



**WE ARE A  
FORCE TO BE  
RECKONED WITH**

**LUNG  
FORCE  
WALK™**

**FUNDRAISING GUIDE**

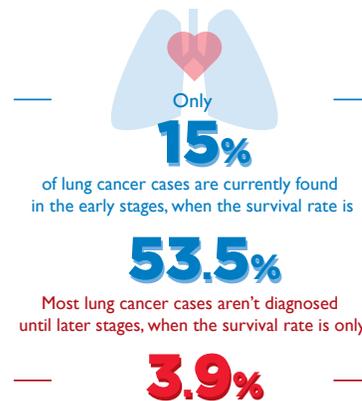
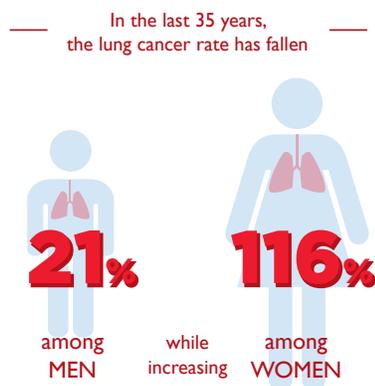
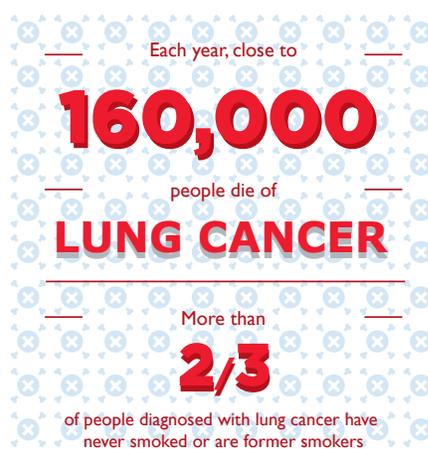
# CONGRATULATIONS ON TAKING THE FIRST STEP

**Thank you for joining the LUNG FORCE Walk.** You're about to take part in an inspiring celebration that launches LUNG FORCE, a new national movement led by the American Lung Association. You will walk together—and raise funds together—with hundreds of women, men and children against lung cancer and for lung health. **The funds you raise will save lives—it's as simple as that!**



## LUNG CANCER FACTS

For more information about lung cancer or other lung disease, visit [Lung.org](http://Lung.org) or call the American Lung Association Lung HelpLine at **1.800.LUNG.USA**



Source: <http://www.lung.org/>

 **AMERICAN LUNG ASSOCIATION®**  
Fighting for Air

**LUNGFORCE.ORG/WALK**

# GETTING STARTED FAST, EASY AND BIG RESULTS!

Get started today with online fundraising! Walkers who use an online fundraising tool raise 70 percent more than those who only use offline fundraising methods.

## Four Easy Steps to a Great Personal Page

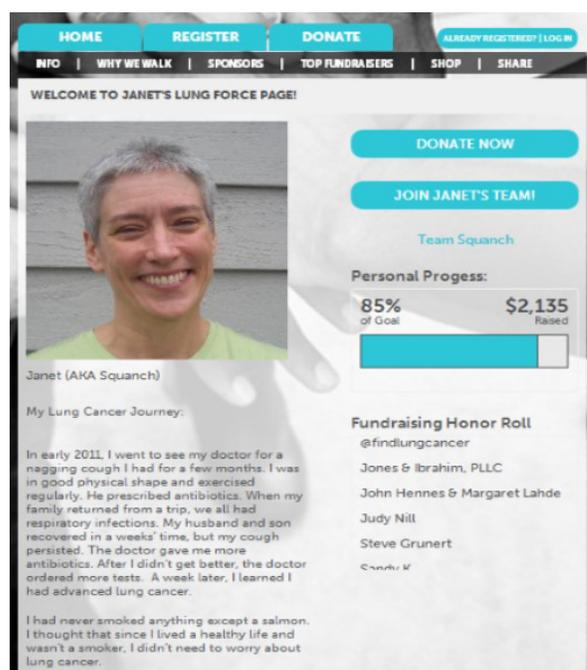
**STEP 1: SCHEDULE YOURSELF** — Spend 15 minutes each week working in the Participant Center (your personal fundraising tool). When you log into [LUNGFORCE.ORG/WALK](http://LUNGFORCE.ORG/WALK), you will be immediately taken to the Participant Center. Click on the PERSONAL PAGE tab to begin editing your own web page.

**STEP 2: CUSTOMIZE YOUR PAGE** — **Create a title:** Edit your title by clicking in the “Title” box and entering text. If you choose not to edit the title field, your page will read “Welcome to My Personal Page.” *Make sure to use your name in your page title.*

**Select font and colors:** From the drop down boxes, choose fonts and colors from the options provided. Have fun choosing your layout; you can always go back and change what you don’t like.

