

Fundraising Toolkit

TEACHING KIDS TO LUNG CANCER A WORLD WHERE EVERYONE
MANAGE THEIR ASTHMA RESEARCH BREATHE EASIER
FIGHTING YOUTH SMOKING  RESPIRATORY HEALTH ASSOCIATION® HELPING PEOPLE KICK THE HABIT
EMPOWERING COPD PATIENTS
HEALTHY LUNGS WOMEN'S LUNG HEALTH CARING FOR
PROTECTING OUR CLEAN AIR TOBACCO 21 THEIR CAREGIVERS

Thank you for your support of Respiratory Health Association!
RHA can help you plan your fundraising strategy. These ideas can be formatted and customized to best achieve **YOUR** goals.

So go get started and get excited about what you are about to accomplish both physically and philanthropically!

Getting Started: Create a Schedule

4 months out from the event

- Create your list of potential donors. Consider your network: family and friends, neighbors, co-workers, physicians, church members, or even local businesses.
- Set your fundraising goal. Look at your list and assess what you think would be a goal for you (\$200, \$500, etc.). You can change your goal throughout your campaign through your fundraising account.
- Set up your personal fundraising page. Personalizing your page is a key component to reaching your goal. Inspire your networks to make a donation by adding a personal message, images and videos.
- Begin reaching out!

3 months out

- Use social media as another tool for a successful fundraising campaign.
- Review your donor list and follow up with a personal message. Why this event is important to you?
- Utilize Matching Gifts Programs. Ask your place of employment if it offers this program. You can double or even triple your fundraising dollars!

2 months out

- Host your own fundraising event. In addition to continuing your campaign through email and social media, another creative way to get closer to your goal is to host an event or plan an activity.

6 weeks -1 week out

- Follow up and reminders are key! Reach out to those who haven't had a chance to support you yet. Share a training update and your finish time goal (if applicable).

Post- event

- Send a personal note or email to all of your donors **thanking them** for helping you reach your goal. Share your experience: include your fundraising results, your finish time (if applicable) and a photo of yourself at the event! Consider also using your note as one final appeal to those who have not yet donated.

Stay Organized

Keep good records of all offline donations (checks or cash) before sending them to Respiratory Health Association. That way, you'll have an accurate and up-to-date record of both your online and offline donations. (Offline forms can be found at the end of this document.)

How You Can Raise Money: Variety is Key

Email or Letter Writing Campaign

This is a great way to jump-start your fundraising campaign. Email or snail-mail your list of potential donors and ask them to support your efforts. Not only do your friends and family love to hear what you are up to, but it is also a quick and easy way to meet your goal.

Here are some simple steps:

- Introduce the event and why it's important to you. Share your story! People will respond and give when they understand why you are asking for their support.
- Share our [mission](#) and recent [successes](#) with your potential donors!
- Create a personal connection through a photograph. If you're participating in honor of a loved one include a photo of him or her. If you're writing any letters include a copy of the photo in each letter as well. This gives your friends an image to connect with the cause.
- Invite friends to get involved by making a contribution. Let them know donating is easy. They may make a donation by going online, calling RHA or sending in a check.
- End your correspondences by thanking everyone in advance for their consideration of your request. Thank them again if they make a donation. You truly cannot thank people too much for their generosity.

Sample Fundraising Email/Letter:

Dear Friend,

By participating in the *Event Name Here*, I will be helping Respiratory Health Association's mission to prevent lung disease, promote clean air and help people live better through education, research, and policy change.

Add Personal Story/Motivation Here

Click the link below to visit my fundraising page and help me reach my personal goal by making an online donation today.

*** *link to your Personal Fundraising Page here* ***

Thank you for your support as I challenge myself not only in participating but also by raising money for this very worthwhile cause.

Thank you!

Your Name

PS. For additional information about the Respiratory Health Association, please visit <http://www.resphealth.org>.

Matching Gifts Programs

Matching gifts are a type of philanthropy in which companies financially match donations that their employees make to nonprofit organizations.

Talk to your HR department to see if your company has a program or check here:

<https://resphealth.org/donate/corporate-matching-gifts/>

Tip: Ask your donors as they may have a program through their own employer.



