

Fundraising From A to Z

There are hundreds of ways to fundraise. Let's find what works best for you!

Our favorite methods are highlighted in green boxes

A

- App – Download the Fight For Air Climb app in your app store! You'll have instant access to great tools to get you started.
- Ask everyone you meet – Even if you have sent out letters, be sure to carry a donation form or a QR code to your fundraising page with you so when you talk to people about the Fight For Air Climb, you can ask them to donate right then. Take your donation form and QR code to meetings, appointments, activities, etc.
 - When you carry a donation form with you, be sure to indicate your own contribution at the top, followed by a few top donations. Other people are likely to follow suit. Conversely, if you start with a \$5 contribution, others may follow with \$5. Do not prejudge whether people will give. Let them say no or ignore your letter, rather than not ask.
- Auction
 - A prime parking space at work.
 - A half or whole day off from work (with permission from leadership)
 - A shift-cover at work
 - A picnic
 - Admin For The Day, with your boss acting as your assistant (with permission from leadership)

- A-Thon – You’ve heard of tele-thons and walk-a-thons, but let’s get creative! For each example, ask for a baseline donation to complete a certain measurement. Share your “A-Thon” progress on social media and keep your network updated!
 - Climb-A-Thons: For every \$10 donation made, you’ll climb 100 steps on your fitness center’s StairMaster
 - Bike-A-Thon: For every \$26 donation made, you’ll add a mile to your daily course
 - Read-A-Thon: For every \$20 donation made, you’ll read another book
 - Humble-A-Thon: For every \$50 donation made, you’ll post a not-so-flattering picture of yourself on social media.
 - Bake-A-Thon: For every \$100 donation made, you’ll bake a batch of cookies & deliver to the donor
 - No-TV-A-Thon: For every \$30 donation, you’ll go one day without watching television
 - Jump-A-Thon: For every \$15 donation, you’ll creatively jump into the pool. For every \$45 donation, you’ll jump into the pool in street clothes.
- Age – We believe age is just a number. But it’s a number that can be used in your fundraising! Turning 45 this year? Ask for donations of \$45. When donors have a direct ask with a specific, yet related dollar amount, there is a great outcome for fundraising efforts!

B

- Babysitter services – Babysitters are always a commodity!
- Bake Sale – Prepare or purchase treats to sell. Ask others to contribute for a wider selection.
 - “No-Bake Sale” – Coworkers pay so they don’t have to bake goodies
 - Breakfast Sale – A bake sale with a breakfast twist!
- BBQ lunches – Prepare & sell barbeque lunches

- Bartender – Ask your favorite bar If you can bartend for a night and keep all of your tips. Make sure you invite your friends to stop by & talk openly to patrons about the reason for your guest bartending gig.
- Birthday – In lieu of a gift on your birthday, ask your friends and family to make a pledge to your Fight For Air Climb Fundraising
- Block Party – Have a neighborhood block party. Sell food & charge admission.
- Book Sale – Dust those bookshelves and give the books that haven't been opened in a while a chance at a new home.
- Boss For The Day – Bid on being the boss for the day (with permission from leadership)
- Bowling
 - Toy Bowling Set - A small donation gives you the chance to bowl two balls. If you score a Strike, your name is entered into a drawing two times; one entry for a Spare. Draw a name to choose the winner of a donated prize.
 - Go bowling with friends & collection donations for the Fight For Air Climb
- Bulletin Boards – Post your Team Flyer with a direct link and QR code to your fundraising page on bulletin boards at work, your place of worship, doctor's office, and workout facility.
- Baskets – Ask local grocers and businesses to donate items and assemble raffle baskets filled with fun food, treats, and merchandise.
- Benefit Concert – Ask local musicians to play in honor of your efforts in the fight for clean air & healthy lungs with a tip jar for donations.
- Bingo – Turn your living room into a bingo hall & invite the neighborhood. A small donation gets them a bingo card and a fun night with friends. Prizes can be donated items from local businesses or helpful tasks (i.e., landscaping, babysitting duties, pet walking, etc.).

