



**We're Taking the
Fight For Air Climb Outdoors!**

Welcome Climber!

On behalf of the American Lung Association and more than 1.8 million people in Tennessee living with lung disease - welcome to the Fight For Air Climb.

This year, we're taking the Fight For Air Climb outdoors to Nissan Stadium so we can come together safely! COVID-19 has changed our world, but it hasn't stopped our fighting spirit.

With your help, we can continue to fund more research, impact more policy initiatives and expand our reach in the community with life-saving education and programming. **Let's make Every Step Count.**

Why We Climb

- More than 36 million Americans suffer from chronic lung disease.
- Anyone can get lung cancer. About two thirds of lung cancer diagnoses are in never smokers and former smokers.
- More than 149 million, or 45.8%, of Americans live in counties with unhealthy air.

Tools for the Climb

We're here to help you every step of the way. Here are a few resources to help you reach and exceed your fundraising goals. It's your climb and we'll help you make it an experience you won't forget.

- If you haven't already, make a self-donation today.
- Make a plan and set a goal.
- And remember, there is a \$100 fundraising minimum per person due on or before event day. *The fundraising minimum for Ultimate Challenge participants is \$250

Climb Safe Commitment

Climb Nashville has been reimagined to provide the Climb experience you know and love, while adhering to health and safety guidelines. These guidelines could change as we are regularly monitoring local guidelines and will follow the stricter of the policies to ensure optimal lung health for our community.

Reach out if you have any questions. **Thank you for making Every Step Count!**

Your Nashville Climb Team,
Holly Cheatham | Development Coordinator

Sphere of Influence



The **#1 REASON** people do not donate is because they were never asked. Make a list of everyone you know, from friends and family to your mailman and vet. These are the people who are most likely to donate toward your fundraising efforts! Use the Sphere of Influence to help you think of potential donors and make your ASK in person, through your participant center or using social media.

Remember: **Ask, ask and ask again!** Be confident and remember that you are not asking for yourself. You're asking for their support on behalf of the American Lung Association's research, education and advocacy efforts in support of those who struggle to breathe every day.

Top Fundraising Tips

ASK 10 PEOPLE FOR \$10. A tried-and-true method to hit that \$100 fundraising minimum!

DOUBLE YOUR DONATION. Visit Lung.org and search matching gifts to see if your company provides a match. It's a quick and easy way to double your impact.

PLEDGE PER STEP. 1,000 stairs. 10 friends. 10 friends who pledge \$10.00 = \$100. Don't forget to ask your local businesses to pledge per step or make a general donation!

SET A GOAL. Challenge yourself to join our elite VIP & Summit Clubs. Individuals raising over \$1,000 and teams raising over \$5,000 will receive special perks and recognition.

DOWNLOAD THE FFAC APP. Fundraising on the go! You can update your personal page, send pre-crafted donation asks, check your fundraising progress, and track your steps—all from the palm of your hand. If you haven't already, search FFA Climb in your app store to download (available for [Apple](#) and [Android](#) devices) or follow the links in your participant center. Already have the app? Be sure to update it for its most recent features!



Stadium Fan Cutouts

Looking for something fun to honor a loved one while you climb? STADIUM FAN CUTOUTS are a great way to honor a loved one who is suffering from lung disease or someone who has passed away from lung disease, or your pet could even be featured! Purchase yours today to be featured October 2nd at Nissan Stadium by filling out an [order form](#).



Fundraising Incentives

American Lung Association Fight For Air Climb 2021 Fight For Air Climb Incentive Program

 \$35 Self-Pledge Sports Scarf	 \$100 Event Day T-Shirt	 \$175 Long Sleeve T-Shirt	 \$250 Baseball Cap or Fanny Pack
 \$500 Bluetooth Speaker or Windbreaker	 \$1,000 The North Face Backpack or Under Armour Sweatshirt	 \$2,500 JBL Airpods or The North Face Quarter Fleece	 \$5,000 The North Face Sweater or Echo Dot Speaker
 \$7,500 OtterBox Cooler or The North Face Jacket	 \$10,000 Echo Dot Speaker and The North Face Jacket or OtterBox Cooler and JBL Airpods		

Incentive items are not cumulative. Fundraisers may select one incentive item at or below the level achieved. All item redemptions will occur post-event. Items are subject to change based on availability.

How will I receive my participant t-shirt and other incentives?

Participants who raise the \$100 fundraising minimum* will earn a 2021 Climb Nashville t-shirt. We also have [other incentives](#) up for grabs in including a Lung Association Sports Scarf for those who make a \$35+ self-donation. Your participant t-shirt will be available at Packet Pick Up and your other incentives will arrive to you via mail. If you are a Climb Your Way Participant, you will receive your t-shirt and other incentives via mail if you raise \$100.

Can I still collect cash or check donations?

Yes! Use this [Donor Form](#) to keep track of your collected cash and checks and to issue your donors a receipt. You can instruct your donors to mail their checks directly to our office and include your name in the memo, so we know who to credit. We also highly encourage you to keep fundraising online via credit card as much as possible to be extra safe!

