



**AMERICAN
LUNG
ASSOCIATION®**

Personal Fundraising Guide

WHY WE ASK

Over 78% of our funds come from people just like you - so we rely on event fundraising contributions to fund important local programs and national research initiatives. By raising money for the American Lung Association, you can be especially proud of the extra help you'll provide for the thousands of people in our region who suffer from lung disease. By supporting American Lung Association programs, you help kids with asthma learn how to manage their disease, improve the air quality in homes and keep places smoke-free. Every dollar makes a difference, so go out there and do a great job!

RAISING MONEY: NOT ROCKET SCIENCE!

Raising money is not rocket science and we make it easy for you. At its core, fundraising is all about being enthusiastic and **ASKING** people for contributions in a heartfelt way. It is a pretty straightforward process and can even be a lot of fun! Below you will find some helpful tips on how to raise money and earn those great prizes.

How to Raise \$1,000 in 9 days

DAY	EASY PROJECT	Amount
1:	Start by sponsoring yourself for \$50	\$50
2:	Ask 2 family members to sponsor you for \$50 each	\$100
3:	Ask 10 friends to contribute \$20 each	\$200
4:	Ask 5 co-workers to contribute \$20 each	\$100
5:	Ask 5 neighbors to contribute \$20 each	\$100
6:	Ask 10 people from the groups you are a part of for \$10 each (Church, Facebook, etc.)	\$100
7:	Ask your boss or company to contribute \$50	\$50
8:	Ask 5 businesses to sponsor you for \$40 each	\$200
9:	Ask 4 Businesses you visit often for \$25 (dentist, fitness club, doggie day care, etc)	\$100
TOTAL:		\$1000

YOUR PERSONAL WEBPAGE

When you register for your event, you will have a personal web page created for you. The password you create when registering will allow you to go in and make changes to your web page such as:

- Check your current fundraising total
- Send a custom e-mail that will allow you to invite people to donate towards your fundraising efforts
- Allows you to keep track of the donations you receive
- Upload your own photos and videos

When you send an email to a friend asking for a donation, all the friend has to do is click on the link at the bottom of the page to end up at your personal web page. They will only need to fill in the amount that they want to give as well as any required information that is needed to process their gift. **They will also receive a receipt via e-mail once the gift has been processed.**

You may personalize your page by clicking on the "Personal Page" link. Using these features, you can ensure the page really reflects who you are. Some of the ways you can customize this area include:

- Choose a picture: you can use one we provide or add your own
- Change text color and style
- Write your own information about why you are riding
- Upload your own image (.jpg format, 100kb or less)

WRITING A GOOD PERSONAL APPEAL

The first step in your fundraising is to write your personal appeal letter or email. This is, by far, the most successful fundraising strategy. You'll be surprised how much people want you to succeed, especially those you're close to.

Paper or Email?

Given the amount of personal communication that flows through email these days, it's a good question: should I use the Postal Service or can I just use email? Our online fundraising program allows you to send appeal emails to friends and family, track up-to-the-minute fundraising progress, and is fast and convenient for the donor. However,

you know your friends and family best. Think about how each person uses the internet: your grandparents may not even have a computer while your friends and colleagues at work may only use internet banking. If you do use traditional mail appeals, however, don't forget to include a self-addressed stamped envelope! We know from long experience that this increases the rate of response significantly.

Where do I send it?

In short, **to everyone**. People you work with, your social circle, organizations you belong to (think church, service clubs, etc), old college roommates, teachers and relatives (distant and close). Don't forget your dentist! Sit down and make a list of the people you know. Then go through the list and ask yourself "how do I know this person and who else do I know from the same place?"

