

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 money you raise goes to programs and services, research, advocacy, and public health education.

Initiatives and projects such as Better Breather's Clubs, Asthma 1-2-3, Freedom From Smoking and the Lung HelpLine are essential to the American Lung Association's mission to save lives by improving lung health and preventing lung disease.



WE CLIMB FOR } *healthy lungs and clean air.*

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We Climb For...

2013 FIGHT FOR AIR CLIMB

experience the climb of your life

AMERICAN LUNG ASSOCIATION.

WELCOME CLIMBER,

On behalf of the more than 35 million Americans with chronic lung diseases, the number three killer in the United States, responsible for one in six deaths, thank you for joining the Fight For Air Climb. This year's climb will take place on **Sunday, February 17, 2013** at Cincinnati's historic Carew Tower.

Thanks to all of the climbers, team captains, volunteers and sponsors who helped make 2012 a success! The Cincinnati Climb continues to break records each year and is among the top recognized ALA stair climb events across the country. This year we are aiming for a record high 725 climbers to help us raise more than \$185,000 in the fight for air. Thanks to you we are well on our way!

As a climber, you can help us make a difference. In this packet, you will find information to help you train, fundraise, recruit fellow climbers and prepare for the 2013 Fight For Air Climb. Remember, this packet is just the beginning. Dozens of helpful tools and downloads are available on the Cincinnati Climb website on ClimbtheCarew.org. You will also receive helpful emails from the climb team, so don't forget to check for those periodically. If you follow us on Facebook and Twitter, you will receive all of the latest updates on contests, training classes, fundraising and climb day tips.

The success of the Fight For Air Climb depends greatly on the combined efforts of our climbers, volunteers and staff. Whether you are an individual climber, team captain or team member, your role is essential to helping us reach our goals. If you have any questions, please feel free to contact your Climb Manager, Liza Aromas-Janosik at (513) 985-3990 ext. 402 or ljanosik@midlandlung.org.

Thank you! I look forward to working with you on this year's climb.

Warm regards,

Liza Aromas-Janosik
Development Manager



2013 FIGHT FOR AIR CLIMB
experience the climb of your life
AMERICAN LUNG ASSOCIATION.

4050 Executive Park Drive, Suite 402
Cincinnati, OH 45241

MidlandLung.org

Getting Started

The 2013 Fight For Air Climb Cincinnati website has everything you need to reach your \$100 fundraising minimum in order to climb.

FOUR EASY STEPS TO A GREAT PERSONAL FUNDRAISING PAGE

Step 1 – Set time aside to update and check in on your page(s). Log into your account from the event website, click on “Participant Center”, then click on “Personal Page” or “Team Page” to get started.

Step 2 - Customize your page - Add a picture, set your fundraising goal, start a climb blog, upload videos and let everyone know *Why You Climb*. You can even change your personal and team fundraising page URL to make it easy to post online or email.

Step 3 – Share – Use Facebook, Twitter and other social media. Link your fundraising page to your social media accounts. You can also follow the climbs on Twitter and Facebook at @Fight4AirClimbs and Facebook.com/Fight4AirClimbs.

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

UTILIZE CLIMBTHECAREW.ORG

Participant and Team Resource Page - Download flyers and fundraising tools. Access these pages on ClimbtheCarew.org under Get Started.

Send Emails – From the participant center or your personal email account letting friends and family know you will be Climbing the Carew in the fight for air and ask them for their support.

Train for the Climb – Whether 2013 will be your first climb or you are a veteran climber, training is essential to help you reach the top of the Carew Tower injury free. Make sure you check out the downloadable Fitness Training Guide located on the Fitness Challenge page at ClimbtheCarew.org. It will help you get training, improve your time and learn how to train with only 20, 10 or 5 flights of stairs at your disposal.

Track Your Personal and Team Progress – Tracking and follow up resources are located in the Participant Center. You can check to see who has opened your emails, who has already donated to you/your team, download a team roster and send thank you emails for the donations you received.

Climber Clubs

Super Steppers – Each climber who raises \$500 or more for the 2013 climb will join the Super Steppers Club. Members receive VIP check-in and other benefits.

Summit Club – This prestigious club is the most coveted and reserved only for teams raising more than \$5,000. 2013 Summit club teams receive VIP check-in and other benefits for the entire 2014 team.

Online Tools

Facebook & Twitter – Get all of the latest updates on climb details, contests, training and fundraising.

 @fight4airclimbs

 Facebook.com/fight4airclimbs

Use #Fight4AirClimbs and #ClimbCincy when tweeting about the climb.