**\$250 fundraising minimum for Titan Challenge Climbers*

FUNDRAISING HOW TO'S

Your Participant Center

Did you know that participants who update their personal page raise over **double** than participants who do not update their page? Same goes with individuals who send emails. Upon registering, we created your very own Participant Center. Here are some activities you can do successfully to fundraise online:

CUSTOMIZE YOUR PERSONAL AND TEAM PAGES. *SHARE YOUR STORY!* Customize your personal and team pages to raise more.

SCHEDULE YOURSELF. Spend a few minutes each week in the Participant Center. Share updates on your progress – it's a great way to keep your donors and team in the loop and it also serves as a great reminder to those who have not yet donated.

SEND EMAILS TO YOUR CONTACTS. Log in to your participant center, click "My Email" – you'll see we have created templates for you.

Get Social #FightForAirClimb

The easiest proven way to connect with a wide and diverse audience of supporters and share your 'Why I Climb' story is through your **Facebook Fundraisers**. Simply connect your Fundraiser through your Participant Center, add in optional photos, videos and messages and watch the donations start rolling in. The best part is that all donations will be reflected on your personal page and Climb thermometer.

With lung disease affecting 36 million Americans, you never know who of your Facebook followers may be inspired by your fundraiser.

WHAT TO DO NEXT?

1. Log into your online Participant Center

REGISTER

FAQ Contact Login

DONATE

Fundraise On Facebook And Reach Your Goal Faster

Connect This Fundraiser To Facebook, Invite Friends, Share Updates And Collect Donations. The Money You Raise On Facebook Will Count Toward Your Goal.

CONNECT TO FACEBOOK

2. Under the "My Home" tab, click on "Connect Fundraiser to Facebook"

3. Log into Facebook with your account information.



4. Facebook will automatically pull in your story and fundraiser goal, but you can edit and add your own personal photos!

FightForAirClimb.org

Day of Event Highlights

Titan Challenge Climbers:

You'll be our first flights of the day and this exclusive route will include weaving up and down the Lower Level and continuing up the 300 section in the Upper Bowl for an estimated total of 6,139 stairs which will cover about 3 miles.

Firefighters and First Responders:

Firefighters will climb in their full gear after the Titan Challenge Climbers. This route will include weaving up and down the Upper Level covering both sides of the 300 section for an estimated total of 3,322 stairs and equates to about 1.5 miles.

Stadium Climbers:

Following the Firefighter/First Responder Climbers, Stadium Climbers will be the next flights to race against the clock. This route will include weaving up and down the Lower Level for an estimated total of 2,817 stairs and equates to about 1.3 miles.

Climb Your Way Participants:

Choose a personal challenge at a location convenient for you. We recommend shooting for the 2,817 stairs the Stadium Climbers will be doing which equates to about 1.3 miles. Climb Your Way Participants will be mailed an event t-shirt and finishing medal if they raise the \$100 fundraising minimum. Learn more by visiting the Climb Your Way page.

American Lung Association
Fight For Air
Climb

Let's Climb Outdoors in 2021!
October 2, 2021
Nissan Stadium | Nashville, TN

Register Today!

615-472-9212
FightForAirClimb.org/nashville | #MyLungsMyClimb

We're taking the Fight For Air Climb outdoors so we can come together safely and enjoy the day. Right now, we're offering the best outdoor venue for our 2021 event: Nissan Stadium, with expansive views and landmark stairs. Everything you love about the Fight For Air Climb will be there in these outdoor venues: the challenge, the camaraderie, and you, the firefighters! You can also participate in our #ClimbYourWay program. Track your physical activity, compete with friends and family, through the Fight For Air Climb app. We will be safely social distancing, so save your spot in the great outdoors today!

Kindred Healthcare

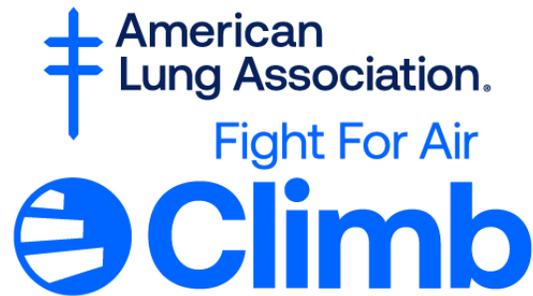
For the most current information and important event updates, please be sure to visit our [FAQ page](#) and [Day of Event Detail](#) pages.

While we will not be gathering in person together for Practice Climbs, please check out our exclusive [Training Videos & Tips](#) to ensure you have the best Climb experience.

[Click here](#) to download the 2021 Fight For Air Climb Nashville Flyer to share.

Stay Connected

Get connected on Facebook. Join our [Fight For Air Climb Nashville Facebook Group](#). Select "Going" on the [Fight For Air Climb Nashville Facebook Event](#) to get the most up to date information and to interact with fellow Climb Nashville Participants. THANK YOU for joining our 9th annual Fight For Air Climb Nashville. We are so grateful for your support!



We'll see you on October 2, 2021
at Nissan Stadium!