The letter

- 1. Make sure it's personal.** Convey your enthusiasm for the climb using words you would use. Look at the samples we've provided, but be sure to say what you would say. You're writing to people who know you, so sound like yourself, and let people know that this is important to you.
- 2. Talk about your goal.** It is a good thing to state how much you're hoping to raise and to aim high. This helps motivate your donors to join in the effort to help you reach your goal, and they'll share in your success. When you say "My goal is to raise \$5,000 to support the programs of the American Lung Association," then your donors know the magnitude of your undertaking and will respond in kind. If you don't say how much you're trying to raise, they may assume it's only a few dollars.
- 3. Ask for a specific amount.** If you don't tell folks how much you need, then they have to guess. Your best friend may think that \$10 is enough to get you to your goal while you are counting on at least \$250. One way to do this so that those who can't give as much are not offended is to say "While any amount is greatly appreciated, if everyone who receives this letter donates \$100 I will reach my fundraising goal!" This way the person on the fence about whether to give \$50 or \$100 will know that \$100 is what you really need. Asking for a specific amount makes a huge difference in the effectiveness of your campaign!
- 4. Talk about Lung Association programs.** If you are participating in memory or honor of someone, be sure to tell their story. If not, then pick out a Lung Association program or two that you find particularly appealing (Smoking

Prevention, Environmental Health, Radon Awareness, for example) and talk about it, saying why it's important enough for you to be raising money for it.

5. **Ask.** Tell people what you are asking them to do: to support your commitment to the American Lung Association by making a donation and ask that they donate by a specific time. The vast majority of people you contact will want to support you. Setting a target date will help them translate their desire to help into action. Be sure to follow up as the deadline gets closer to ask everyone again who did not make a donation after your first request.
6. **Provide instructions for making a donation.** Ask them to send a check (made out to the American Lung Association or ALA) in the enclosed envelope (don't forget to add a Self-Addressed Stamped Envelope to your letter), fill out the credit card slip (be sure to include one) or go to your personal webpage and donate online.
7. **Add a P.S.** People will always read the P.S. on a letter. This is a good place to put a fundraising deadline, the website address (if the URL is long, go to www.tinyurl.com and have it shortened to a smaller link so it does not take up too much space) or a reminder that all donations are tax-deductible.
8. **Follow up.** Keep track of your donations as they come in (and whom you've heard from), then follow up with folks over time. If your contact list is made up largely of techno savvy people, email can be a good way to follow up. One method that has worked well for people is to, on some regular basis, publish an electronic newsletter giving progress on your training and fundraising. Send it to everyone you originally asked for a donation. It will keep them reminded of your efforts.
9. **Thank You.** Be sure to send thank you notes or cards to your donors as soon as they make their donations. Express thanks to everyone who donates, no matter how much or little they give.

SPECIFIC FUNDRAISING IDEAS

Over the years, event participants have exercised tremendous creativity and inventiveness in finding interesting ways of raising funds. We can only offer a sampling of their ideas here. Use them if you can, or look at the list and see what ideas you can make uniquely yours. Sometimes the best idea is the one you think up and have faith in.

In the Name Of. One thing we have discovered over the years is that people who have a specific person they are dedicating their climb to are more successful fundraisers. By dedicating your efforts "in honor of" or "in memory of" a specific individual, you personalize the fundraising for both yourself and your donors. Take a picture of the person with you. Write a short biography of the person and hand it to perspective donors. Tell the person's story in your fundraising letters.

At Work. Put up a sign or poster in the break or lunch room where you work and encourage your coworkers to make a donation. Put up a graph or donations thermometer that shows your progress. Challenge your boss or the company to match what employees give. Post an "Honor Roll" with the list of your coworkers who make contributions.

Associations and Organizations. In some cases the organizations you belong to may be a good source of people who will help you. Service clubs, religious, labor and professional organizations are possibilities. One fundraiser we know of was struggling until she turned to members of her union. Her efforts were published in the union newsletter and then she began contacting union members individually. In fact, she was able to talk some shop stewards into collecting for her and went well over her goal as a result.

