



Event planning guide

How to create, plan, and execute a successful event
to benefit your local American Lung Association

Our mission to save lives by improving lung health and preventing lung disease touches the lives of millions of Americans. Many of these people feel inspired to get involved with the American Lung Association and help spread our message. We need as many ambassadors as possible talking about our fight for healthy lungs and clean air!



If you are interested in developing your own local event to support the American Lung Association, then the *i ♥ lungs!* event program is for you! This program allows volunteers to create and manage an event in their own area. *i ♥ lungs!* events can be anything from a 5k race, a scrapbooking party, to whatever else that interests you. The sky is the limit with the fun you can have by creating an *i ♥ lungs!* event.

At the American Lung Association we love our volunteers and we want to support you in developing your *i ♥ lungs!* event. Once registered, you will be assigned a personal *i ♥ lungs!* event program coordinator to work with you on your event and can request a customized *i ♥ lungs!* logo for your event. This toolkit will help get you started and includes:

- » Event ideas
- » Frequently asked questions
- » Step-by-step guide to create and plan your own *i ♥ lungs!* event
- » Social media tips
- » Marketing materials information

Raising money and awareness for the American Lung Association through an *i ♥ lungs!* event is easy. Get started today! Contact your local Lung Association office at **800-LUNG-USA** or visit our website at **ilovelungs.org**

Event ideas

Use your imagination and get creative! Here are some ideas to help start you on your way to creating a successful *i ♥ lungs!* event. Choose an event that you feel confident in planning and that's right for you, your guests and your community.

COMMUNITY AND SOCIAL EVENTS

walk
fun run
hike
bike ride
stairclimb
scavenger hunt
aerobics
spinning
pilates
yoga
pin up campaign
craft sale
coin drive
bake sale
holiday bazaar
gift wrap
car wash
carnival
food and beverage tasting
celebrity waiters
celebrity bartenders
corporate luncheon
gala
dance contest
soapbox derby
karaoke
pancake breakfast
cook off
food eating contest
bbq rib fest
tea dance
battle of the bands

talent show
comedy show
magic show
car show
silent auction
live auction
lemonade stand
dress-down day
film festival
pet show
home tours
garden tours
fashion show
poker run

TOURNAMENTS AND COMPETITIONS

golf
football
softball
baseball
basketball
volleyball
tennis
soccer
ice hockey
field hockey
lacrosse
dodgeball
poker
euchre
bridge
foosball
kickball
diving
bean bag toss
ultimate frisbee
frisbee golf
cheerleading
synchronized swimming
drill team
track meet
polo
badminton
cribbage
ping pong
bowling
horseshoes
swim meet
tug-of-war
archery
paintball
lego league
croquet
cricket
laser tag
rugby
chess
checkers
skeeball
pinewood derby
slot car
video game
fencing
spelling bee
racquetball
curling
marching band
gymnastics

ENDURANCE EVENTS

half marathon
full marathon
trail marathon
triathlon
century ride
snowshoe
cross-country ski
distance swim

EXTREME EVENTS

(subject to approval)
mountain climb
ultra marathon
ironman
multi-day hike
bungee jump
skydive
zip line
rafting
polar plunge
adventure race
expedition
24-hr mountain bike race
off-road vehicle racing
rappelling
canyoneering
ice climbing
dog sledding
snowmobiling
hang gliding
hot air ballooning

Frequently asked questions

CAN I HAVE MORE THAN ONE *i ♥ lungs!* EVENT AT THE SAMETIME?

Wow! We would love to help you have more than one event at the same time, but the system only lets your account have one site up at a time. But get creative! You can have one of your family or friends set up the site.

WILL AMERICAN LUNG ASSOCIATION STAFF OR REPRESENTATIVES ATTEND OR HELP ME RUN MY EVENT?

