

LUNG CHAMPION GUIDE



Mission - to improve lung health

The Lung Association is a registered charity with a 100-year history of helping raise awareness of Canada's #1 chronic illness – lung disease. We promote better management of asthma, fund respiratory research, help those with chronic lung disease, promote a tobacco-free society and address the effects of air quality on lung health.

14% (1.76 million) Ontarians have asthma – the leading cause of hospitalization for children in this province and the most common contributor to school absenteeism next to the common cold; also the leading cause of work place absenteeism. The Lung Association supports programs like Asthma Action, which helps children and their parents understand how asthma can affect them and how to better control it. Symptoms of asthma include; wheezing, chest tightness, coughing and feeling a shortness of breath. Asthma triggers:

cigarette smoke
pollens

pets
moulds

dust mites
household cleaning products

- Lung disease is the third leading cause of death among Canadians.
- More than 2.5 million Canadians suffer from asthma.
- Second-hand smoke is major contributor to lung diseases such as asthma, COPD and lung cancer.

When you can't breathe nothing else matters.™

LUNG CHAMPIONS

Being a Lung Champion can take on many forms:

1. Individuals may opt to participate in a Marathon in another city, country etc. As a dedicated Champion you are committed to raising funds for The Lung Association. By using the online fundraising tool, Lung Champions can email their friends and family internationally to support them with a pledge donation. The Lung Association is happy to introduce and coordinate other Lung Champions participating in the same running event to run together.
2. Others may opt to develop a Fundraising Special Event such as House Parties, Dances, Garage Sales, Walk-a-thons. The Lung Association has two fundraising events that Committees can adopt in their community. Special event Fundraisers are successful because they are run and implemented by volunteers in their local community all in support of fighting lung disease. By engaging your friends, family, colleagues and local businesses to participate in your event, your efforts will help us achieve our mission to improve lung health in Ontario.
3. Individuals may set personal life challenges in which they have decided to raise money in support of The Lung Association for their efforts ie. weight loss - so many lbs over x number of months. By using the Online Fundraising Tool these individuals can easily collect pledge donations to support their initiative.

Fundraising Made Easy

As a Lung Champion, fundraising online is one of the most effective and quickest ways to raise money with the simple click of a button. Worldwide people are raising millions of dollars simply by sending a personal email/letter to their friends and family. By emailing the link that you are fundraising in support of The Lung Association your ability to communicate your message and receive a potential online pledge is fast!

Using the Online Tool raising pledge donations can be easy, fun and reconnect you with your family and friends! Everyone can raise \$100 in 5 hours or 5 days. Here's how easy it can be. Listed below are steps that can be applied to raise pledges both on and off-line.

Online Email/letter-writing

Step 1 - Develop your e-mail distribution list

Before you write your online email/letter, you should review your email contact list. Do you have email addresses for everyone you wish to send your email to? You may need to make some phone calls in preparation. Remember the larger your distribution list, the higher your fundraising results will be. Start with lists you already have. Do you have email addresses for your: Holiday card list, Team/League Roster, Church/Club Directories, Work Vendors/Suppliers, Colleagues (from around the world and country).

Step 2 – Write Your Online-Email/Letter

Here are a few hot tips to incorporate and/or include in your email letter!

- Include your fundraising goal and a deadline for donations (just before event date)
- Suggest a giving amount.
- Speak from the heart - tell why it's important to support individuals living with asthma.
- Change the default picture – add your own or of the person you are fundraising in honour of.
- Let them know they will receive a tax receipt within seconds of their transaction.

If you have a child or if you yourself personally have asthma:

If you or your child has just been diagnosed, describe what your family experienced, the new routine and concerns about potential complications. The most effective letters come from with a personal testimony and will have the greatest impact on your reader and raise more money.

Step 3 – Send your on-line email/letter

Ready to send your email/letter? Simple copy and paste your message on your Personal Fundraising Page in the "Personal Message" text box or paste it in the text box marked "Option Personal Introduction" found when clicking on the Solicit Supporters button. Everyone sent your email will read your message have the link to pledge you. By clicking on your link they will see your picture and message on their computer screen. To start emailing, click on Solicit Supporters and enter your email addresses or alternatively send the email to your Outlook.

Step 4 – Monitor your Online Pledge Results

Every time you receive an online pledge donation you will be notified via an email. The email will tell you the amount and who it is from. Remember to send them a thank you email.

Step 5 – Turn in Your Money to your local Lung Association Office

Sample Personal Solicitation Emails/Letters

#1 Dear Friend:

As you know, my mother suffers from a serious lung health disease known as COPD. I want to ensure she is able to continue receiving support from The Lung association who help her each day to manage her illness through their services and programs.

