



Personal Fundraising Guide



Overview

Are you ready for a life changing adventure? **Climb for Clean Air** is an exclusive mountaineering training and fundraising program designed to give you the training, technical support, and guide services you need to summit these magnificent mountains safely. Climb For Clean Air is open to people of all levels who are ready to take on the challenge of summiting a mountain. Funds raised by participants will support the American Lung Association of the Mountain Pacific's mission of saving lives by improving lung health and preventing lung disease. As part of your training, you will receive personalized, one-on-one fundraising support.



About 75 people will summit some of the most breathtaking mountains in America as members of the 2019 team. On your climb adventure, you will be joined by eager beginners, some experienced climbers, and highly trained alpine climbing guides. Together, your team will train, motivate one another and provide important advice to help make your climb, and the fundraising, fun and successful.

Team Statistics:

Raised over \$5 million for the American Lung Association
The average fundraising amount is almost \$5,000 per participant
Over 1,600 climbers to-date.



2021 Climb For Clean Air Climb Dates

Mount Hood (OR)
May 31st - June 1st

Mount Rainier (WA)
June 21st - 24th
July 11th - 14th
July 19th - 22nd

Mount Baker (WA)
June 13th - 15th

Mt St Helens (WA)
August TBD

Mt Kilimanjaro (Tanzania)
2023

Get ready to go on an adventure!

First, thank you! We're excited you have joined the Climb For Clean Air team. It promises to be a great year! There is a lot of information in this packet, but to start you off here are the important first steps:

1. Go to www.climbforcleanair.org, log in to your Climber Center, and personalize your fundraising web page.
2. Start your fundraising.

If this is your first time to raise a significant amount of money, the fundraising may appear every bit as daunting as the mountain itself. Our Fundraising Guide, which is available online, has some great ideas on how to get started. But there is **one critical first step**: Just start! The most common reason people don't meet their fundraising goals is they fail to start. Right now, you're excited about the climb. Use that excitement as motivation to get started right now on your fundraising.

While we hope that everyone achieves their fundraising requirement, **we are not able to accommodate anyone on the climb who has not reached their fundraising minimum by deadline**. If you feel yourself falling behind, get in touch with us. We can likely come up with a plan to keep you in the program.

Again, we're so glad you have decided to join the team this year! Please set up a **one-on-one fundraising consultation** with us so we can get you started in the right direction and answer your questions. And at any time if there is ever anything we can do to help, or any questions we can answer, please feel free to call or email us.

Where to start

Cast a wide net

The unfortunate reality is that 32 million Americans suffer from lung disease. This means that many of us do have some connection to our mission. We are looking to raise awareness and inspire our network of family, friends and co workers on this incredible challenge you are taking on.

Social Media. Social media is now a highly effective fundraising tool. It is perfect for reaching out to those whose email or home addresses you may no longer have. Facebook, Linked In, Instagram, Twitter, Google+, and blogs are all great ways to reach out. Facebook continues to be the most popular social media website and will likely be the best option for fundraising. There are a few ways you can use Facebook for your fundraising:

1. Post a link to your personal fundraising page on your wall: do this by clicking the Facebook tab in your participant center. This way, people who visit your page can click the link directly to your American Lung Association personal fundraising page.
2. Create a group: Groups allow you to invite your friends and family to a group page where you can leave information about how they can contribute and help you reach your goal. You can create a group by going to your news feed and selecting create group on the left hand side of the page.

3. Create an event: This is a great way to keep friends and family aware of your fundraising deadlines. Invite those you wish to contact to your event, and post information in the “event description” section. You can send weekly reminders to the whole group or to individuals to keep them up to date on your fundraising.
4. Post on someone’s wall: Just as you would post on your own wall, you can post on the walls of your friends and families pages to keep them informed. Go to the desired persons Facebook page and leave a comment (it’s always a good idea to leave a link to www.climbforcleanair.com as well) asking for their support.

Writing a Good Personal Appeal Letter

The first step in your fundraising is to write your personal appeal letter. This is, by far, the most successful fundraising strategy for Climbers. You’ll be surprised how much people want you to succeed, especially those you’re close to.

Paper or Email?

