



PARTICIPANT RECRUITMENT TOOLKIT

Thank YOU for your commitment to bringing new riders to CowalUNGA. Because of supporters like you, we can continue to grow our ride and most importantly – raise more funds for healthy lungs and clean air for all.

EVENT DETAILS

[CowaLUNGa™ Charity Bike Tour](#) fundraises for [Respiratory Health Association](#). Proceeds from the event benefit RHA's mission to prevent lung disease, promote clean air, and help people live better through education, research, and policy change.

Choose to ride approximately 18 or 65 miles in one day, 130 miles in two days, or 190 miles over three days beginning in **Gurnee, IL on Saturday, July 29**.

New in 2023 Join us beginning on day 2 (**Sunday, July 30**) for a 100-mile century ride beginning in **Williams Bay, WI**.

All routes include full safety and gear (SAG) and medical support, two daily rest stops, breakfast and dinner, and bus and bike transportation back to the start line. Free overnight parking is available onsite at Gurnee Mills for the event's duration.

Follow CowaLUNGa on [Facebook](#) and [Instagram](#) for the latest on the 2023 ride!

Ride Details

All ride options include:

- Fully supported route (bike, SAG, medical)
- Event shirt
- Finisher's medal
- Event photographer and digital photo access
- Free parking at the start line
- Bus ride for you and transportation for your bike back to the start line. If you would not like to wait for the bus, you are welcome to provide your own transportation and leave after check-in at the finish line.
- One, two, and three day riders are invited to bring their personal bag for transport on the gear truck.

For more details, please visit: <http://resphealth.org/cowalunga-event-details>



SOCIAL MEDIA

We encourage using social media for recruitment and to follow us if you have not already. It will be a great tool to help grow the event and reach as many people as possible.

CowaLUNGa's Accounts

- Strava: <https://strava.com/clubs/cowalunga>
 - Visit <https://strava.com/clubs/cowalunga>
 - If you do not already have a Strava account, you can create one for free.
 - Click "Request to join this club." There is no confirmation message to show your request was received, but we promise it went through!
 - An admin will approve your request to join. If your request is not approved within 72 hours, please contact specialevents@resphealth.org or (312) 628-0194.
- Facebook: <https://www.facebook.com/cowalunga>
- Instagram: <https://www.instagram.com/cowalunga/>
- Twitter: <https://twitter.com/cowalunga>

Tips and Hashtags

- Always include the link to your personal fundraising page (use bitly.com to shorten your link!)
- Include applicable handles and hashtags.
- Get creative and switch things up now and then. Vary your tweets with your fundraising updates, RHA's mission, your personal connection to lung disease, etc.

Hashtags to use: #resphealth #healthylungs #cleanair #HustleChicago #CowaLUNGa

Facebook Formatted Image



Instagram Formatted Image



RESPHEALTH.ORG/COW
HEALTHY LUNGS AND CLEAN AIR FOR ALL

Example Posts

Ready to ride? Join us at @CowaLUNGaBikeTour, July 29-31, for a flexible cycling experience! Choose to ride for one, two, or three days with routes ranging from 18 to 190 miles. Enjoy breathtaking Midwest landscapes, camaraderie with fellow cyclists, and support lung health & clean air programs. Don't miss out on this incredible biking adventure at <http://resphealth.org/cow> #CowaLUNGa #CyclingFlexibility #SupportLungHealth

Get your cycling gear ready! @CowaLUNGaBikeTour is back, July 29-31! Join us for an unforgettable day or weekend of biking through the golden hills of the Midwest. Choose from routes ranging from 18 to 190 miles over one to three days, enjoy fun stops, scenic trails, camaraderie, and support Respiratory Health Association. Don't miss out at <http://resphealth.org/cow> #CowaLUNGa #CyclingEvent #SupportLungHealth

Pedal for a purpose at @CowaLUNGaBikeTour, July 29-31! Whether you're a seasoned rider or new to cycling, there's a route for you. Choose from one to three days of biking, with distances ranging from 18 to 190 miles. Join us for a weekend of breathtaking views, camaraderie, meals, and supporting lung health & clean air programs. Don't miss out on this unforgettable cycling experience at <http://resphealth.org/cow> #CowaLUNGa #PedalForAPurpose #SupportLungHealth