Social Media. Keeping with the times, social media is now a highly effective fundraising tool. It is perfect for reaching out to those whose email or home addresses you may no longer have. Facebook, Linked In, Twitter, Google+, and blogs are all great ways to reach out. Facebook continues to be the most popular social media website and will likely be the best option for fundraising. There are a few ways you can use Facebook for your fundraising:

1. Post a link to your personal fundraising page on your wall: do this by copying and pasting your link into the "status" location on your Facebook page. This way, people who visit your page can click the link directly to your American Lung Association personal fundraising page.
2. Create a group: Groups allow you to invite your friends and family to a group page where you can leave information about how they can contribute and help you reach your goal. You can create a group by going to your news feed and selecting create group on the left hand side of the page.
3. Create an event: This is a great way to keep friends and family aware of your fundraising deadlines. Invite those you wish to contact to your event, and post

information in the “event description” section. You can send weekly reminders to the whole group or to individuals to keep them up to date on your fundraising.

4. Post on someone’s wall: Just as you would post on your own wall, you can post on the walls of your friends and families pages to keep them informed. Go to the desired person’s Facebook page and leave a comment (it’s always a good idea to leave a link there as well) asking for their support.

Customers and Vendors. Depending on the business you are in, you may have relationships with customers and vendors that can prove useful. We know of a restaurant owner who put up a sign near the door of his restaurant explaining what he was doing along with a jar for customers' contributions. He proved to be his event's top fundraiser. (Important Note: there may be ethical issues raised here and you should be sure to clear what you're doing with your employer.)

Matching Gifts. Many companies match the gifts their employees make to charitable organizations and some match the donations their employees raise, as well.

Auctions and Raffles. Many merchants and retail business people find it easier to give merchandise or services in place of cash. These donations can be turned into cash by auctioning or raffling them. It's also possible to auction or raffle your own time and talents. You don't have to be an artist. Offer to clean houses, wash windows or weed gardens.

Garage Sales. Anyone who has had a garage sale knows it's amazing what people will buy. Ask friends and neighbors to donate items they don't need or baked goods and have a sale. We've had fundraisers who've raised \$1,000 and more in a weekend selling donated "stuff" at a garage sale. Advertise your garage sale on craigslist for free and to promote your fundraising efforts.

Parties. Use donated food and door prizes and invite friends to invite friends to a pledge party. Make it fun, but also make it educational by making a presentation on the American Lung Association of the Mountain Pacific programs and ask for donations and pledges. One way of leveraging your own contact list is to ask a small set of your close friends to commit to bringing ten friends each or something like that. Create teams and give prizes to the team that pledges the most.

Chocolate. One participant purchased candy bars at Costco, took them to work, and wrapped each in a letter and pledge form. She put them out in the lunchroom and let her coworkers' chocolate addictions and guilt work their magic.

T-Shirts. For some reason T-Shirts have amazing powers – well, at least amazing possibilities. Have donors sign a T-shirt you will wear on your adventure or design a special T-shirt commemorating your climb and give them to donors who make significant contributions. Remember, however, that the American Lung Association of the Mountain Pacific and Climb For Clean Air/Reach The Summit logos are trademarked, so if you're going to use them, be sure to talk with us about it. We're glad to have you use them, but will want to review your design with you.

Publicity. Publicize your efforts in every way you can. Local newspapers are frequently looking for human interest stories. Service club, church and union newsletters are good places to have your efforts publicized. But remember, news articles won't automatically bring in donations. They will only help build awareness of your efforts. You will need to follow up with people and ask them for their support.

Please remember: events should be coordinated through the Lung Association – contact the event manager for more information.

SAMPLE LETTERS

Following are some letters that people have successfully used in their fundraising efforts. Use them to give you ideas about how to start, but again, we cannot urge you enough to be yourself. Tell your own story and write in your own words. It's far more important to sincerely say what matters to you than to say it perfectly. In this effort, sincere and heartfelt will beat slick every time.

You will notice some similarities in all of them:

1. They say what they are doing and why
2. They emphasize the importance of the work of the American Lung Association
3. They tell a personal story

An additional hint is to **ask for a specific amount**. A well-meaning person may feel like they are helping you tremendously with a \$5 donation when what you were really hoping for is a \$100 gift. Don't be afraid to ask for what you need. You'll be surprised by what your friends and families are willing to donate!