Given the amount of personal communication that flows on email these days, it’s a good question: Should I use the Postal Service or can I just use email? Our online fundraising program allows you to send appeal emails to friends and family, track up to the minute fundraising progress, and is fast and convenient for the donor. However, you know your friends and family best so think about how each person uses the internet. Your grandparents may not even have a computer but your friends and colleagues at work may only use internet banking. With traditional mail appeals, however, don’t forget to include a self-addressed stamped envelope! We know from long experience this increases the rate of response significantly.

Where do I send it?

In short, **to everyone**. People you work with, your social circle, organizations you belong to (think church, service clubs, etc), old college roommates, teachers and relatives (distant and close). Don’t forget your dentist! Sit down and make a list of the people you know. Then go through the list and ask yourself “how do I know this person and who else do I know from the same place?”

The letter

1. **Make sure it’s personal.** Convey your enthusiasm for the climb using words you would use. Look at the samples we’ve provided, but be sure to say what you would say. You’re writing to people who know you, so sound like yourself, and let people know that this is important to you.
2. **Talk about your goal.** It is a good thing to state how much you’re hoping to raise and to aim high. This helps motivate your donors to give. When you say “My goal is to raise \$5,000 to support the programs of the American Lung Association,” then your donors know the magnitude of your undertaking and will respond in kind. If you don’t say how much you’re trying to raise, they may assume it’s only a few dollars.
3. **Ask for a specific amount.** If you don’t tell folks how much you need, then they have to guess. Your best friend may think that \$10 is enough to get you to your goal while you are counting on at least \$250. One way to do this so that those who can’t give as much are not

offended is to say “While any amount is greatly appreciated, if everyone who receives this letter donates \$100 I will reach my fundraising goal!” This way the person on the fence about whether to give \$50 or \$100 will know that \$100 is what you really need. Asking for a specific amount makes a huge difference in the effectiveness of your campaign!

4. **Talk about Lung Association programs.** If you are climbing in memory or honor of someone, be sure to tell their story. If not, then pick out a Lung Association program or two that you find particularly appealing (Smoking Prevention, Environmental Health, Radon Awareness, for example) and talk about it, saying why it’s important enough for you to be raising money for it.
5. **Ask.** Tell people what you are asking them to do: to support your commitment to the American Lung Association by making a donation and ask that they donate by a specific time. The vast majority of people you contact will want to support you. Setting a target date will help them translate their desire to help into action. Be sure to follow up as the deadline gets closer to ask everyone again who did not make a donation after your first request.
6. **Provide instructions for making a donation.** Ask them to send a check (made out to the American Lung Association or ALA) in the enclosed envelope (don’t forget to add a Self Addressed Stamped Envelope to your letter), fill out the credit card slip (be sure to include one) or go to your personal webpage and donate online.
7. **Add a P.S.** People will always read the P.S. on a letter. This is a good place to put a fundraising deadline, the website address or a reminder that all donations are tax-deductible.
8. **Follow up.** Keep track of your donations as they come in (and whom you’ve heard from), then follow up with folks over time. If your contact list is made up largely of tech savvy people, email can be a good way to follow up. One method that has worked well for people is to, on some regular basis, publish an electronic newsletter giving progress on your training and fundraising. Send it to everyone you originally asked for a donation. It will keep them reminded of your efforts.
9. **Thank You.** Be sure to send thank you notes or cards to your donors as soon as they make their donations. Express thanks to everyone who donates, no matter how much or little they give. A cost effective way to do this is with a Mount Hood, Mount Rainier, Mt. Baker postcard!

Specific Fundraising Ideas

Over the years Climb For Clean Air participants have exercised tremendous creativity and inventiveness in finding interesting ways of raising funds. We can only offer a sampling of their ideas here. Use them if you can, or look at the list and see what ideas you can make uniquely yours. Sometimes the best idea is the one you think up and have faith in.



In the Name Of. One thing we have discovered over the years is that people who have a specific person they are dedicating their climb to are more successful fundraisers. By dedicating your efforts "in honor of" or "in memory of" a specific individual, you personalize the fundraising for both yourself and your donors. Take a picture of the person with you. Write a short biography of the person and hand it to perspective donors. Tell the person's story in your fundraising letters.

