

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 lunchroom 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!



 American Lung Association®

 Climb 
For Clean Air

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=Cj0KCQiAkZKNBhDiARIsAPsk0WhtHQ-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

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

Raffle prizes include items from:

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

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 5:25pm. **TWO** raffle prizes will be given away at 2:30, 3:30, 4:30, and 5:30pm! **CAN'T WAIT TO SEE YOU THERE!**

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