While we would love to be at every *i ♥ lungs!* event, we do not have the resources to do so. If you would like to work with American Lung Association staff and volunteers, please consider getting involved in one of our branded events (i.e., Fight for Air Climb, Fight for Air Walk). Contact your local office for more information at 800-LUNG-USA.

WILL THE AMERICAN LUNG ASSOCIATION PAY FOR EXPENSES ASSOCIATED WITH MY EVENT?

No, we do not have the funds to pay for *i ♥ lungs!* events. We encourage you to be creative so your event can be done for little or no cost. See the event ideas list.

I CAN'T FIND THE AMERICAN LUNG ASSOCIATION LOGO FOR DOWNLOAD, WHERE IS IT?

We encourage you to use the *i ♥ lungs!* event materials we provide you (see page 8), including the *i ♥ lungs!* logo which includes a small American Lung Association logo. You may not use the American Lung Association logo on its own. Only American Lung Association branded activities can carry the American Lung Association brand and logo. However, you can state that the event benefits the American Lung Association.

I HAVE SOME DONORS WHO DON'T WANT TO GIVE ONLINE, WHAT DO I DO?

Send any offline donations to your local office (call 800-LUNG-USA to get the correct address), and provide your name and contact information as well as the name of your *i ♥ lungs!* event. If we don't have your complete information, your donation may not be credited to your event correctly. Please make all checks payable to the American Lung Association.

MY EVENT SITE WAS CHANGED. WHY DID SOME OF MY INFORMATION GET REMOVED?

All *i ♥ lungs!* events are subject to review by your local American Lung Association. We reserve the right to make changes to your event site if we determine there is offensive or objectionable content.

I WOULD LIKE SOME AMERICAN LUNG ASSOCIATION BROCHURES AT MY EVENT. CAN YOU PROVIDE THEM TO ME?

Yes, contact your local office (800-LUNG-USA) at least two weeks before your event so we can provide materials for you.

MY EVENT IDEA SEEMS TOO BIG TO WORK AS AN *i ♥ lungs!* EVENT. ARE THERE OTHER OPTIONS?

Yes, we occasionally partner with organizations or individuals who host their own "third party" event to benefit the American Lung Association. To talk to a staff person about a third party event, contact your local office (800-LUNG-USA) and let them know you are interested in hosting an event.



Learn more about the
American Lung Association

» Download our brochure

» Visit Lung.org

Step-by-step event planning guide

STEP 1

Determine the overall goals and objectives of the event

- What is the fundraising goal amount?
- Will the effort increase awareness of the Lung Association and its mission? Will it draw attention to our cause?
- Will the event motivate others to take action?

STEP 2

Consider the timing of the event

- Choose a date far enough in advance to give you ample time to prepare.
- Consult with your local American Lung Association office and be aware of conflicting local and/or national events.
- Make sure to consider holidays (religious and otherwise) and other busy times of the year for your attendees.
- Consider hosting an event around an important day/month, e.g. November – Lung Cancer Awareness Month, April 22 – Earth Day, May – World Asthma Day.

STEP 3

Develop your own detailed event timeline

- Set realistic goals and dates for when you, your friends and/or volunteers will accomplish each of your goals. Let everyone know what is expected of them early on.
- Remember, it is better to finish your to-do list earlier rather than later so make sure that you allow enough time to complete tasks well in advance of the event!

STEP 4

Set a budget

- Estimate cost of decorations, refreshments, printing, mailing, food/drink, location, giveaways, supplies etc. Determine what items could be donated.
- Determine the overall cost per person and then set the ticket price to encourage attendance and ensure a profit.
- Consider significant up-front costs and deposits that may be required to reserve the location, caterer, DJ or other service provider.
- Have a plan for paying expenses until sponsorship money is received.
- Create incentives for committee members and volunteers to encourage ticket sales and secure donated items and sponsorships.