RHA Talking Points

Below are some quick talking points about how your donors' support contributes to the fight against lung disease:

- Our research program funds local researchers as they study predictors, develop treatments, and seek cures for lung diseases including asthma, COPD and lung cancer.
- We host a number of educational events for health care providers and convene advisory councils for lung cancer and COPD to share new information and address community lung health concerns.
- With the help of community volunteers, the organization has been influential in passing legislation for smoke-free environments, limiting the deadly air pollution generated by power plants and diesel vehicles, and protecting the right of children to carry life-saving asthma inhalers at school.

Tip: Carry [pledge forms](#) or [donation forms](#) wherever you go. You never know who you'll meet that will be inspired to donate!

Connect on Facebook

Make sure to like RHA's Facebook page as well as the page for the event(s) that you are participating in. Don't forget to tag us in your posts!

RHA: <https://www.facebook.com/RespiratoryHealthAssociation>

Hustle Chicago: <https://www.facebook.com/HustleChicago/>

Lung Power Team: <https://www.facebook.com/LungPowerTeam>

CowaLUNGa Charity Bike Tour: <https://www.facebook.com/cowalunga>



Connect on Twitter

Respiratory Health Association

Handle: @RespHealth

Hashtags to use: #resphealth

#healthylungs #cleanair

Hustle Chicago

Handle: @HustleChiClimb

Hashtags to use: #HustleChicago

#resphealth #healthylungs #cleanair

Lung Power Team

Handle: @LungPowerTeam

Hashtags to use: #LungPowerTeam

#resphealth #healthylungs #cleanair

CowaLUNGa Charity Bike Tour

Handle: @CowaLUNGa

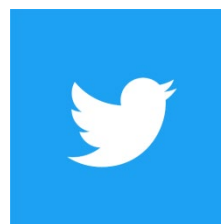
Hashtags to use: #CowaLUNGa

#resphealth #healthylungs #cleanair

1. Always include the link to your personal fundraising page (use bitly.com to shorten your link!)

2. Include applicable handles and hashtags.

3. 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.



Connect on Instagram



Hustle Chicago: <https://www.instagram.com/hustlechiclimb/>

CowaLUNGa Charity Bike Tour: <https://www.instagram.com/cowalunga/>

#resphealth #healthylungs #cleanair #HustleChicago #CowaLUNGa

Questions? Contact us at (312) 628-0200. We are here to help you!



**RESPIRATORY
HEALTH
ASSOCIATION®**



We meet all 20 accreditation standards for charity accountability by the Better Business Bureau's *Wise Giving Alliance*



Event

Participant Name

Complete and mail this form, along with your donation, to support my participation in Respiratory Health Association's event. Thank you for your donation!

Donor Information: _____

Donor Name

Company Name (if applicable)

_____ / _____
Daytime phone Evening phone

Address (circle one) — Company or Home

Email—required if you wish to receive an e-tax receipt

Donation Information: _____

Donation Amount:				
\$25	\$50	\$75	\$100	
\$250	\$_____	Other		

To ensure your donation is credited appropriately, please be sure to fill out the pledge form in its entirety, including the name of the event participant (in top left corner) that you are sponsoring.

Completed pledge forms may be sent directly to:

Respiratory Health Association
attn: Special Events
1440 W. Washington Blvd.
Chicago, IL 60607

Payment Type:

___ Check (make checks payable to RHA)

___ Credit (Amex, Discover, MasterCard, VISA)

Card Number

Expiration Date

Security Code

Signature





COWALUNGA

CHARITY BIKE TOUR



Respiratory Health Association Attn: Special Events 1440 W. Washington Blvd. Chicago, IL 60607	 RESPIRATORY HEALTH ASSOCIATION®	Name: _____ Address: _____ City, State, Zip: _____ Phone/Email: _____ Event Name: _____ Team Name: _____
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Please PRINT clearly. Incomplete or illegible forms will delay processing.

All donors with complete information will receive an official acknowledgement for tax purposes.

Donor's Name	Address	City/Zip	Phone	Email <small>(to receive a tax receipt)</small>	Check # & Date or Cash	Pledge Total
John Doe	1234 W. Ave.	Chicago, 60607	(312) 555- 2222	Johndoe@yahoo.com	#1234 11/25/05	\$25.00

We honor Matching Gifts from Employers. Please submit all matching gift documentation from your Human Resources Department.