C

- Candy sale
- Carpool - For fun, donations, and the environment
- Carwash – Host in your driveway for the neighborhood or in your parking lot for the community
- Car Bash – Write “LUNG DISEASE” in bold letters across an old, unsalvageable car. For a donation, people can strike the car with a sledgehammer to “smash lung disease”.
- Comfy & Casual Day – For a donation, employees can dress more casual than usual at the office
- Coin Collection – Set out jars around the office or at a local business (with permission) with signage explaining that any coins collected will go towards your Fight For Air Climb fundraising and will get us all one step closer to a world without lung disease.
- Chili Cook Off – In your neighborhood, place of worship, or office. Encourage others to bring in their famous chili recipes and ask for a small donation from eager taste-testers.
- Catchy Colors – Print signage in bright, eye-catching colors to draw attention to your ask for support
- Comedy Club – Ask a local comedy club to host an evening show in support of the Fight For Air Climb. Invite all your friends and family to purchase tickets.
- Cookbook – Collect recipes from your friends, family, and coworkers and bind them into a book to sell
- Corporate Sponsors – Ask a company or workplace vendor to support your team. Express your gratitude & give recognition on social media or on the back of your team t-shirts.
- Creative Friends – Find a local artist to donate a piece of their work to your fundraising efforts. Sell raffle tickets for a limited time to win the prized piece. Credit the artist along the way to increase their brand exposure.

D

- Delegate – Fundraising should be a team effort! Include your team members in the goal setting conversations to establish an aspirational fundraising amount you'll reach as a team. From there, empower and encourage each team member to host their own fundraiser and achieve their own goals.
- Dinners – Host a themed dinner for a small donation at the door. The sky's the limit! Consider a traditional spaghetti plate, breakfast for dinner, On The Bayou Cajun Feast, taco bar, Soup Soiree, etc.
- Dance Party – Pick a theme and get groovin'! Sock hop, beach party, silent disco, square dance, the possibilities are endless. Ask your friends to donate a small amount and get the party started.
- Delivery Service – Make your most frequently requested recipes and offer to deliver to your friends & family for a small donation.

E

- Emails – Send emails through your Climb Participant Center. There are excellent templates already available to you that just require small edits. Upload your address book, proofread your message, and click SEND. Don't be afraid to send a few reminders, realizing that people are busy and may have intended to give but moved on to their next message before taking action.
- Email Signature – Incorporate your personal Fight For Air Climb link in your email signatures. That way, it's always easy for your supporters to find where to donate.
- Elevator Pass – Oops! The elevators are out of service this week! If you don't want to take the stairs, you can make a \$20 donation for an Elevator Pass.
- Errand Service – Offer to run errands for your friends, family, and coworkers. Pickup dry cleaning, return library books, grab their mobile-ordered coffee. All for a small donation!

- Envelopes – Place Fight For Air Climb donation envelopes at restaurant tables or in billfolds (with permission). Coordinate with restaurant staff for totals.

F

- Facebook Fundraising – Start a Facebook Fundraiser through the Climb Participant Center. This will be an easy way to reach your network where they are – on social media!
- Fantasy Football – Determine the draft order based off of blind donations. Ask all members of your league to donate an amount but do not share the amount they give. At the same time, announce that the highest donation will be granted the first round draft position. Collect the donations in labeled envelopes and once they're all in, share who donated which amount and start the draft accordingly.
- Flowers, Plants & Produce – Sell corsages, succulents, houseplants, vegetables, or fruits from your garden
- Food Tasting – Host a taste-test party where guests bring a dish of their own creation in small portions. Ask that each person brings a dish or a donation, in addition to their appetite!
- Friend Match – Ask your donors if their company offers a Matching Gift program. If so, help them apply!
- Fundraising Dinner – Ask a local restaurant to host a Give Back Day benefiting your Fight For Air Climb Team. Many restaurants have details on their websites about this program. Ask the manager for more information.

G

- Game Night – Poker, board games, video games, cornhole, pickleball, the list goes on & on. Set up a tournament style with a donation as the entry fee and have fun!