**Edit content:** Fill in the text field with personal stories, reasons why visitors should donate and the important causes their donations help fund. Be creative!

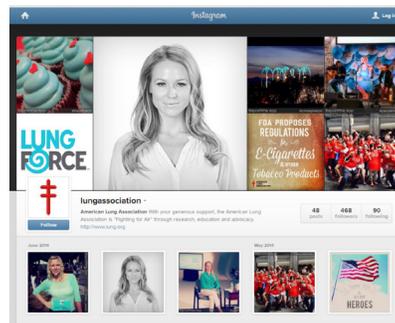
**Include personal media:** In the upper right corner of your page, click Photos/Video to add a photo or a video to your page. (Note: Our system only supports one form of media so you’ll have to choose either a photo or a video, whichever visitors will enjoy the most.) The maximum photo size is 4MB, and photos will be automatically sized.



**STEP 3: SAVE YOUR CHANGES!** — Once you have finished personalizing your page, click “SAVE” on the bottom of the screen.

**STEP 4: SHARE** — Link your fundraising web page to your social media accounts—Facebook, Twitter and other social media. On the right side of your page, choose Facebook or Twitter under SHARE YOUR PROGRESS. See the next page of this guide for great ideas on how to maximize your social network!

# PUT THE POWER OF SOCIAL MEDIA TO WORK FOR YOU



## Facebook

- Make your statuses about your commitment and fundraising efforts.
- Tag people in your posts when they join your team, or when they make a donation.
- Create an event like a garage sale. Ask for donations of items for your sale, as well as the date, address and time. Ask your Facebook friends to share the event information to get lots of traffic. Ex: "Help me raise money in the fight for lung health."
- Share the surprising facts: "Lung cancer kills more women than breast cancer—and has every year since 1987." You can find additional facts at [LUNGFORCE.ORG](http://LUNGFORCE.ORG)
- Remember: Include a link to your personal and/or team fundraising web pages.

## Twitter

- Post updates pertaining to your commitment, fundraising progress and link to your personal fundraising page.
- Retweet important information from other participants and the American Lung Association — they will appreciate it.
- Use the event **#LUNGFORCE** to talk to other event participants, American Lung Association, and sponsors.
- Tweet pictures of yourself at the LUNG FORCE Walk.

## YouTube

- Tell your story about why you are participating with an up close and personal video.
- Take video footage at the Lung Force Walk and display it proudly.
- Make a "thank you" video for anyone that helped you reach your goals.
- Remember: Link to your video from Facebook, Twitter and your blog.

## Instagram

- Post pictures from the LUNG FORCE Walk.
- Are you walking in honor or memory of someone with lung cancer or lung disease? Post photos of your loved one so people understand your commitment.
- Get creative! Create gifts for you team members with the photos you take.

## Email

- Keep in touch with friends and family and update them on your progress in preparation for the event.
- Include milestones and photos to engage them and create excitement all around. *Don't forget to thank the people who helped you along the way and those who gave donations. It goes a long way.*

# FOOLPROOF FUNDRAISING

## Begin with yourself

Start your fundraising by making a donation to yourself. It's easier to ask other people to contribute and to reach your fundraising goal once you've made a donation yourself. You'll earn a badge for your personal page and you also will receive a LUNG FORCE keychain if you make a self-donation of \$25 or more upon registration.



Boosted Fundraising with  
a Self-Donation



Raised \$25



## Use Email to boost your fundraising

1. It's easy to upload your contacts to your Participant Center. Follow these steps:
2. Login to Participant Center
3. Select Email tab
4. Choose "Contacts" from right-hand margin
5. Choose "Import Contacts." Gmail and Yahoo are built-in; or you can also upload a .csv file if exported from your email application (Hotmail, Outlook, AOL, etc.)
6. Select Gmail/Yahoo and when prompted, then login with username/password
7. Choose to allow Convio.net access to "Manage your contacts"
8. Click "Next" once contacts are retrieved. Choose to import some or all contacts

## Use Templates

You'll find sample donation emails in the Participant Center, ready for you to use. It's a quick and easy way to start your fundraising.

You'll get better results if you personalize the template emails. Add a brief story about why you are participating in the LUNG FORCE Walk. Here are some tips on how to create great emails:

- Keep it short.
- Ask for a donation up front: "I am asking you to donate."
- Tell people what your motivation is, whether it is because you or a loved one have lung cancer, you are celebrating quitting smoking, or you wanted a new challenge.
- Give them one fact about lung cancer or LUNG FORCE that resonated for you.
- Provide the link to your personal page.
- Thank them.