For Families

Looking for a fun and active way to spend time with your family? Join @CowaLUNGaBikeTour! Our bike ride events offer a great opportunity for families to bond while enjoying the beautiful scenery of the Midwest. Whether you're a beginner or an experienced cyclist, our events are designed to accommodate all levels of riders. Sign up today at <http://resphealth.org/cow> and create lasting memories with your loved ones! 🚲👨‍👩‍👧 #CowaLunga

For Experienced Riders

Calling all cyclists! Join us for a fun and unforgettable @CowaLUNGaBikeTour experience! Get ready to explore scenic routes, enjoy delicious food, and connect with like-minded cyclists. Whether you're a seasoned pro or just looking for a new adventure, @CowaLUNGaBikeTour is the perfect ride for you. Don't miss out on the fun - register today at <http://resphealth.org/cow>!



EMAIL TEMPLATES

There are more ways to support CowaLUNGa than to ride! While we want to get everyone out on their bikes, these email template will help you not only recruit riders but raffle donations and sponsors as well. If you're able to secure a raffle item or sponsorship, please let your Fundraising Coach know or email specialevents@resphealth.org.

Rider Recruitment Template

Dear [Participant's Name],

I hope this email finds you well. As a current participant in [CowaLUNGa™ Charity Bike Tour](#), I wanted to reach out to you and share the excitement for this year's event, which will take place from July 29-31.

CowaLUNGa is a unique cycling event that combines breathtaking Midwest scenery, camaraderie, and the opportunity to support [Respiratory Health Association's](#) lung health and clean air programs. It's an incredible experience that I've personally enjoyed in the past, and I wanted to invite you to join me this year as we pedal for a purpose!

One of the things that makes CowaLUNGa special is that there's a route for everyone, whether you're a seasoned rider or new to cycling. Riders can choose from routes ranging from 18 to 190 miles, and you can participate for one, two, or three days. The event includes full safety and gear (SAG) support, meals, rest stops, and transportation back to the start line, making it a well-organized and enjoyable experience for all.

I believe that CowaLUNGa is not just a biking event but a community of like-minded individuals who come together to celebrate and support a great cause. I would be thrilled to have you join our team and make a difference in the lives of those affected by lung diseases.

If you're interested, please don't hesitate to reach out to me for more information or visit the event's website at <http://resphealth.org/cow>.

If you're not interested in riding this year, I'm still thankful for any amount you are able to donate to my fundraising page: [\[Fundraising Page Link\]](#). Your support truly makes a difference in the lives of those affected by lung disease.

Let's pedal for a purpose and create unforgettable memories at CowaLUNGa this summer! Thank you for considering joining us.

Best,

[Your Name]



Raffle Donation Template

Dear [Company],

I hope this email finds you well. I am reaching out on behalf of [CowaLUNGa™ Charity Bike Tour](#), a cycling event that supports [Respiratory Health Association](#)'s lung health and clean air programs. We are excited to announce our upcoming event from July 29-31 and are currently seeking raffle item donations to make our event even more memorable.

Donating a raffle item is not only a generous gesture, but it's also an opportunity for your company to gain exposure and support a worthy cause. Your donation will be recognized during our event providing visibility to our participants and supporters.

If you are interested in donating a raffle item, please let me know at your earliest convenience. We would be happy to provide more information on how you can support our cause.

Thank you in advance for your generosity and support in making CowaLUNGa a successful event. Together, we can make a difference in the lives of those affected by lung disease.

Sincerely,

[Your Name]

Sponsorship Template

Dear [Company],

I hope this message finds you well. I am excited to be participating in [CowaLUNGa™ Charity Bike Tour](#) this summer to support the mission of [Respiratory Health Association](#) (RHA). This incredible event helps to fund lung health research, education, and advocacy programs that benefit people affected by lung disease.

I wanted to reach out and see if you would be interested in supporting me and this wonderful cause in this endeavor. Your sponsorship would help us raise vital funds for RHA and make a significant impact on lung health and clean air initiatives.

I believe that this is a great opportunity for [Company Name] to showcase your commitment to community involvement and make a positive impact on the lives of those affected by lung disease. Please let me know if you have any questions or if you would like to discuss this further. I am happy to connect you with an RHA staff member to discuss how we can partner together to make a difference.

Thank you for your time and consideration.

Best regards,

[Your Name]



[RESPHEALTH.ORG/COW](https://resphealth.org/cow)
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