- Garage Sale – Rummage through your closets, cabinets, and garage and give your unwanted items a new home! Set up a Garage Sale and invite your team members to bring items to sell as well. Set prices and include a general donation option at ‘check out’. Make sure to have signage up about your philanthropic efforts!
- Gym – Ask your local gym or boutique fitness center to host a class that benefits the American Lung Association by giving a portion of the fees to your Fight For Air Climb fundraiser.

H

- Hair Salon – Ask your hair salon to donate a portion of each service over a weekend to your Fight For Air Climb fundraising efforts.
- Happy Hour – Wear a Fight For Air Climb t-shirt to Happy Hour and ask people to sign your shirt for a donation.
- Hats – For a small donation, employees or students are given permission to wear a hat throughout the day
- Hot Dog For A Day – Leadership agrees to dress as a hotdog for a day if a certain fundraising milestone is met. For Additional donations, bystanders can squirt ketchup, mustard, and relish to complete the meal.

I

- Instagram Stories – Use your Instagram Stories to share your fundraising progress, thank your donors, and link to your personal fundraising page.

J

- Jumpstart – Get your fundraising off to a great start with a personal contribution of any size!

K

- Karaoke Night – Collect donations for each song. Or kick it up a notch and, for a donation, you can challenge someone to sing a song of your choice in front of the audience. Who wouldn't want to donate \$20 see their boss or significant other belt out your favorite Taylor Swift song?
- Kickoff – Invite your registered and prospective team members over for a Climb 101 to help prepare for the big day. Bring out some appetizers and drinks and encourage everyone to jumpstart their fundraising right there.

L

- Lunch & Learn – Host a Lunch & Learn in your workplace to share the work of the American Lung Association and details of the Fight For Air Climb while enjoying light bites. This is a great opportunity for event registrations or donations on site. Connect with your Fight For Air Climb staff partner to see what support the American Lung Association can provide to this gathering.
- Letters – Adds a personal touch to your fundraising endeavors by sending personal letters through the United States Postal Service. Send to your past supporters, your family and friends, include an ask in your holiday card mailing, etc. Be sure to list the direct link for donation and a mail-in option for checks made out to the American Lung Association.
- Labels – Create your own return address labels that include an ask “I'm participating in the American Lung Association's Fight For Air Climb and need your help! With your support, we all will get closer to a world without lung disease at [LINK]”
- Lemonade Stand – Just like when you were a kid! Pour lemonade into cups and, for a small donation, distribute to anyone who passes by. Set out a coin jar & post a QR code to collect donations.

M

- May – National Asthma and Allergy Awareness Month and Women’s Lung Health Week take place in the month of May. Use this month to express the importance of your networks’ support and share resources from Lung.org alongside your fundraising links.
- Matching Gifts – Ask your HR Team about your company’s Matching Gift policy. Many companies support their employees’ philanthropic efforts by matching, in some capacity, the amount of the employees’ donations.
- Mowing for Money – Offer to mow your neighbors’ yards for a donation to your Fight For Air Climb fundraising efforts
- Movies – Stream a fan-favorite movie in the breakroom and, with permission, invite employees to watch while extending their lunch break for a donation to your team. Don’t forget the popcorn!

N

- November – Lung Cancer Awareness Month & COPD Awareness Month both take place in the month of November. Use this month to express the importance of your networks’ support and share resources from Lung.org alongside your fundraising links.
- Newspaper – Submit an article to your local newspaper and neighborhood publication about you and your involvement in the Fight For Air Climb.
- Newsletter – Companies are always looking to highlight employees’ interests outside of the office! Share your reason for participating in the Fight For Air Climb, invite others to join you on the stairwell, and ask for support with a direct link to your fundraising page or details to an upcoming fundraising activity you have planned.

O

- October – Lung Health Month takes place in the month of October. Use this month to express the importance of your networks' support and share resources from Lung.org alongside your fundraising links.
- Open Mic Night – Check 1. Check 2. Is this thing on? Invite your talented friends to take to the stage at a local coffee shop or bar to perform a small set to an engaged audience. Singers, musicians, dancers, comedians, poets, painters, anyone with a performer's skillset & comfort on a stage. Set out a tip jar and share why lung health is an important cause to you personally and a priority to our whole community.