OFFICIAL CLIMB MERCHANDISE
Show your Climb Pride! Long sleeve tees, sweat shirts, hats and more are available online at ClimbtheCarew.org. You can even get a climber wallet to store your ID, car key and cash safely while you climb!

Turning in Your Money

Climbers always want to see the thermometer rise up and over their \$100 fundraising minimum on their personal fundraising page. When your fundraising is in full swing and you have collected donations to reach or exceed your \$100 fundraising minimum, you may ask, “How do I turn in my money?”

There are several options:

Online donations are automatically added to your fundraising total.

Mail in any early donations to the ALA office. Be sure to use the enclosed Donation Tracking Sheet to ensure correct processing of your donations.

Turn in donations at Packet Pick-up.

Bring donations with you on climb day and turn them in at the registration table.

The ALA will have collection envelopes available at Packet Pick-up and on Climb Day. To request collection envelopes in advance, or additional tracking sheets and donation receipts, contact your Climb Manager.

Company Sponsorship

Do you work for a company that is committed to the fight for air and community stewardship? Their support as a sponsor is a great way to enjoy prime exposure as a community minded organization while supporting our friends and family living with lung disease.

Fight For Air Climb Sponsors receive a wide range of recognition ranging from t-shirt, website, event day exposure, to inclusion in press and promotional materials. A variety of sponsorship opportunities are available, and it is never too late to become a Fight For Air Climb Sponsor.

If your company is interested in becoming a leader in raising awareness about lung disease and being a 2013 Fight For Air Climb Sponsor, contact Liza Aromas-Janosik at (513) 985-3990 or ljanosik@midlandlung.org for more information.

FUNdraising & Team Building

FUNDRAISING TIPS – Here are some great ways to reach your \$100 fundraising minimum.

- Paper Clouds – These are a great fundraising idea. Sell them for \$1.00 each at your office, business, school or gym.
- Stairwell Signs – Use these to show team pride or to honor a loved one. At \$15 each it is an easy way to boost your fundraising and each sign will be displayed at the climb.
- Host a Party – Organize a fundraiser at a local restaurant, host a wine-tasting or theme party and require an admission fee for attendees.
- Organize a “Thon” or Contest – Throw a cook-off, team name or team t-shirt design contest or host a bowl-a-thon at a local bowling alley.
- To get started see the enclosed Materials Order Form.

TEAM RECRUITMENT TIPS – Here are some ways to help you get your team started and excited to climb.

- Host a Team Kick-Off - Contact your Climb Manager and set up a Team Kick-Off. Gather any interested colleagues, friends and family together for an info session.
- Host a Practice Climb - Invite new and interested team members. Use your work building, or find a nearby area with stairs. You can also check with your Climb Manager for upcoming training opportunities.

For more tips, visit the Participant and Team Resource pages on ClimbtheCarew.org



CAREW TOWER

Height: 574 ft (175 m)
Completed: 1930
Climb Floors: 45
Climb Stairs: 804

Typical Climb Time

Competitive: 5-10 min
Own Pace: less than 20 min
Firefighter: 10 – 20 min
Vertical Mile: 2-3 hr



CLIMBER STORY

Pete Richison

Springboro, OH
Team Clearcreek Firefighters

I got involved with the Fight for Air Climb immediately after hearing about it and I loved everything about the event. It was a great motivator for me and the guys on the team to work towards. It was a challenge to climb that building in full firefighting gear, but I knew it would be such an accomplishment. Plus, being able to raise so much money for the cause made it feel like we made a true difference.

I had so many amazing moments that day. When my team, in full firefighting gear, walked into the lobby just before the climb, the entire lobby burst into applause. I also remember a little girl who was so excited to see a firefighter, and I let her wear my helmet. Finally, the view from the top, knowing that my team's months of hard work and fundraising had finally paid off as we one-by-one made it to the top, was pretty incredible!

The American Lung Association is an important cause to me because I have seen lung disease affect my own family. My father was diagnosed a few years ago with an unusual form of reactive airway type disease, which is similar to asthma. The way my father's life has been changed showed me how debilitating lung disease really is, and it has motivated me to support this organization to help not only my father, but all people as we find ways to treat and prevent these diseases.

The guys on my team are already preparing for the 2013 event. We are honored to have received the award for the top Firefighter Fundraising Team, and we are thankful for our friends and family who helped us bring in so many donations. Without them and their support we could never have made the impact that we did.

Keep up the fight against lung disease!

Read more Why I Climb stories at MidlandLung.org/climb



Butch, Pete and Sue Richison