At Work. Put up a sign or poster in the break or lunch room where you work and encourage your coworkers to make a donation. Put up a graph or donations thermometer that shows your progress. Challenge your boss or the company to match what employees give. Post an "Honor Roll" with the list of your coworkers who make contributions. Or add a line to your email signature to help get the word out!

P.S. Did you know I'm climbing a mountain? All in an effort to make a positive difference for people challenged with asthma, COPD and lung cancer – and to fight for clean air standards. I'll be summiting 11,000 feet to the top of Mt. Baker as part of the American Lung Association's Fight For Air Climb. [Will you support my efforts with a tax deductible donation?](#) Every dollar helps make an impact!



Associations and Organizations. In some cases the organizations you belong to may be a good source of people who will help you. Service clubs, religious, labor and professional organizations are possibilities. One fundraiser we know of was struggling until she turned to members of her union. Her efforts were published in the union newsletter and then she began contacting union members individually. In fact, she was able to talk some shop stewards into collecting for her and went well over her goal as a result.

Customers and Vendors. Depending on the business you are in, you may have relationships with customers and vendors that can prove useful. We know of a restaurant owner who put up a sign near the door of his restaurant explaining what he was doing along with a jar for customers' contributions. He

proved to be his event's top fundraiser. (Important Note: there may be ethical issues raised here and you should be sure to clear what you're doing with your employer.)

Matching Gifts. Many companies match the gifts their employees make to charitable organizations, and some match the donations their employees raise, as well. Check out this website for an extensive list of companies that do gift matching! Just type in your company name and see if your employer will match!

https://www.lung.org/get-involved/ways-to-give/matching-gifts?&s_src=PaidSearch&gclid=Cj0KCQiAkZKNBhDiARIsAPsk0WhHQ-R-Q9XZwId2dioC8xdkQVzxpPoTpTzAL6Ufdv8NBTTAR7eVswaAr8mEALw_wcB

Auctions and Raffles. Many merchants and retail business people find it easier to give merchandise or services in place of cash. These donations can be turned into cash by auctioning or raffling them. It's also possible to auction or raffle your own time and talents. You don't have to be an artist. Offer to clean houses, wash windows or weed gardens.

CHARITY RAFFLE
FOR THE
AMERICAN LUNG ASSOCIATION. **CLIMB** FOR CLEAN AIR

AT
POTBELLY
SANDWICH SHOP

15425 NE 24th Street, Bellevue, WA 98007 | (425)214-8600

Come relax, have some food, and have a chance to win some prizes while supporting a great cause! Raffle tickets will be on sale continuous until 525pm. **TWO** raffle prizes will be given away at 230, 330, 430, and 530pm! **CAN'T WAIT TO SEE YOU THERE!**

WHEN:
APRIL 30TH
FROM **2-6PM**

Raffle prizes include items from:

- VERTICALWORLD
- Redmond SCHOOL OF GLASS
- EVERY SEASON STARTS AT **DICK'S** SPORTING GOODS
- elements massage

Garage Sales. Anyone who has had a garage sale knows it's amazing what people will buy. Ask friends and neighbors to donate items they don't need or baked goods and have a sale. We've had Climbers who've raised \$1,000 and more in a weekend selling donated "stuff" at a garage sale. Advertise your garage sale on craigslist for free and to promote your fundraising efforts.

Parties. Use donated food and door prizes and invite friends to invite friends to a pledge party. Make it fun, but also make it educational by making a presentation on the American Lung Association of the Mountain Pacific programs and ask for donations and pledges. One way of leveraging your own contact list is to ask a small set of your close friends to commit to bringing ten friends each or something like that. Create teams and give prizes to the team that pledges the most.

Chocolate. One participant purchased candy bars at Costco, took them to work, and wrapped each in a letter and pledge form. She put them out in the lunchroom and let her coworkers' chocolate addictions and guilt work their magic.

T-Shirts. For some reason T-Shirts have amazing powers, well at least amazing possibilities. Have donors sign a T-shirt you will wear on your adventure or design a special T-shirt commemorating your climb and give them to donors who make significant contributions. Remember, however, that the American Lung Association of the Mountain Pacific and Climb For Clean Air logos are



trademarked, so if you're going to use them, be sure to talk with us about it. We're glad to have you use them, but will want to review your design with you.

