

WALK FUNDRAISING GUIDE



WE WALK BECAUSE } *everyone is at risk.*

2014 FIGHT FOR AIR WALK

† AMERICAN LUNG ASSOCIATION®

Thank You and Welcome

Thank you for joining the Fight For Air Walk. We're here to make every step of the way easy and fun, so you can have the walk of your life!

Experiencing the walk with others is even more fun. It is **EASY** to recruit a team—just check out the online Team Captain Tips. The most important steps you'll take aren't the ones on the walking path, but those you'll take toward helping us raise funds for our mission.

Raising money is so much easier than you think—and this guide will help you reach your goals so that in turn, the American Lung Association can meet its goals. Everyone is impacted by the need for healthy air. As you think about the number of steps you will be walking, think about these numbers, because they represent who you are walking for:

- 1: Lung cancer is the number one cancer killer in the United States.*
- 33: Thirty-three million Americans suffer from chronic lung disease.*
- 438: If you think cigarette smoking doesn't really affect people anymore, consider that 438,000 Americans die EACH and EVERY year from diseases directly related to cigarette smoking.*
- 109: Lung disease costs the U.S. economy \$109 BILLION each year in direct health care expenditures.*

Why Your Dollars Are Needed

The steps you take to raise money translate directly into educational programs, research and advocacy efforts that further our mission to save lives by improving lung health and preventing lung disease. Here's how your support helps.

Seven million children have asthma and it is the number one chronic disease of children.

We provide programs to help kids and their caregivers manage their asthma.

Pollution and secondhand smoke lead to lung disease.

We fight for laws that improve air quality, both indoors and out.

Research is about hope. Lung disease is growing at a rate faster than other major diseases.

We support research to find cures.

Every day, 950 kids become regular, daily smokers and over one-third will eventually die as a result of their addiction.

Our programs help keep our kids healthy and tobacco free.

"I registered to walk so I could lose weight and got four other girls at my gym to join my team."

Chrystal T.

“I had never used an online system and I was floored when within one day I hit my fundraising goal.”

William G.

Getting Started

FAST, EASY and BIG RESULTS!

Get started today with online fundraising! Walkers who use an online fundraising tool raise 70% more than those who only use offline fundraising methods.

Four Easy Steps to a Great Personal Page

Step 1 – Set an appointment for yourself: 15 minutes each week working in the participant center (your personal fundraising tool). 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.

Step 2 – Customize your page—add a photo or a video, make your personality shout out!

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”.

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.

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!

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.

Step 3 – Share – use Facebook, Twitter and other social media. Link your fundraising web page to any and all of your social media accounts. See the next page for great ideas on how to maximize your social network!

Step 4 – Save Changes – Once you are done personalizing your page, click “Save” on the bottom of the screen.



Put the power of social media to work for you!

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

Facebook:

- Make your statuses about your commitment 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 commitment.
- 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 commitment, 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, American Lung Association, and sponsors.
- Tweet pictures of you walking, 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 American Lung Association's photos.
- Get creative! Create gifts for you team members with the photos you take.

Foursquare:

- Check in to the gym during your workout. 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 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 workout 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!

"Logging in via my Facebook account made it easy—no new password to remember! A lot of my friends used the Facebook post to donate, it was a great reminder to my email. I even had some folks donate a second time when I posted that I was only \$200 short of my \$1000 goal."

Ed R.

Your employer – and your donors' employers – may have a matching gifts program so be sure to ask!

Foolproof Fundraising

You built the perfect page, now here's how to hit your goal.

You're ready to send emails! It's easy to upload addresses — if you need assistance, click on the help icon. Here are some tips on how to create great emails:

- Keep it short.
- Put your ask right up front: "I am asking for you to donate."
- Tell people what your motivation is, whether it is because you or a loved one have lung disease, you are celebrating quitting smoking, you wanted a new challenge.
- Give them one fact about lung disease or the work of the American Lung Association that resonated for you. There are lots of items you can use in this guide, or on the website.
- Provide the link to your personal page.
- Thank them.

Ask, ask and ask again! We're all so busy we forget to do things that are important to us. Don't be afraid to ask the same people several times for donations. They'll appreciate the reminders!

Don't stop now. Here's more motivation

We know you are walking for a good cause, but swag is nice too! Check out the incentives on the Walk website. You might just discover a great reason to send out another round of emails!

VIP — every walker is important, but we have special perks for top fundraisers. Ask your walk event manager about how to earn VIP treatment.

Learn More — explore lung.org and learn more about the American Lung Association. Share what you learn—there is lots of great stuff there like Alvin Grimes, [facebook.com/licollectair](https://www.facebook.com/licollectair).

Remember — You aren't alone! Your local American Lung Association staff is here to help you every step of the way!

Got the
Fundraising
Bug?

- 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.

This Is Why We Walk

Please use these facts in conversations with your supporters.

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 and pancreas 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 18.2 percent of infant deaths in 2008.

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 \$109 billion in direct health care expenditures every year, plus indirect costs of \$64.5 billion—a total of \$173 billion.

“I decided to tell people about growing up with severe asthma. I was amazed how many people reached out to me, not only with their donation, but to tell me about their own or their child’s asthma.”

Joanne B.