Sample Fundraising Letter #1

“A Cherished Breath”

Dear [INSERT NAME HERE],

A journey of a thousand miles must begin with a single step. --Chinese Proverb

It's a cherished thing we do, breathing. Not that we think about it much, until we can't. Unfortunately, the numbers who are constantly reminded that deep breaths of fresh air are not to be taken for granted are many. However, it's not a losing battle, thanks to the hard work of the American Lung Association and us.

For those of you who know me, my life revolves around the outdoors. If it isn't mountain biking or road biking it is rock climbing or snowboarding. I have this passion for the outdoors, and no words can describe how full of life I feel from being there. I have the wonderful privilege to combine two of my passions into one great event. I am joining with the American Lung Association in their [EVENT NAME] program. I have committed to raising at least \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [DATE THAT YOU NEED TO FINISH YOUR FUNDRAISING HERE] of this year.

Combining my love for the outdoors with the wonderful career I have as a Pediatric Respiratory Therapist just makes good sense. Every program that the Lung Association is involved in directly impacts my profession and me. From research to education to legislation, they are there. To continue their work though they need our help and here's why:

I had a 16 year old boy come into the emergency room with a severe asthma attack. After several hours of continuous treatment, we were able to talk and this is what he told me. He knew he had asthma but wasn't entirely clear on the details of his disease and then he told me that he had just started smoking a month prior. It was just a social thing at first and now it was pretty regular. To me it doesn't ring any clearer than this. Here is a young man who was uneducated about his disease, uninformed about the effects of smoking especially related to his asthma and another casualty of the tobacco industry's ploys to addict another generation.

We need the American Lung Association, and they need us. I am excited to be a part of [EVENT NAME] and to be raising the \$[FUNDRAISING MINIMUM/OR GOAL HERE]. I'm also excited to give you the opportunity to help me be successful in this adventure. Any amount of contribution will be gratefully accepted; however, everyone

who donates \$100 or more will receive a 5x7 photo from [GOAL LOCATION]. Mind you, I'll be in it so that right there should be incentive enough for the \$100 donation!

You can make a donation by sending a check [made out to the Lung Association] to me at:

[YOUR NAME HERE]

[YOUR STREET/PO ADDRESS HERE]

[YOUR CITY, STATE ZIP HERE]

Or go to the website: [PERSONAL URL HERE]

It's a cherished thing we do, breathing. Not that we think about it much, until we can't. Unfortunately, the numbers who are constantly reminded that deep breaths of fresh air are not to be taken for granted are many. Nevertheless, it's not a losing battle, thanks to the hard work of the American Lung Association and us. All donations are tax-deductible.

Sincerely,

[Your Name Here]

P.S. If you know of anyone else that would like to be a part of this by donating or getting more info, please share my story with them or pass along their name to me. Thanks!

Sample Fundraising Letter #2

"Please support my efforts"

I recently accepted the challenge of participating the American Lung Association's annual fundraising event, [EVENT NAME], and I need your help.

Here is what your gracious donation and the [EVENT NAME] program will help to support:

- Research into promoting lung health and preventing lung diseases such as asthma, emphysema, chronic bronchitis, lung cancer and tuberculosis;
- Being pro-active in the fight against outdoor air pollutants and environmental health; and
- Striving to reduce tobacco use, especially among young people, that is responsible for over 392,000 deaths in the United States each year.

The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.

I am asking you to help by supporting my fund-raising efforts with a donation. Your tax-deductible gift will make a difference in the lives of many Americans who struggle to breathe! It is faster and easier than ever to support this great cause - you can make your donation online by simply clicking on the link at the bottom of this message. If you would prefer, you can also send your tax-deductible contribution to the address listed below.

[YOUR NAME HERE]

[YOUR STREET/PO ADDRESS HERE]

[YOUR CITY, STATE ZIP HERE]

Any amount will be appreciated, but a gift of \$100 will go a long way towards helping me reach my goal of \$[FUNDRAISING MINIMUM/GOAL HERE] and help in the fight against lung disease. I greatly appreciate your support and will keep you posted on my progress.