P

- Penny Wars – This friendly rivalry is a classic! Set out jars or buckets to represent different departments, households, grade levels, etc. Ask everyone to deposit their coins into the appropriate bucket. But wait – there's a catch! Place your coins carefully. Pennies and bills count positively toward the bucket's total; Nickels, dimes, and quarters deduct from a bucket's total. You'll want to drop pennies & bills into the bucket you'd like to win and silver coins in your opponents. At the end of the Penny War, tally up the total of each bucket and announce the winner!
- Penny Jar – Place a jar on the edge of your desk, at reception, in the breakroom, etc., and ask anyone who passes by to drop their spare change. Remind them to check the cupholders in their cars.
- Pancake Breakfast – Set a donation amount for all-you-care-to-enjoy pancakes. If space allows, layout tables for eating and socializing. On these tables, include more information about the American Lung Association, including a QR code to your team's page. If there isn't space for a restaurant-style setup, package pancakes in a to-go container and tape a Fight For Air Climb flyer to the top of the box.

- Payroll Deduction – Ask your HR Team if a portion of your paycheck can automatically be allocated to your fundraising efforts. If it's not possible through your payroll system, you can personally donate small amounts from each paycheck. You'll be amazed at how fast those small contributions add up to large impact!
- Pet Service – Offer to walk your friends' dog for a small donation
- Pie-The-Boss – With permission, use the thrill of tossing a pie tin filled with whip cream at corporate leadership as a fundraising incentive. Ask for a donation to throw a pie or use it as a fundraising milestone achievement prize (“Once our team raises \$XXXX, we will Pie The Boss!”)
- Pins – Create and wear pins that say “Ask Me About The Fight For Air Climb”
- Pizza Party – Collaborate with a local pizzeria to organize a giveback night with a portion of the proceeds from a certain time frame come back to your fundraising efforts.
 - Pizza Boxes – Ask if the pizzeria will allow flyers to be taped to the pizza boxes that further explain the Fight For Air Climb & the urgency of their customers' support.
- Product Party – Consultants are often looking for opportunities to share their small business ventures at parties and host fundraisers. Reach out to your local Tupperware, Pampered Chef, Amway, or Mary Kay representatives to start the conversation.
- Participant Center – By registering for the Fight For Air Climb, you're granted access to what we call the Participant Center. You'll find all sorts of tools built-in to this platform including customize your front-facing website, send emails, schedule social media posts, communicate with your team, and more.

Q

- QR Code – Use your personal and/or team fundraising QR code anywhere & everywhere! It's the easiest way to direct people to your Fight For Air Climb website. Others have used it on flyers, yard signs, rear-windshield, car decal, t-shirts, phone case, and more.

R

- Reminders – Ask. Remind. Repeat. The average person will need approximately 7 reminders/asks before they act. Life gets busy, inboxes get cluttered, and even with the best intentions, sometimes people just simply forget! Don't be afraid to send a follow up message or ask in person when you cross paths again.
- Raffle – A local business, artist, or restaurant may be willing to donate an item to your efforts. Once the item(s) is secured, sell raffle tickets and announce the winner! Be sure to give credit & and thank the original donor throughout the raffle.
- Radio Station – Call your favorite radio stations and ask them to make an announcement on air. Be sure to share where listeners can get more information & show their support.
- Relatable & Resounding Facts – Ask for \$35 in honor of the 35 million Americans living with a chronic lung disease; \$13 for the 13 million missed school days each year due to asthma; \$27 for the 27 individuals who will be diagnosed with lung cancer this hour. Having a meaningful number associated with your ask will not only make the impact more personal, it will further the mission of the American Lung Association by raising the critically needed awareness of lung disease prevalence in our communities.

