

It's More Fun With Friends

Team Captain Tip Sheet

Thank you for joining the fight for air as a Team Captain. At the American Lung Association, we believe healthy lungs and healthy air are worth fighting for. Whether it's searching for cures, keeping kids off tobacco or fighting for laws that protect the air we all breathe, the work of the American Lung Association saves lives every day.

Register

Now that you've registered, make sure your team's site is personalized (team name, photos, stories). Step-by-step instructions follow. Each team member that you recruit should register online at FightForAirWalk.org. When registering, they should select "Join a Team" and register under your team name. Online fundraising and communication is much faster, easier, and yields the greatest return, so make sure everyone is registered on your team's site.

Recruit

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 walk might like to support your team through a donation or by volunteering the day of the event. A little encouragement and excitement can lead to a great experience!

Here are some effective recruiting ideas:

- Directly ask family, friends, and co-workers. The #1 reason people join is because they were asked.
- Send an e-mail to family, friends, and co-workers. Explain WHY you are walking, then tell them HOW to join you.
- Talk about your team to anyone who will listen. Word of mouth is often the best way to promote what you are doing. Holiday party or family gathering coming up? Challenge everyone you speak with to join your team!
- Place an article in your company newsletter or send a company-wide e-mail. Maybe your employer will offer vacation hours, raffle a parking spot, or allow a dress down day to those who join the corporate team.
- Display event flyers everywhere! Put them near your desk, in the company lounge, lunchroom, fitness center, lobby, elevators, and/or stairwell. (team-specific flyers/posters are available)
- Recruit 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.
- Hold a kick-off rally for team members to build excitement. Encourage them to recruit a new member for your team. This is a great opportunity to share the important work and mission of the American Lung Association!
- Identify a Lung Champion – someone within your organization directly affected by lung disease – to share his or her personal story. It's amazing how many people will stand up to share their story when asked.
- Say Thank You! It is most important to thank your team members after the event, so schedule a lunch, happy hour or afternoon break to celebrate your success!

Raise Funds Online

Participants that utilize online fundraising will raise 70% more than those who do not. Get started today!

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

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

1. **Select Template & Color Scheme** From the drop down boxes, choose a template and color scheme based on the options provided. Have fun choosing your layout and you can always go back and change what you don't like.
2. **Edit Content** Click the link labeled “click here to open this page for editing” and scroll down to see your new page. Begin filling in the spaces with personal stories, reasons why visitors should donate and the important causes their donations help fund. Save often!
3. **Add a Blog** You have the option of adding a blog to your page to keep visitors up-to-date with your commitment and fundraising efforts. Blogs are a great way to reflect on and share your experience to show visitors why this cause and this event is important to you.
4. **Personal Media Layout** 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.
5. **Photos** Share a photo of a loved one who inspires you to walk, a picture of you walking, photos of your team, a motivational image or a recent picture of your self to help personalize your page.
6. **Embedded YouTube Video** After selecting “Show video on the personal page” in your personal media layout, choose how you'll upload the video. If you know the link, type it into the box provided. If you need to search YouTube, select “I want to find the video on YouTube” and use keywords to find the video you are looking for. Past participants have recorded themselves thanking their donors, put together slide shows of memories of loved ones or used Lung Association PSAs by searching “Fight For Air Walk PSA.”
7. **Save Changes** Scroll all the way back to the top and select “save my changes.”
8. You can update your team page using the same process by going back to the **Participant Center** and clicking on “update team information”. This link can be found in the blue box on the right-hand side labeled “My Team.”
9. **Send Emails.**
10. **Link your page via social media.**

Want help personalizing your Web page? We're on it. Call your local office at 1-800-LUNG-USA.