Sincerely,

[YOUR NAME]

[ENTER YOUR PERSONAL FUNDRAISING URL HERE]

Sample Fundraising Letter #3

"I'm [CLIMBING/CYCLING] for a cause"

Each year I make a point to do something new. This [ENTER MONTH YOU WILL BE PARTICIPATING] I will be [CLIMBING/CYCLING to GOAL LOCATION]! I'm participating in the American Lung Association's annual fundraising event, [EVENT NAME] and I need your help. In order for me to participate I must raise at least \$[FUNDRAISING MINIMUM/OR GOAL HERE]. A donation from you will support a good cause and help me meet an important personal challenge. If you'd like to help, I need you to send in your gift to the American Lung Association as soon as possible; and no later than [ENTER DATE].

Here is what your gracious donation and the [EVENT NAME] program will help to support:

- Research into promoting lung health and preventing lung diseases such as asthma, emphysema, chronic bronchitis, lung cancer and tuberculosis;
- Being pro-active in the fight against outdoor air pollutants and environmental health; and
- Striving to reduce tobacco use, especially among young people, that is responsible for over 392,000 deaths in the United States each year.

I am writing to you in hopes that you will find these issues important enough to support. Any amount will be appreciated, but a gift of \$100 will go a long way towards helping me reach my goal of \$[FUNDRAISING MINIMUM/GOAL HERE]. Your tax-deductible contribution to the American Lung Association, on my behalf, will not only secure my place on the team, most importantly, it will help those struggling to breathe easier.

You can make a donation by sending a check (made out to the Lung Association) to me at:

[YOUR NAME HERE]
[YOUR STREET/PO ADDRESS HERE]
[YOUR CITY, STATE ZIP HERE]

Or go to the website: [ENTER PERSONAL URL] and make a donation there.

Thank you in advance for your support.
Sincerely,

[Your Name Here]

P.S. 100% of the donation is tax-deductible and a donation receipt letter will be automatically sent to you.

Sample Fundraising Letter #4

“Exciting News”

I wanted to write to you to share some pretty exciting news. I have recently committed to participate in the American Lung Association's [EVENT NAME] program.

This [ENTER MONTH YOU WILL BE PARTICIPATING], I will be attempting to [SUMMIT MT. YOU WILL BE CLIMBING/RIDE NUMBER OF MILES TO REACH THE BEACH/CLIMB NUMBER OF FLIGHTS OF STAIRS], to support the American Lung Association's ongoing efforts to fight lung disease.

You may think I'm nuts (and you may be right!), but this is something I've wanted to do for some time. When I found out about this opportunity, it really hit home, as my youngest daughter has battled asthma her entire life. While she has it well under control now, my wife and I have spent plenty of sleepless nights administering medications, trying to get her asthma symptoms to subside. So, I'm excited to embark on this adventure and help make a difference and support the American Lung Association's excellent programs and research.

In order to fulfill my commitment, I need the help of friends like you to sponsor me. Rather than making the [CLIMB/RIDE] solely for personal reasons, I have pledged to raise \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [DATE] of this year to support the American Lung Association. I'm confident I can meet this goal with your help!

I hope you will find it worthwhile to aid me in completing my goal. The first step is my contacting you -- the next step is yours to take. Any amount of contribution is greatly appreciated but a donation of \$100 will go a long way in helping me reach my goal. You can sponsor me in whichever format is most convenient for you:

- Credit card – go to [YOUR PERSONAL URL] to donate online.
- Check – Payable to the American Lung Association and returned in the enclosed SASE or mailed to me at [YOUR NAME HERE], [YOUR STREET/PO ADDRESS HERE], [YOUR CITY, STATE ZIP HERE]
- All donations receive an official receipt (all online donations get an emailed receipt), and are 100% tax deductible.

In addition here are a number of other ways you can support me in this very exciting and worthwhile endeavor:

- Many companies match their employees' charitable giving. Ask your employer to match your gift!
- Check out my personal fundraising page at [YOUR PERSONAL URL]. I'll be adding periodic updates and tidbits on my physical training and my fundraising efforts.
- Tell your friends! Help spread the word about what I'm doing and ask five of your friends if they'd be interested in sponsoring me. They can get more information at my personal website.