Publicity. Publicize your efforts in every way you can. Local newspapers are frequently looking for human interest stories. Service club, church and Union newsletters are good places to have your efforts publicized. But remember, news articles won't automatically bring in donations. They will only help build awareness of your efforts. You will need to follow up with people and ask them for their support.



Please remember: events should be coordinated through the Lung Association – contact the team ClimbMTP@Lung.org

Sample Letters

Following are some letters that people have successfully used in their fundraising efforts. Use them to give your ideas about how to start, but again, we cannot urge you enough to be yourself. Tell your own story and write in your own words. It's far more important to sincerely say what matters to you than to say it perfectly. In this effort, sincere and heartfelt will beat slick every time.

You will notice some similarities in all of them:

1. They say what they are doing and why
2. They emphasize the importance of the work of the American Lung Association
3. They tell a personal story

An additional hint is to **ask for a specific amount**. A well-meaning person may feel like they are helping you tremendously with a \$5 donation when what you were really hoping for is a \$100 gift. Don't be afraid to ask for what you need. You'll be surprised by what your friends and families are willing to donate!

Sample Letter #1

“A Cherished Breath”

Dear [INSERT NAME HERE],

A journey of a thousand miles must begin with a single step. --Chinese Proverb

It's a cherished thing we do, breathing. Not that we think about it much, until we can't. Unfortunately, the numbers who are constantly reminded that deep breaths of fresh air are not to be taken for granted are many. However, it's not a losing battle, thanks to the hard work of the American Lung Association and us.

For those of you who know me, my life revolves around the outdoors. If it isn't mountain biking or road biking it is rock climbing or snowboarding. I have this passion for the mountains, and no words can describe how full of life I feel from being there. That is why I have chosen to start the adventure that is mountaineering and with it an additional tremendous opportunity.

I have the wonderful privilege to combine two of my passions into one great event. I am joining with the American Lung Association in their Climb For Clean Air/Reach the Summit program. I have committed to raising at least \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [DATE THAT YOU NEED TO FINISH YOUR FUNDRAISING HERE] of this year and soon after my team of climbers will go for the summit of [ENTER THE MOUNTAIN YOU ARE CLIMBING] with professional guides.

Combining my love for the mountains with the wonderful career I have as a Pediatric Respiratory Therapist just makes good sense. Every program that the Lung Association is involved in directly impacts my profession and me. From research to education to legislation, they are there. To continue their work though they need our help and here's why:

I had a 16 year old boy come into the emergency room with a severe asthma attack. After several hours of continuous treatment, we were able to talk and this is what he told me. He knew he had asthma but wasn't entirely clear on the details of his disease and then he told me that he had just started smoking a month prior. It was just a social thing at first and now it was pretty regular. To me it doesn't ring any clearer than this. Here is a young man who was uneducated about his disease, uninformed about the effects of smoking especially related to his asthma and another casualty of the tobacco industry's ploys to addict another generation.

We need the American Lung Association, and they need us. I am excited to be a part of Climb For Clean Air and to be raising the \$[FUNDRAISING MINIMUM/OR GOAL HERE]. I'm also excited to give you the opportunity to help me be successful in this adventure. Any amount of contribution will be gratefully accepted; however, everyone who donates \$100 or more will receive a 5x7 photo from the summit. Mind you, I'll be in it so that right there should be incentive enough for the \$100 donation!

You can make a donation by sending a check [made out to the Lung Association] to me at:
[YOUR NAME HERE]
[YOUR STREET/PO ADDRESS HERE]
[YOUR CITY, STATE ZIP HERE]



Or go to the website: www.climbforcleanair.com and look up my website by typing in my name under the "Sponsor a Climber" section.

It's a cherished thing we do, breathing. Not that we think about it much, until we can't. Unfortunately, the numbers who are constantly reminded that deep breaths of fresh air are not to be taken for granted are many. Nevertheless, it's not a losing battle, thanks to the hard work of the American Lung Association and us. All donations are tax-deductible.

Sincerely,

[Your Name Here]

P.S. If you know of anyone else that would like to be a part of this by donating or getting more info, please share my story with them or pass along their name to me. Thanks!

Fundraising Sample Letter #2

“Please support my efforts”

I recently accepted the challenge of participating the American Lung Association’s annual fundraising event, Climb For Clean Air/Reach The Summit, and I need your help.