STEP 5

Secure your location

- Find a venue that will help you meet your goals and objectives, is within your budget, and will give the event the atmosphere that you are looking for.
- Explore opportunities to get facility fees fully or partially donated.
- If your event requires a large space, contact town halls, galleries, schools, churches and even your local Lions Club or American Legion to see if they have available space that could be rented for little or no cost.
- Book the venue as far in advance as possible to reserve your desired date.
- If charging an admission fee, consider facilities with easy-to-control entrances and exits.
- Remember that outdoor venues can become expensive if additional lighting, tents, barricades, portable toilets, etc. are required.
- Make sure to inquire about any restrictions or occupancy limits, bringing in outside food and drink, sound, decorations, etc.
- Ensure the location is accessible and sufficient accessible parking is available.

STEP 6

Getting the word out

- Create your guest list by exhausting all of your networks in addition to volunteer networks.
- Customize your website. When you register your event, you will have access to your own fundraising website! Spend some time exploring the options to customize the site.
- There are a lot of ways to let people know about your event – from flyers and brochures, to email, Twitter and Facebook – utilize all means to promote your event.
- Create and send out Save the Date postcards or e-mails to those people that you absolutely want to be at your event.
- Create flyers, posters, invitations, and brochures – use those provided to you by the Lung Association.
- If mailing an invitation, send it out no later than two months prior to the event.

STEP 7

Sponsors and volunteers

- Create comprehensive sponsorship packages that provide benefits that are appealing to local companies.
- Don't be afraid to ask – remember your passion and that you are supporting a great cause!
- Follow up with each potential sponsor with a professional proposal, phone call or visit.

STEP 8

Details, details, details!

- Make sure you walk through the event in your mind several times so you don't forget an important detail.
- Reserve and confirm any services required for the event (sound system, sound professional, projector, screen, valet parking, coat check, security, etc.).
- Contracts or agreements are a necessity to ensure that the service provider is aware of the date and time of the event, in addition to their identified obligations.
- Analyze potential safety and security hazards and create a plan to help eliminate any risk.
- Identify whether additional liability insurance is going to be necessary to cover injuries due to high-risk activities (rock climbing, sky diving, etc.).
- Create a weather contingency plan if the event is outside. Prepare for inclement weather.
- Confirm venue, food, drink, services, speaker, etc., and that contracts and agreements have all been signed and received.
- Organize volunteers for day-of roles and responsibilities and schedule a meeting with your volunteers in advance of the event.

STEP 9

It's event day!

- All of the prep-work is done and it's the day of the big event. It's a good idea to create a checklist of things to do and vital items you'll need.
- Communicate any last-minute changes or additions to your volunteers and identify and troubleshoot any problem areas.
- Ensure event is running on time and that all vendors and speakers have arrived and understand their role for the event.
- Identify a designated volunteer, whom you trust and can be relied upon to troubleshoot problems or answer questions from volunteers.
- Make sure to greet your guests - let the volunteers focus on their roles while you thank guests for attending and encourage them to participate in the event's activities.

STEP 10

Congratulations! You pulled it off, but there's still more to do!

- Thank attendees, volunteers and sponsors through an email or personal note.
- Host a wrap-up celebration with your volunteers where you can discuss what worked and what didn't so you'll be better prepared for your next event.
- Ensure all expenses are paid and proper documentation is retained to support use of revenue.
- Organize the attendee list in order to make sure they are invited to the next event.
- Submit net proceeds to your local American Lung Association.
- Be proud of the great work you did to help the Lung Association in the fight for healthy lungs and clean air – Thank you!

Put the power of social media to work for you

FACEBOOK

- Use the *i ♥ lungs!* badge as your profile picture.
- Make all of your status updates about your event; remember to always include a link to your event page.
- Tag people in your posts when they rsvp for your event or make a donation.
- Ask your friends and family to post about your event and include a link to your event page.

TWITTER

- Tweet often about your event and its progress, include a link to your event page.
- Retweet important information from other participants and the American Lung Association.
- Use #fightingforair to talk to other event participants about the Lung Association.
- Tweet pictures of the venue, sponsors or other things or people that relate to your event.