Thank you in advance for your support and generosity. As I train over the next four months in preparation, I will be extremely grateful of your efforts in helping me reach my goal.

Appreciatively Yours,

[Your Name Here]

p.s. If you'd like to help sponsor me, please donate before [DATE]. For more information and to donate online, please go to [EVENT WEBSITE]

Sample Follow-up Letter

“The Big Day is approaching!”

Remember, your donations are tax-deductible.

With your help, I have raised \$[AMOUNT YOU HAVE RAISED] towards my \$[FUNDRAISING MINIMUM/OR GOAL HERE] goal for the American Lung Association's [EVENT NAME] event. Thank you very much to those who have contributed. My [CLIMB/BIKE/ETC] is fast approaching and the [ENTER DATE FUNDRAISING NEEDS TO BE FINISHED] deadline to finish my fundraising will be here sooner than you might think. If you have not yet sent your tax deductible donation, please do so at your earliest convenience. You can follow this link to donate online: [ENTER PERSONAL URL]; or If you prefer to write a check, please make it out to the American Lung Association and mail it to me at:

[YOUR NAME HERE]
[YOUR STREET/PO ADDRESS HERE]
[YOUR CITY, STATE ZIP HERE]

The American Lung Association will mail you an official receipt for tax purposes (all online donations get an email receipt).

Thanks again for all your support.

[YOUR NAME HERE]

Sample Thank You Letter #1

“Thank You for Your Gift”

Thank you! Thank you for supporting my journey. Thank you for recognizing the urgency in the fight against lung disease. Thank you for your donation - your gift will help save lives by improving lung health and preventing lung disease.

So far I've raised [\$x] - only [\$y] more until I reach my personal goal! If you want to follow my progress, you can check my personal page at [YOUR PERSONAL URL] any time to see how close I am to achieving my fundraising goal. You can also follow links from that page to learn more about the event, and how you can get involved as a volunteer or a participant.

Also, if you'd like to learn more about what the American Lung Association does with the funds they raise, just look on the web page for "About Us".

Thanks again for your donation. I know we are making a difference together in the lives of millions of Americans who struggle to breathe.

Sincerely,
[YOUR NAME]

Sample Thank You Letter #2

“Thank You”

Thank you for your generous contribution towards my fundraising goal for the American Lung Association. Community support is vital to their local programs that educate people about lung disease and the medical research needed to help those living with diseases like asthma, emphysema and lung cancer.

As I prepare for [EVENT NAME], I appreciate even more the importance of clean air and how easy it is for us to take for granted every breath we take.

Thanks again for your donation and I'll wave to you from [GOAL OF EVENT] in
[\$FUNDRAISING MINIMUM/OR GOAL HERE]!

Sincerely,
[YOUR NAME]

SUBMITTING DONATIONS

- Check your fundraising deadlines in your participant Center.
- Ask people to send the checks directly to you.
- Mail, turn in or drop off your donations, along with the filled out Donor Sheet, to the Lung Association. Please make sure to put your name on the Donor Sheet and on the memo line of the check so we know whose account to credit.
- Checks should be made out to American Lung Association or simply ALA.
- If someone makes a check out in your name, simply turn it over and write "Pay to the Order of ALA" and sign it in the endorsement block on the back, then send it in with the others. Our bank won't let us deposit checks made out to you.
- Credit card donations can be made by completing the credit card form; or online by going to the event website or to your personal web page. Online donations go through a secure website.
- When an online donation is made in your name, you will receive an email from us telling you the name of the donor and the amount of the donation.
- Your personal web page shows your fundraising account balance at all times. It does take us up to two weeks to process checks you send in, but if your account balance doesn't look right to you, be sure to call and ask about it.
- Keep a record of your donors and the amount they have donated so if there is a discrepancy with our records we know where to start looking for the error.
- Send company matching gift forms along with your donations. If the company has an online process for matching gifts, please send in a copy (paper or electronic) of the email verifying the donation and match so we know to give you credit for the matching gift.