S

- Specific Significance – Is there a number that means a lot to you? Use those numbers in your donation asks to show the personal connection you have to your asks and the organization. Were you diagnosed with asthma in 1987? Ask for support of \$19.87. Did you lose a grandparent to COPD when they were 57? Share that significant number and pay tribute to your loved ones by asking for donations of \$57.
- Super Bowl Squares – Sell Super Bowl Squares for the biggest night in football! In a 50/50 style, the winners at the 1st, 2nd, and 3rd Quarters, as well as the Final Score will receive a portion of the total raised and the rest will count toward your fundraising goal.
- Silent Auction – Secure donated items from local businesses – gift cards, artwork, gift baskets, product, etc. Set a minimum pledge limit and hold the auction over a period of time, keeping bidders up-to-date along the way.
- Sports Challenges – Set up tournaments for individuals, teams, and/or departments for bowling, tennis, pickleball, cornhole, etc. To enter or watch the games, athletes & spectators make a donation.
- Stair Count – Climbing 25 floors? Ask donors to show their support with a commemorative \$25 donation.

I

- Travel Agent – Offer new & exciting experiences with a generous donation from a travel agency. Think plane tickets, cruise packages, adventure tours, meal vouchers, and more. After an experience is donated, hold a raffle or silent auction to identify a lucky winner!
- Trivia Night -Time to get your facts straight! Host a Trivia Night at your house or business with a wide range of questions. With a donation, attendees will get their trivia answer sheet and be ready to show what they know. Don't forget to include lung health questions!
 - Take it to the next level by collaborating with a professional trivia host or venue to include the public.

- Time Trials – Are you in-it-to-win-it at this year’s Climb? Invite your friends to guess your Climb Time. Guessers make their donation at the time they submit their answers and, after you’ve conquered the Fight For Air Climb, proudly share your time to your supporters. The closest guess, without going over, can receive a predetermined prize!
- TV Showdown – With your group of fellow fans, form a league & lock in your predictions for the upcoming season. Think you know who will get the final rose this season of The Bachelor? Are you confident that one beloved character won’t make it to the end of the latest Grey’s Anatomy episode? Are the Browns going to the Super Bowl this year? In a 50/50 style, the most accurate predictions earn a portion of the proceeds and the rest goes toward your fundraising goal.
- Tribute – Do you Climb in honor or in memory of a loved one? If comfortable, openly & frequently share your reasons for supporting the American Lung Association. Pay tribute to your “why” to help your network see the importance of your impact and their support.

U

- Urgency – Create a sense of urgency or deadline to encourage your donors to act now. Try “I have set a goal to raise \$100 by today at 4 PM. Can I count on you to help me?”.

V

- Vendors – Think through who you and/or your company do business with – Landscaping, HVAC, pest control, etc. Send letters or make verbal asks for their company to support yours in this philanthropic endeavor.
- Vending Machine – Coordinate with your building’s vending machine management team to add \$0.05 to the cost of a snack and/or beverage for a set timeframe. The additional revenue will then serve as a donation to your fundraising efforts.

W

- Wait Staff – Ask restaurant employees if they'd be willing to donate their tips, or a portion of their tips, from a set timeframe to your Fight For Air Climb efforts.
- Water The Garden – Offer your flowerbed watering services throughout your community for a small donation.
- Website – Within your Climb Participant Center, you can customize your forward-facing website. This is an opportunity to share your story, upload a picture, and make your website reflect YOU!

X

- X-Ray Vision – Don't hesitate to get transparent about why you participate in the Fight For Air Climb. Let your network take a glimpse inside of your passion and see why this is such an important cause to you.

Y

- YOU – Don't underestimate the power of YOU! You've teamed up with the American Lung Association to get us all closer to a world free of lung disease and for that, we applaud you! Your family, friends, coworkers, and neighbors, care about what is important to you. Share what resonates from Lung.org, tell your story, and remember that you are doing incredible work through your involvement in the Fight For Air Climb.
- Yard Signs – Print your Team Name & QR Code on a sign propped up in your front yard.

Z

- ZigZag – Be ready to adapt, zig, and zag with your fundraising approaches. What may bring you success one week, may not bring the same the following week. That's normal and that's ok! Remember your mission and the impact you'll make, adjust your sails, and try again.