Here is what your gracious donation and the Climb For Clean Air/Reach The Summit program will help to support:

- Research into promoting lung health and preventing lung diseases such as asthma, emphysema, chronic bronchitis, lung cancer and tuberculosis;
- Being pro-active in the fight against outdoor air pollutants and environmental health; and
- Striving to reduce tobacco use, especially among young people, that is responsible for over 400,000 deaths in the United States each year. Each day in Oregon, about 30 young people start smoking.

The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.

I am asking you to help by supporting my fund-raising efforts with a donation. Your tax-deductible gift will make a difference in the lives of many Americans who struggle to breathe! It is faster and easier than ever to support this great cause - you can make your donation online by simply clicking on the link at the bottom of this message. If you would prefer, you can also send your tax-deductible contribution to the address listed below.

[YOUR NAME HERE]

[YOUR STREE/PO ADDRESS HERE]

[YOUR CITY, STATE ZIP HERE]

Any amount will be appreciated, but a gift of \$100 will go a long way towards helping me reach my goal of \$[FUNDRAISING MINIMUM/GOAL HERE] and help in the fight against lung disease. I greatly appreciate your support and will keep you posted on my progress.

Sincerely,

[YOUR NAME]

Sample Letter #3

“I’m climbing”

Each year I make a point to travel to at least one new destination in the world. This [ENTER MONTH YOU WILL BE CLIMBING] one of these will be in my own back yard—the top of [ENTER MT. YOU WILL BE CLIMBING]! I’m participating in the American Lung Association’s annual fundraising event, Climb For Clean Air/Reach The Summit and I need your help. In order for me to participate I must raise at least \$[FUNDRAISING MINIMUM/OR GOAL HERE]. A donation from you will support a good cause and help me meet an important personal challenge. If you’d like to help, I need you to send in your gift to the American Lung Association as soon as possible and no later than [ENTER DATE].

Here is what your gracious donation and the Climb For Clean Air/Reach The Summit program will help to support:

- Research into promoting lung health and preventing lung diseases such as asthma, emphysema, chronic bronchitis, lung cancer and tuberculosis;
- Being pro-active in the fight against outdoor air pollutants and environmental health; and
- Striving to reduce tobacco use, especially among young people, that is responsible for over 400,000 deaths in the United States each year.
- I am writing to you in hopes that you will find these issues important enough to support. Any amount will be appreciated, but a gift of \$100 will go a long way towards helping me reach my goal of \$[FUNDRAISING MINIMUM/GOAL HERE]. Your tax-deductible contribution to the American Lung Association, on my behalf, will not only secure my place on the team, most importantly, it will help those struggling to breathe easier.

You can make a donation by sending a check (made out to the Lung Association) to me at:

[YOUR NAME HERE]
[YOUR STREE/PO ADDRESS HERE]
[YOUR CITY, STATE ZIP HERE]

Or go to the website: www.climbforcleanair.org look up my website by typing in my name under the “Find a Climber” button.

Thank you in advance for your support.

Sincerely,

[Your Name Here]

P.S. 100% of the donation is tax-deductible and a donation receipt letter will be automatically sent to you.

Sample Letter #4

“Exciting News”

Help me Reach the Summit of [ENTER MT. YOU WILL BE CLIMBING].

I wanted to write to you to share some pretty exciting news. I have recently committed to participate in the American Lung Association's Climb For Clean Air/Reach The Summit program. This [ENTER MONTH YOU WILL BE CLIMBING], I will be attempting to summit [ENTER MT. YOU WILL BE CLIMBING], to support the American Lung Association's ongoing efforts to fight lung disease.

You may think I'm nuts (and you may be right!), but climbing [ENTER MT. YOU WILL BE CLIMBING] is something I've wanted to do for some time. When I found out about this opportunity, it really hit home, as my youngest daughter has battled asthma her entire life. While she has it well under control now, my wife and I have spent plenty of sleepless nights administering medications, trying to get her asthma symptoms to subside. So, I'm excited to embark on this adventure and help make a difference and support the American Lung Association's excellent programs and research.