**Ask, ask and ask again! We're all so busy we forget to do things that are important to us. Don't be afraid to ask the same people several times for donations. They'll appreciate the reminders.**

# THERE'S AN APP FOR THAT

With the Lung Force mobile application (it works on Google/Android or Apple/iOS devices), you can manage your online fundraising directly from your mobile device.

To download the app, search for LUNG FORCE in the Apple App Store or Google Play store, then download the app onto your device. After logging into the app with the username and password you set up when you registered for the LUNG FORCE Walk, you can use the app to:

- View the weeks, days and hours left until the event
- Review your fundraising progress (% of goal, \$ raised to date & fundraising goal amount)
- Solicit donations via email and Facebook
- Send thank you emails to donors
- Catch up on the latest LUNG FORCE Walk news
- Edit your personal fundraising page



## BECOME A LUNG FORCE LEADER

LUNG FORCE Leaders are committed to achieving extraordinary fundraising results for the LUNG FORCE Walks. These results mean saving more lives from lung cancer!

*Why become a LUNG FORCE Leader?*

Take your passion for fighting lung cancer and advancing lung health to the next level. Leaders receive special perks:

- Individual name acknowledgement at LUNG FORCE Walk events
- Recognition and appreciation on the LUNG FORCE Web site
- Invitation to our post Walk recognition celebration
- Special LUNG FORCE Leader tent access day-of-event
- Unique LUNG FORCE Leader gifts

*LUNG FORCE Leaders are those participants raising \$500 or more. Your American Lung Association staff can help you become a LUNG FORCE Leader; contact them for more information.*

**“A leader is one who knows the way, goes the way, and shows the way.”**

**- John C. Maxwell**

# GOT THE FUNDRAISING BUG?

Put the FUN into FUNdraising!



- Throw a theme party. Wine-tastings, country line dancing events, costume parties and gourmet dinners are all popular.
- Get pads of LUNG FORCE paper icons from your American Lung Association office. Sell the icons for \$1, \$5 or \$10 each at your office, and distribute them to neighborhood retailers to sell for you. Your local coffee shop, hair and nail salon and neighborhood grocery are great places to start!
- Hold a sale. Garage, bake, taco . . . anything with food is usually a winner.
- Sell a service. Washing cars, cleaning homes, holiday gift wrapping, or handyman services are all appreciated.
- Hold a contest. Chili cook-off, dessert, barbecue are just a start.
- Hold a raffle. Get restaurant gift certificates, gift cards for services, and merchandise donated. Then sell raffle tickets—even better, have your friends and family sell tickets, too.
- Organize a “thon.” Swim-a-thon, bowl-o-thon, karate-a-thon and Zumba-a-thon all keep people entertained for a good cause.
- Host a party at a local restaurant or bar and charge admission for attendees.
- Signing your correspondence: Add a short sentence at the bottom of your email signature saying that you’re participating in the LUNG FORCE Walk and ask for a pledge. Include a link to your personal or team page.
- Doctor/Therapist/Veterinarian/Insurance Agent: Ask them to write a check for you instead of the other way around!

**15,000 Companies  
Match Gifts...  
Does Yours?**

Please check with your HR Department  
to find out if your gift can be matched!

## DOUBLE YOUR DONATIONS

Many companies show their appreciation of your efforts by matching the dollars you contribute to your fundraising, or even the amount you raise from your donors. Ask your company’s human resources department if they offer a Matching Gift program.

**LUNGFORCE.ORG/WALK**



## **WHEN WE RAISE OUR VOICES, WE ARE A FORCE TO BE RECKONED WITH.**

Please use these facts in conversations with your supporters.

- Lung cancer is the #1 cancer killer of women, surpassing breast cancer in 1987.
- More than two-thirds of lung cancer diagnoses are people who have never smoked or are former smokers.
- More than 33 million Americans suffer from chronic lung disease.
- Lung disease, including lung cancer, is the #3 killer in the United States, responsible for one in six deaths.
- In the last 35 years, the lung cancer death rate has fallen 35 percent among men while increasing 100 percent among women.
- Asthma is the #1 chronic disease of children.
- Nearly 80% of Californians live in counties affected by unhealthy air.

### **Thank you very much for your fundraising efforts!**

**Because you care**, researchers will accelerate their progress in early detection and treatment, bringing personalized medicine from the lab to the clinic—so that every patient has a fighting chance.

**Thanks to you**, women, men and teens will learn ways to prevent lung cancer, how to recognize symptoms, and when to get tested... before it's too late.

**LUNGFORCE.ORG/WALK**