YOUTUBE

- Tell your story about why you created an event with an up close and personal video.
- Create a slideshow using pictures of the venue, friends and family who are coming, etc.
- After the event, post a video of footage taken at the event.
- Make a “thank you” video for anyone that helped you reach your goals.
- Remember to link to your video from Facebook, Twitter and your blog!

PHOTO SHARING SITES

- Post pictures from the event.
- Get creative! Create gifts for your top fundraisers or generous sponsors.

FOURSQUARE

- Check in to the venue during site visits.
- Check in to the event. Let people know how excited you are!

BLOGS

- Update your blog as often as you can while you are planning and during the event.
- Most blogs can now be linked directly to Facebook and Twitter.
- “Like” or “retweet” blog posts from your Facebook and Twitter accounts so others can see them!

EMAILS

- Use the *i ♥ lungs!* email signature and link it to your event page.
- Keep in touch with friends and family and update them on your progress in preparation for the event.
- Inform them of your fundraising goals, your progress and your confidence in your success.
- Include milestones and photos to engage them and create excitement all around.

Marketing materials

When you register your event at ilovelungs.org, you'll have access to a variety of print and online marketing materials. These include postcards, flyers and thank you cards, which you can customize, and online banners and badges that you can add to your e-communications.



Sponsor Letter/Email campaign

The foundation of your fundraising plan should be a letter or email sponsorship solicitation campaign. Whichever form is used, your appeal should contain the following elements:

- Explain what you are doing. Describe your *i ♥ lungs!* event and your personal goal. Personalize your letter, making it funny, serious, or whatever fits your style!
- Use the *i ♥ lungs!* Fundraising Plan to help you document your goals and the strategies to achieve them.
- Start by making your own gift and give as generously as you can. People tend to give what they see you and others have given. Also, if you know someone who will give \$100, ask them first. That will help others decide to be more generous.
- Suggest the level of giving. Ask if a person is willing to give a gift of \$25 or \$50. If you are approaching companies for support, ask for \$1,000 or more.
- Explain how the funds are used by the American Lung Association for research and community programs, and include some facts about lung disease and healthy air.
- Give the recipient a specific date (2-4 weeks from date they receive your letter) to respond.
- Thank them for considering a donation.
- Include a response form and a return envelope (Putting a stamp on the reply envelope will assure you a better response).

SAMPLE SOLICITATION LETTER/EMAIL

[DATE]

Dear [NAME],

[INSERT YOUR PERSONAL STORY of why you are organizing an event to support the American Lung Association and how lung disease has personally impacted you or your friends and family: “Last year, my mother was diagnosed with COPD...”, “I have been living with asthma for 30 years...”]

On [DATE OF EVENT], I’ll be helping the American Lung Association in their fight for healthy lungs and clean air. This event will [DETAILS OF YOUR EVENT INCLUDING WHAT IT IS AND WHERE IT WILL TAKE PLACE]. Funds raised will support research, programs, education and advocacy efforts in our community.

My goal is to raise [YOUR DOLLAR GOAL]. Your support will help. Your donation of \$500, \$250, \$100, \$50 or another amount will help me take a stand against lung disease. Not only will you help me achieve my goal, you’ll help the American Lung Association make important advances toward its mission of saving lives by improving lung health and preventing lung disease.

Please complete the information below and return the form to me with your donation. My *i ♥ lungs!* event is quickly approaching, so please return your form as soon as possible.

Thank you for your support of my *i ♥ lungs!* event. Together we will make a difference in the Fight for Air!

From the heart,
<Insert your name and mailing address>

Yes! I’m happy to support your efforts. You can count on us for:

\$500 \$250 \$100 \$50 Other \$ _____

Please make checks payable to American Lung Association. Please return this form, along with your check, to: [NAME AND ADDRESS]