To do so, I have registered to be a Lung Champion, someone who is committed to raise money for The Lung Association, and ultimately is supporting those who suffer from all lung health issues, whether it is asthma, emphysema or another ailment. Did you know nearly one million people living in Ontario suffer from asthma, and it's estimated that one Canadian dies of COPD every hour!

My mother is one of these people – she suffers from COPD and struggles to breathe day in and day out. By choosing to be a Lung Champion I will ensure that their programs and services can continue.

I'm sending you this email to ask you for your support on my Lung Champion initiative which is (insert your activity). I have set a personal fundraising goal of \$XXX. I need your support to help me reach my goal.

Please click on my fundraising link to help. A tax receipt will automatically be sent to your email following your donation using your credit card.

Thank you for your generosity. When you can't breathe nothing else matters.

#2 Dear Friend:

I know I've told you about my sister and her struggle with lung cancer. I appreciate the support you've given me so far as you've been a shoulder to lean on, an open ear willing to listen and a friend who has shared my tears. I recently found out about a way I can support my sister and The Lung Association, an organization that helps those people who suffer from lung health illnesses.

I have decided to register as a Lung Champion and raise funds on behalf of The Lung Association. I want to help other families who struggle to live and manage this disease, like our family has. I am excited to do something like this in the fight against lung disease which ultimately took the life of my sister.

I'm sending you this email to ask you for your support on my Lung Champion initiative which is (insert your activity). I have set a personal fundraising goal of \$XXX. I need your support to help me reach my goal.

Please click on my fundraising link to help. A tax receipt will automatically be sent to your email following your donation using your credit card.

Thank you for your generosity. When you can't breathe nothing else matters.

Prefer to raise off-line Pledges?

For best results and to achieve your goal in 5 Asks:

- Ask 1: Pledge yourself first \$20 (the first pledge **NEEDS** to be a good pledge – your donors will follow this lead. As well, pledging yourself first shows your donors you are committed to the cause and are leading by example)
- Ask 2: Ask your significant other to pledge you \$20
- Ask 3: Ask your colleague to pledge you \$20
- Ask 4: Ask a friend to pledge you \$20
- Ask 5: Ask a family member to pledge you \$20

Other individuals to ask for a pledge:

sport teammates
classmates
neighbours
doctors & dentist
family & friends
extra-curricular groups ie. Golf, cooking, dance lessons, aerobics

Eight Easy Steps On How To Use The Online Fundraising Tool

1. To begin click on **Register** and the **Sign-Up Today**
2. You're now in the Online Fundraising site - Click on **Register**
3. Select a **Location**
4. Enter your personal contact information. You must **create a User Name & Password**
5. Create your Personal Fundraising Page or opt to use the Default picture and message
6. Craft an email and enter the email addresses of your friends and family under the Solicit Supporters link or see below HOT TIP.
7. Monitor your fundraising results daily by logging into the system
8. Remember to thank your donors for supporting you!

- HOT TIPS -

How to access your Outlook Address Book and avoid Spam Blockers

Send your first solicitation email to your email address. You can then access your address book and distribution lists. Forward the email to your friends and family.

******* DID YOU KNOW *******

The Online Tool is a secure site! It accepts Master Card and Visa!
It converts international currency into Canadian funds!
Donors receive a tax receipt within seconds of the transaction!

Suggested Fundraising Events:

5 steps to consider before developing a special event:

- Step 1: Identify an Event Leader
- Step 2: Recruit members to be on your Event Committee
- Step 3: Meet with your Committee to assign tasks, and most importantly to set a fundraising goal
- Step 4: Start implementation! Find a venue, set a date, spread the word
- Step 5: Event Day – remember to enjoy and have some fun!

Office Activities:

BBQ/Pancake Breakfast

- A great activity for the office or for friends in your backyard.
- Set a price and sell tickets
- Advertise to your friends, colleagues, don't forget to invite other businesses to partake by handing out flyers (leading up to the day)
- Approach your local grocery store, meat markets to donate product

Bake Sale

- A great activity for the office
- Ask colleagues to participate by making and donating goodies
- Advertise to your colleagues, don't forget to invite other businesses to partake by handing out flyers (leading up to the day)
- Having a garage sale – incorporate the Bake Sale into this activity

Casual Days (Dress in Red)

- For \$2, staff can wear jeans to work or wear red
- Promote internally; e-blast, bulletin board, staff meetings
- Employees should be given a sticker to indicate they have paid to participate

Recipe Book

- Everyone loves a great recipe!
- Ask your colleagues to submit their favourite recipe(s)
- Sort into categories and have printed (some print shops may donate their services)
- Set a price and promote internally and externally for sale (average \$5-\$10)

