

Thank you for taking steps to help build a community free of lung disease and air pollution. As a Team Captain, we want to make this as easy as possible to help you be successful in your fundraising efforts. Enclosed you will find a turn-key team captain toolkit to help you get started.

COVID-19 has changed our world, but it hasn't stopped our fighting spirit. As a member of a Virtual Walk team, you are an important part of the LUNG FORCE Walk. No matter when, how or where you participate, you will be active alongside a large community helping those fighting for every breath.

Set a Team Goal

Set a fundraising goal for your team that will motivate and inspire you! Consider a goal that is significant, like \$2,021 to represent the year 2021, or determine how many team members you will recruit and multiply by \$100 (or more!) to determine your team goal.

Be bold and set your goals high. You can become part of our local Top Fundraising Club! Talk to your American Lung Association staff member. They would love to meet virtually using Zoom or by phone to help set an achievable recruitment and fundraising goal.

Each participant must raise a minimum of **\$100** to receive the official LUNG FORCE Walk t-shirt.



Customize Your Page

Share your why! Personalize your webpage and share your story and why you Walk. Are you walking in honor of a loved one lost to lung disease? Share their story and a picture. Are you walking in support of a lung disease survivor? Share their fight! Fundraisers who customize their page raise more than double than those who don't update their pages! Customize your team's page with a team photo. Make it personal; personal stories are more likely to inspire potential team members or donors that visit your page.

Recruit Your Team

Recruit team members to help you achieve your fundraising goal. Call, email, text, or send a message on social to your network to explain why you're participating, why our mission is essential to you, and how they can help. Include a link to your team page to register and encourage each team member to set a goal of at least \$100. Log into your Participant Center to find email templates.

Fundraise

Determine who you are going to ask: your friends, family, doctor, dentist, veterinarian, chiropractor, hairdresser, neighbors, etc. Once you have your list, determine the best way to communicate with them...is it best to send them an email or mail them a note? If you are mailing them a note, put it on bright blue paper to help it stand out! Make a statement.

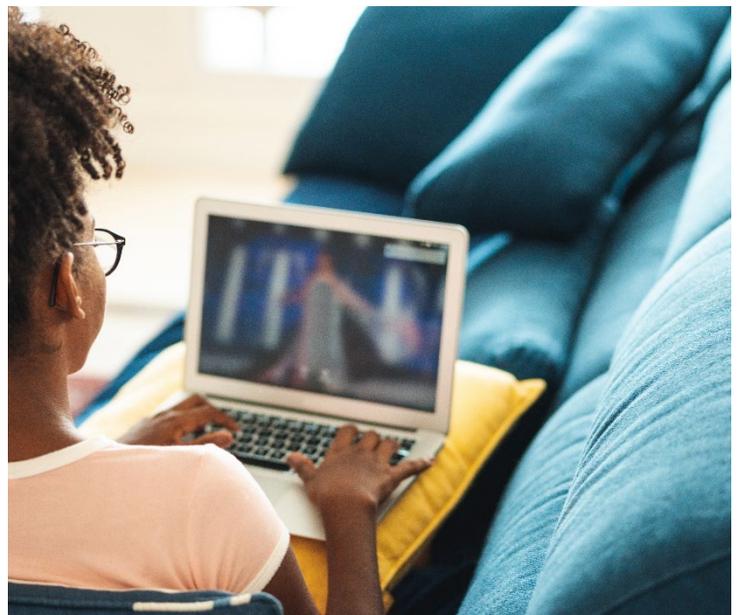
Tools in your Participant Center make it easy to send emails to ask for support. Use social media to fundraise as well. Simply log into your Participant Center for instructions to link your Facebook and launch a fundraiser. Download the LUNG FORCE App to send text messages to friends and family. Be specific with your ask. Don't forget to follow up on each ask, and always thank your donors along the way!

Make it Fun!!

Hold weekly Zoom meetings, pep rallies, and happy hours to have some much-needed comradery and time for event questions and share your teammates' successes with fundraising and training for the Walk.

Compete within your team to see who can raise the most money. Offer a fun prize and bragging rights for the whole year!

Host a virtual fundraiser. Virtual trivia nights, karaoke competitions, or virtual happy hours are fun, safe events to raise money and have fun as a team.



Walk Your Way!

Choose a personal challenge for you, whether that be walking or running outside in a nearby park or hiking your favorite trail. It's jumping rope or jumping jacks. It's your challenge, your way.



How to Walk Your Way:

- Daily Step Challenge - Set a goal to walk 2,021 steps (or any number of your choosing) every day. You can complete your challenge at home, at a park, a High School Stadium, a parking garage, at work, or on a treadmill.
- Hike hills and trails near you
- Walk/Run/Jog
- Cycle
- Roller-skate

Use the Walk app activity tracker

Our LUNG FORCE app is the easiest way to track your steps and compete with your team members.

Pro-Tip: Provide incentives, prizes, or social media shout outs for weekly challenges for most steps tracked.



Share Your Excitement!

Encourage team members to document their walk with videos and photos and post them to social media using the hashtags #LungForceWalkAZ #LungForce. Don't forget to join our [Facebook Group!](#)

Use our social media badges and filters to make it fun & be sure to tag donors and your local American Lung Association team.