

Raising Money for a Good Cause



The important thing to remember when you raise money for the trek is that you are raising money for the American Lung Association of the Northeast to help in the fight for air. Nearly 90% of the funds raised stay in our region and the remainder supports nationwide education and research.

Let your donors know why you support the American Lung Association of the Northeast (ALANE). You can even consider coming up with your own mission statement for why you support the work we do.

FUNDRAISING CHECKLIST

- A brainstormed list of possible donors
- A pledge to yourself to show your commitment
- Personal letters with return envelopes for pledges
- A fundraising webpage using our online services
- List of fun ways to raise money (party, car wash, etc.)
- Ask businesses you frequent
- Thank you letters for all pledges
- Overall and monthly fundraising goals

The American Lung Association of the Northeast can help you reach your fundraising goals by making available:

Literature that highlights our accomplishments and continuing work, press releases, tips for house parties and other fundraisers; and a video about the American Lung Association of the Northeast's work to share with your donors.

Also your trek handbook has an extensive fundraising section. You can also access it online at biketreknewengland.org.

Required Fundraising Procedures

Important Note: All checks and money orders must be accompanied by a completed pledge sheet (also included in this packet).

Cash: Please convert cash to a bank check or money order (not a personal check), and send to the ALANE on a regular basis with a completed pledge sheet that includes donor information.

Online Services: Donations can be made online using a credit card (Master Card, Visa, Discover or American Express).

Checks: Checks should be sent to the ALANE (by the trekker) as soon as they are written or collected. All checks made payable to ALANE. Checks made payable to the trekker must be signed and endorsed "payable to ALANE."

Visit biketreknewengland.org for all referenced materials and further fundraising tips and ideas, or call 1-888-241-6566

The American Lung Association (ALA) accepts donations toward trek pledges made through: United Way (UW), Combined Federal Campaign (CFC), and Community Health Charities (CHC).



Workplace Giving - Frequently Asked Questions (FAQ)

What are the trek pledge requirements of workplace giving?

- Please designate the American Lung Association on your campaign form. Also, be sure to check the box that allows them to release your name and address to us.
- It is mandatory that we receive a copy of the completed campaign form, postmarked and mailed to the American Lung Association by April 6, 2013, to count toward your pledges. If your employer participates in online programs, please send us a letter/e-mail from your payroll department or from your campaign branch with your information and donation amount.

Will the American Lung Association receive my entire donation amount?

- No. Most campaigns keep an average of 20% of the amount contributed for administrative and non-collectible fees. For example, if you contribute \$500 and designate it to the American Lung Association, we will actually receive and credit you the net amount of \$400.

What are administrative and non-collectible fees?

- Administrative non-collectible fees are any fees the campaign may charge to process your payment, from working with your payroll department, to preparing reports and sending a check to the designated organization. For information on fees, please contact the agency directly.

Why do I need to provide a copy of my form when my campaign sends you a report of my donation?

- To ensure that your donations are accurately credited to your trek account before the trek and we have the donor's name. Very few campaigns provide us with a report, or list of donors with name and addresses.

When will American Lung Association receive the money I donate?

- Each campaign sends out donation checks at different times (quarterly, semi-annually and annually).
- We will add your workplace giving donations to your pledges as received for the current year's trek because we know it is already earmarked for our organization.
- If you are not able to ride in the trek, you can still support the American Lung Association by donating through workplace giving.

You can also ask your friends and co-workers to sponsor you through workplace giving. Just make sure the American Lung Association and your name are on their campaign form and that we receive a copy. We will credit it to your pledges.

Thank you. For questions please contact: cycletheseacoast@lungne.org or 1-888-241-6466 ext. 0312.