Family & Friend Activities:

Wine Tasting/Gourmet Dinner Party in your Home

- Dinner Parties in which your guests are charged a fee to attend are all the rage.
- Depending on your costs you might consider charging \$25+ per ticket
- Invite your friends to attend a dinner function at your home.
- Theme your party; wine tasting, fondue, international night
- A silent auction is a great added feature to raise additional funds

House Party

- Most vendors will agree to donating a part of their earned proceeds towards a charity for having them at your home.
- Select which product best suits and will interest your friends; candles, necklaces, make-up, clothes, shoes, Tupperware.
- Also, have a donations basket on hand for additional donations from your guests

Dinner/Dance

- This type of event will require a lot of preparation; securing a venue and date.
- Set your ticket price, print and distribute
- Promote locally via friends, family, colleagues, local paper, tv, radio, signage outlets (grocery stores), door-to-door flyers
- Inquire about logistical requirements; permits, food requirements (minimums), bartender service, dj, band etc.
- Incorporate silent auction and or 50/50 draws to increase your fundraising revenues

Pub Night/Crawl

- Partner with a local Pub(s). Pick a date, determine costs, set ticket price
- Produce tickets, and ask friends and family to sell tickets
- Draw prizes and or a silent auction are great additions to your event
- If planning a “crawl”, arrange for local bus to shuttle participants between pubs. Remember to advertise a pick-up/drop-off location and time.

Plant Sales

- Get together with your friends to “split” flowers in each of your gardens.
- Pick a selling location; local community centre or your neighbourhood
- Advertise local garden plants for sale in local paper, grocery & drug stores, around the neighbourhood

Block Party

- Check with the City to ensure you have permission
- Set a date, ticket price, logistical needs; food, entertainment, kids activities
- Prepare flyers and distribute throughout neighbourhood and at local businesses

Garage Sale

- Determine size; this could be a solo event or you could expand it to include your neighbours; street sale
- Promote at local businesses, paper and around community
- Pre-pricing and sorting items will make for a great sale day

Car Wash

- Partner with a local gas station. Pick a high traffic location (lots of cars)
- Recruit lots of people to wash cars and to pull cars in off the street
- Organize your supplies; buckets, soap, water, signage (include price)

General Public Activities:

To develop one of these events we highly recommend recruiting a committed Committee of 5 volunteers before you begin.

Walk-a-thon

- A Walk-a-thon is a great and easy event to develop.
- Walk-a-thons raise a lot of money, and the cost is relatively inexpensive.
- This is a great fundraising activity to engage families (including the dog)
- Promote locally, tv, radio, paper, local businesses

Amazing Pace/Pull For Kids

Both of these special events are implemented by TLA staff in Ontario, and can be developed in your community. The Lung Association is happy to provide you with a program manual, artwork to print locally (at your cost), and after your event provide you with the earned incentive prizes for your participants.

Amazing Pace - Imagine racing against the clock with other teams throughout your community's streets solving clues and overcoming challenges (Detours & Roadblocks) at Check Points! Put these pieces together and you have the **Amazing Pace**. The **Amazing Pace** tests participants mentally and physically as they try to outwit other teams by beating the clues and challenges presented at the Check Points. The first team to solve all the clues and reach the final mat wins the Amazing Pace! Teams comprise of 4 individuals.

Pull for Kids - Team members on event day teams of men (10 members) and women (12 members) or mixed (12 members) compete against the clock and each other to pull a fire truck over a pre-determined distance using "tug-of-war" rope.

Event Logistics – Things to consider

Events should take place Rain or Shine – please be prepared when planning!

Event Headquarters – is it covered to protect from elements, is it large enough to hold all your teams. Electrical available, early and late access available for set-up?

Deliveries & Pick-ups – what kind of deliveries are required. Is there easy access, can items be set up the day before.

Power Supply – is there power on site or do you need to rent a generator. Power will be required for your sound system.

Insurance – Ensure you check and arrange for insurance. Depending on the your venue you may need additional insurance, AND your check points may also require insurance coverage.

Noise Restrictions – is this applicable

Permits – Do you need an event permit?

Parking – is there enough room for parking? How far is it in relation to the Headquarters? Will participants have another long walk?

Washrooms – are they available at your Headquarters? Along the route, participants are able to source out their own washroom.

Kids Activities (if applicable) – suggested kids activities; colouring, balloon animals, face painting, tattoos, hoola hoops

Clean-up/dismantle – what is expected, who will pick up the volunteers on the route and the supplies at each Check Point? What about recycling containers, are they needed?

Post Event – are you ending at the Headquarters or are you moving them to a new party location? is it sponsored, is there an area for a party ie. live entertainment, dj, staging area for awards presentation, can they provide food, is it close to the initial parking lot, can it accommodate all your teams together comfortably?

