Welcome Virtual Walker!

What Is The Virtual Walk?
The Virtual LUNG FORCE Walk will allow us to continue creating awareness and funding for lung cancer, COPD, COVID-19, asthma while practicing social distancing to keep everyone safe. It will begin with the **August 22nd Virtual KickOff Ceremony** to learn more about our virtual event and how the money raised will be used. At that time, we will also introduce our virtual challenges and a chance to earn prizes. Each participant must register so please do so today!

On **September 26th**, we will gather for our **Virtual Day of Ceremony**. We'll be inspired to hear from our Lung Heroes, remember those who have lost their breath, sponsor welcome, watch a video montage of your challenge submissions, announce winners of our challenges and fundraising while awarding runner/walker participation using the Strava App. Then we'll walk in our neighborhood, park or other venue to raise awareness and show our FORCE!

Why Do We Walk?
• Lung cancer is the #1 cancer killer of women and men.
• More than 36 million Americans are currently living with a chronic lung disease.
• COVID-19 is a respiratory virus that attacks the lungs and can be fatal, regardless of age.

What Should I do Next?
• Join our [Virtual LUNG FORCE Walk New Jersey Facebook Group](https://www.facebook.com/groups/1428364259946357/) for the most up to date information and to interact with other Virtual Walk participants.
• Download Strava and join the [LUNG FORCE Walk Bridgewater Club](https://www.strava.com/clubs/LUNGFORCE_Bridgewater). Track your miles whenever you exercise. The top three distance finishers will be announced at the Opening Ceremony and receive LUNG FORCE swag.
• If you haven’t already started your fundraising, make a self donation today.
• Share your personal story about why you walk on your Personal Page.
• Strive to raise $100 to earn your commemorative LUNG FORCE Virtual Walk t-shirt and goody swag! All $100+ fundraisers will have their Walk goodies mailed prior to the event so you can wear on Walk day!!

**DID YOU KNOW THAT THE #1 REASON** people do not donate is because no one asked them. Think through your list of potential donors and then just ASK.

We are here to support you every step of the way and look forward to connecting with you soon.

From your Bridgewater LUNG FORCE Team.

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VIRTUAL FUNDRAISING TOOLS
Now, more than ever, we need your help to combat lung cancer and lung disease, including our COVID-19 Action Initiative to find treatments and vaccines for COVID-19 while working to prevent future respiratory pandemics from occurring.

Below are tips and tricks to help you fundraise virtually while participating in our weekly challenges.

FACEBOOK FUNDRAISER
You can now link your LUNG FORCE Walk personal page directly with Facebook. All of your friends are on Facebook and now you can easily spread the word, collect donations, and track your progress right on Facebook. The best part is that all donations will be reflected on your personal page as well. Log into your participant center and it will prompt you to “Go Social” upon logging in. Follow the instructions from there to gain access to this amazing fundraising tool!

CATCH THE FUNdraising BUG!
• Create a plan. Build a roadmap so you know where you are going and how you will get there.
• Ask at least 10 people for $10!
• Hold a fundraiser, such as a virtual paint night or virtual happy hour
• Include your personal page link when sending an email or note on Facebook.
• Double your donations with matching gift opportunities.
VIRTUAL FUNDRAISING TOOLS

MY SOCIAL

Through the “My Social” tab in your Participant Center, you can send messages to your network using templated messages created for you, schedule messages to be sent out without even thinking about it and thank your donors once they give to you!

Download the LUNG FORCE Walk App

Do your fundraising on the go with the LUNG FORCE Walk app. Update your personal page, send emails and check your progress – all from the palm of your hand. This mobile app is a great tool to track your fundraising progress.
VIRTUAL FUNDRAISING TOOLS

EMAIL
Are you working from home? There’s a good chance you and a lot of your network are too! You are probably spending a lot more time communicating with people via email while social distancing. Why not share the reason you are participating in the Virtual Walk. Include a link to your Personal Fundraising website in your signature and invite those you are emailing to support your efforts.

Tips for Email:
• Send an email to make your ask. Personalize your email ask by sharing why you are participating.
• Ask, ask and ask again! Don’t be afraid to follow up with your potential donors. They appreciate the reminders with everything going on.
• Use email and social media as a way to THANK your donors for their support!

STEPS TO SUCCESSFUL FUNDRAISING
Step 1: Tell Your Story via email, text, and social media. Include your reason for participating in your ask. Remember people give to people!
Step 2: Social Media: Post on your social networking channels by sharing updates and your fundraising progress. We mentioned Facebook tips above, but don’t forget about Twitter, Instagram and LinkedIn!
Step 3: Follow-Up: Send a text or call to remind them to donate!
ADDITIONAL EVENT INFORMATION AND FAQs

Do I have to raise money to participate in the Virtual Walk?
The LUNG FORCE Virtual Walk is a fundraising event and just like at our in-person Walk, we encourage all participants to raise funds. While there is no minimum fundraising requirement to participate, your fundraising is more important than ever.

Do I Have To Participate in All Challenges?
No! There is a prize for each individual challenge. We do encourage everyone to complete every challenge to maximize your chances to win a prize.

What if I Don't Have Social Media Accounts?
You can email your challenge submissions to Shannon at Shannon.Myre@Lung.org

When Do The Challenges End?
You can sign up and participate in ALL of our challenges at any point between August 22nd and September 18th. We need your submissions by September 18th so we can pick winners and assemble the submissions into a highlight reel we will show on the Virtual Opening Ceremony on September 26th.

How Do I Join the Virtual Opening Ceremony?
Click here to register for the Virtual Opening Ceremony. You will receive a confirmation email with instructions on how to join.

How Should I Prepare For Event Day?
Rally your friends and family to register too. Be sure to get your Virtual Passport Challenge submissions in by September 18th. Then, join us on September 26th at the Virtual Opening Ceremony via the link emailed to you. Additionally, make sure you get your adorable pets and family ready and in their turquoise swag for the live event. Then walk with us in your own neighborhood or home.

Do My Team Members Have to Be Registered to Participate?
Anyone can join in on our virtual fun. However, we do ask that each participant register online to participate in our challenges. You will only be eligible for prizes, receive updated challenge information, and the live Virtual Opening Ceremony invitation if you are registered for our Virtual Walk.

How Can I Still Engage My Team Members?
Encourage your team members to partake in the Virtual Passport Challenge. You can also host a team party using video chatting apps such as Zoom, Houseparty, Google Hangouts, and more.
ADDITIONAL EVENT INFORMATION AND FAQs

How Will I Receive My LUNG FORCE Virtual Walk T-shirt And Other Incentives?
Everyone who raises their $100 will receive their 2020 LUNG FORCE Virtual Walk commemorative t-shirt in the mail along with other goodies. In addition, you can earn other fundraising incentives including the phone key ring for those who make a $33 self-donation or more.

Can I Still Mail Check Donations?
Yes! We will still collect check donations. Those donations can be made out to the American Lung Association and mailed to our office at 625 N Governor Printz Blvd, Suite 2, Essington, PA 19029. Address the Envelope to the LUNG FORCE Walk – Bridgewater, American Lung Association in New Jersey. You can instruct your donors to mail their check 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!

I Am Not Receiving Your Emails. Can You Help?
Yes! Chances are, you accidentally unsubscribed from one of our American Lung Association emails, which unsubscribed you from our event-specific emails. Just reach out to Shannon and she can re-subscribe you!