In order to fulfill my commitment, I need the help of friends like you to sponsor me. Rather than making the climb solely for personal reasons, I have pledged to raise \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [DATE] of this year to support the American Lung Association. However, I'm confident I can raise \$[FUNDRAISING MINIMUM/OR GOAL HERE] by [ENTER DATE] with your help!

I hope you will find it worthwhile to aid me in completing my goal. The first step is my contacting you -- the next step is yours to take. Any amount of contribution is greatly appreciated but a donation of \$100 will go a long way in helping me reach my goal. You can sponsor me in whichever format is most convenient for you:

- Credit card – go to www.climbforcleanair.com click on “Find a Climber” and type in my name to donate online.
- Check – Payable to the American Lung Association and returned in the enclosed SASE or mailed to me at [YOUR NAME HERE], [YOUR STREET/PO ADDRESS HERE], [YOUR CITY, STATE ZIP HERE]
- All donations receive an official receipt (all online donations get an emailed receipt), and are 100% tax deductible.

In addition here are a number of other ways you can support me in this very exciting and worthwhile endeavor:

- Many companies match their employees' charitable giving. Ask your employer to match your gift!
- Check out my personal fundraising page at www.climbforcleanair.com. I'll be adding periodic updates and tidbits on my physical training and my fundraising efforts.
- Tell your friends! Help spread the word about what I'm doing and ask five of your friends if they'd be interested in sponsoring me. They can get more information at my personal website.

Thank you in advance for your support and generosity. As I train over the next four months in preparation, I will be extremely grateful of your efforts in helping me reach my goal.

[Your Name Here]

p.s. If you'd like to help sponsor me, please donate before [DATE]. For more information and to donate online, please go to www.climbforcleanair.org

Sample Letter #5

“With a little more help I will Reach The Summit”

Remember, your donations are tax-deductible.

With your help, I have raised \$[AMOUNT YOU HAVE RAISED] towards my \$[FUNDRAISING MINIMUM/OR GOAL HERE] goal for the American Lung Association's Climb For Clean Air event. Thank you very much to those who have contributed. My climb is fast approaching and the [ENTER DATE FUNDRAISING NEEDS TO BE FINISHED] deadline to finish my fundraising will be here sooner than you might think. If you have not yet sent your tax deductible donation, please do so at your earliest convenience. You can follow the link below to donate online or go to the website: www.climbforcleanair.com and look up my website by typing in my name under the “Find a Climber” section. If you prefer to write a check, please make it out to the American Lung Association and mail it to me at:

[YOUR NAME HERE]
[YOUR STREET/PO ADDRESS HERE]
[YOUR CITY, STATE ZIP HERE]

The American Lung Association will mail you an official receipt for tax purposes (all online donations get an email receipt).

Thanks again for all your support.

[YOUR NAME HERE]

Sample Thank you Letter #1

“Thank You for Your Gift”

Thank you! Thank you for supporting my journey. Thank you for recognizing the urgency in the fight against lung disease. Thank you for your donation - your gift will help save lives by improving lung health and preventing lung disease.

So far I've raised [\$x] - only [\$y] more until I reach my personal goal! If you want to follow my progress, you can check my personal page any time to see how close I am to achieving my fundraising goal. You can also follow links from that page to learn more about the event, and how you can get involved as a volunteer or a participant.

Also, if you'd like to learn more about what the American Lung Association does with the funds they raise, just look on the web page for "About Us".

Thanks again for your donation. I know we are making a difference together in the lives of millions of Americans who struggle to breathe.

Sincerely,
[YOUR NAME]

Sample Thank you Letter #2

“Thank You”

Thank you for your generous contribution towards my fundraising goal for the American Lung Association. Community support is vital to their local programs that educate people about lung disease and the medical research needed to help those living with diseases like asthma, emphysema and lung cancer.

The Climb For Clean Air/Reach The Summit/ program is underway and our training hikes are helping me appreciate even more the importance of clean air and how easy it is for us to take for granted every breath we take.

Thanks again for your donation and I'll wave to you from atop [ENTER MT. YOU WILL BE CLIMBING] in \$[FUNDRAISING MINIMUM/OR GOAL HERE]!

