors. Now it's time to...
- **ASK!!** This might be shocking, but the number one reason why people don't give is because they were never asked! So now that you have your list, start asking!
- **Speak out!** You might be surprised to learn how many people's lives have been touched by lung disease, so if you are participating in honor or in memory of someone with lung disease... tell your story. The personal connection is a great way to highlight the importance of the mission.
- **Know the facts** about the prevalence of lung disease and the important work of the American Lung Association. Encourage your donors to learn more about lung disease and join the fight for air. To learn more, go to www.lungusa.org
- **Spread the word** through social media outlets. Post a link to your personal fundraising page on Facebook, Twitter or anywhere people are likely to see it!
- **Think outside the fundraising box.** There are tons of unique ways to fundraise. Organize a bake sale or a car wash, put an extra change jar at work, have a casino night party, give up a treat like gourmet coffee for a week and donate the savings! There are many clever ways to raise money. Just put on your thinking cap and get creative with it!
- **Ask your donors if their company has a matching gift program.** You can easily double your pledges through matching gifts.
- **Don't forget to say "Thank You!"** It's important to promptly thank your donors for their support with a thank you note!



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 currently increasing, while death rates due to 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 20.2 percent of infant deaths in 2004.

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

An estimated **443,000 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.