Sincerely,

[Your Name Here]

How to Turn In Your Climb For Clean Air Donations

- Ask people to send the checks directly to you.
- Mail, turn in or drop off your donations, along with the filled out Donor Sheet, to the Lung Association. Please make sure to put your name on the Donor Sheet and on the memo line of the check so we know whose account to credit.
- Checks should be made out to American Lung Association or simply ALA.
- If someone makes a check out in your name, simply turn it over and write "Pay to the Order of ALA" and sign it in the endorsement block on the back, then send it in with the others. Our bank won't let us deposit checks made out to you.
- Credit card donations can be made by completing the credit card form; or online by going to www.climbforcleanair.org or to your personal web page. Online donations go through a secure website.
- When an online donation is made in your name, you will receive an email from us telling you the name of the donor and the amount of the donation.
- Your personal web page shows your fundraising account balance at all times. It does take us up to two weeks to process checks you send in, but if your account balance doesn't look right to you, be sure to call and ask about it.
- Keep a record of your donors and the amount they have donated so if there is a discrepancy with our records we know where to start looking for the error.
- Send company matching gift forms along with your donations. If the company has an online process for matching gifts, please send in a copy (paper or electronic) of the email verifying the donation and match so we know to give you credit for the matching gift. We have a list on the website that shows companies that have matched gifts to the Lung Association in the past.

Frequently Asked Questions

What is the American Lung Association?

The American Lung Association is the oldest voluntary health agency in the nation. We began over a century ago working to find cures for tuberculosis. Today we are dedicated to preventing and curing lung disease and promoting lung health through research, advocacy and services for Americans with asthma and other lung disease.

How many people are affected by lung disease?

More than 32 million Americans suffer from chronic lung disease. Every day in this country, 11 people die from severe asthma attacks. Few know that lung cancer is the most common cancer related death; taking more lives than breast, colon and prostate cancer *combined*.

Does the Lung Association provide information or tips on fundraising?

The average climber raises about \$4,000 - even those who have never done fundraising! The American Lung Association (ALA) has sample letters from successful climbers' fundraising campaigns for you to modify to fit your needs. Our Fundraising Guide has information to help you. These materials include sponsor sheets, tips and other suggestions. In addition, fundraising incentives will be offered as you achieve fundraising milestones. The professional fundraising staff at the ALA is always available to answer questions and to help you plan your Climb For Clean Air campaign.

What about equipment for the climb?

Please note that each guide service, and each mountain, has its own equipment list (see www.climbforcleanair.com for details). You must buy or rent all the personal gear listed, unless noted otherwise.

Will I get to meet Honorary Chairs Stacy Allison and Win Whittaker?

Yes, both are very involved with the program. Very likely, at either the season kickoff or the celebration dinner. Or, possibly on the climb itself. These renowned climbers are your inspiration and will support you throughout your experience.

How does American Lung Association utilize the contributions?

More than 70% of funds raised go directly to the programs of the American Lung Association. Among these programs are: *Open Airways for Schools*, teaching children with asthma how to manage their disease; *Not On Tobacco* and *Teens Against Tobacco Use*, teen smoking cessation and prevention programs in schools in our seven state region, and a broad spectrum of research and education programs aimed at finding cures for asthma and lung cancer.

How can I learn more about the Lung Association and its programs?

Visit www.lung.org or call 206.441.5100. We'd be more than happy to share information on our mission and programs.

Important Climb For Clean Air Program Policies

Fundraising Policies

Please note the following fundraising deadlines and policies:

To secure your spot on the Mt. Rainier climb, you must raise at least \$4,250 before June 1.

To secure your spot on the Mt. Hood climb, you must raise at least \$3,900 before June 1.

To secure your spot on the Mt. Baker climb, you must raise at least \$3,900 before June 1.

Your registration fee is non-refundable, but does count towards your fundraising minimum.

If you must cancel, and you do so in writing by **March 31, 2019**, you will have no further obligation than the registration fee you have already paid and any contributions you or your donors have made. **If you cancel on or after March 31, 2019, you will be obligated for the minimum fundraising amount.** You will be responsible for the full fundraising amount from this point forward, and any balance due on the deadline date will be placed on your credit card.

Media Policy

If local media contacts you, please contact ALA *before* granting any interviews or creating/partaking in any publicity events related to Climb For Clean Air training or the event. We want to support your efforts but need to be mindful of coordinated publicity events that the Lung Association already has in the works.

Contact Information

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