SAMPLE CRITICAL PATH

MONTH	TASK
	<ul style="list-style-type: none"> <input type="checkbox"/> Set date <input type="checkbox"/> Confirm location and route <input type="checkbox"/> Determine Logistics Critical Path <input type="checkbox"/> Begin developing checkpoints; clues, challenges, roadblocks and detours (if applicable) <input type="checkbox"/> Identify new potential teams for recruitment
	<ul style="list-style-type: none"> <input type="checkbox"/> Follow-up with all Participant/Team Leads – start making phone calls
	<ul style="list-style-type: none"> <input type="checkbox"/> Ensure every participant/Team has event day details and how to register and raise money online.
	<ul style="list-style-type: none"> <input type="checkbox"/> Investigate local promotional opportunities that are free of charge ie, tv and radio interviews <input type="checkbox"/> Keep recruiting Participants/Teams and getting the word out
	<ul style="list-style-type: none"> <input type="checkbox"/> Recruit local media Emcee (strictly optional) <input type="checkbox"/> Continue recruiting Participants/Teams
	<ul style="list-style-type: none"> <input type="checkbox"/> Determine your volunteer requirements <input type="checkbox"/> Ensure ongoing communication with Teams
	<ul style="list-style-type: none"> <input type="checkbox"/> Final crunch to get last minute teams! <input type="checkbox"/> Begin recruiting event day volunteers <input type="checkbox"/> Continue event logistic preparation <input type="checkbox"/> Continue to work with Participants/Teams and support them
	<ul style="list-style-type: none"> <input type="checkbox"/> Finalize team registrations
	<ul style="list-style-type: none"> <input type="checkbox"/> Finalize event details <input type="checkbox"/> Develop Master Event Schedule <input type="checkbox"/> Two weeks out - you should only be focused on logistics, volunteers and answering any questions <input type="checkbox"/> Begin assembling Event Day boxes; Registration, Starting Point, Incentives, Check Points etc. <input type="checkbox"/> Make sure your Community Council is prepared to be Ambassadors event day! They will interact and greet everyone. <input type="checkbox"/> Make sure you are having fun and don't appear stressed! <input type="checkbox"/> HAVE A BLAST – this is a super fun event! <input type="checkbox"/> Thank You's

Media

You may be asked to do an interview by your local media. **If you are unsure of the answer to a question**, please direct them to Tracy Doerr, Communications Coordinator at 416-864-9911 ext 286

HOT TIPS:

- Get a listing of your local media
- Send Media Alert one week out
- Follow-up two days prior to your event

Sample Media Alert

Media Alert

TO: (Insert Reports Name & Media Outlet)

FAX: (Insert)

(insert City)

Subject: (insert event)

WHAT: Insert event in support of The Lung Association
Insert # of projected participants
Insert activities the participants and guests will be able to participate in

WHY: To support The Lung Association's Mission to improve lung health in Ontario
Lung disease is the third leading cause of death among Canadians.
More than 2.5 million Canadians suffer from asthma.
Second-hand smoke is major contributor to lung diseases such as asthma, COPD and lung cancer.
Nearly 1 million people suffer from asthma in Ontario
When you can't breathe nothing else matters.™

WHEN: Insert date and time

WHERE: Insert Location including major intersection

For more information or to arrange an interview with (insert location), please call (insert contact) at (insert telephone number or email address).

Lung Facts



Lung Disease

- Over 3 million Canadians are living with a serious respiratory disease like asthma and COPD.
- Ontario is facing a wave of chronic respiratory disease. Since many of these disease affect adults over age 65, the number of people with respiratory diseases will increase as the population ages.
- Tobacco is the most preventable risk factor for chronic respiratory disease.
- The quality of indoor and outdoor air contributes significantly to the exacerbation of symptoms of respiratory disease.

Asthma

- Nearly one million people in Ontario suffer from asthma.
- Asthma is the most common chronic childhood illness in North America.
- There were more than 228,000 new cases of asthma from 1994/95 to 1998/99. The number of children with asthma increased every year from 1994/95 to 1998/99.
- The overall asthma prevalence rate in children aged 0-9 years increased almost 35% from 1994/95 to 1998/99.
- The greatest increase in asthma prevalence rate was in children aged 6-9 years.
- In 1998/99, children with asthma contributed to almost 5% to the total number of deaths in the general population of Ontario children.
- Children with asthma cost over \$100 more per child in 1998/99 compared to the general population, and had three times the decrease of the general population in per child price-adjusted billings since 1994/05.
- Approximately one-fifth of hospitalizations of children with asthma were attributable to asthma.
- Northwestern Ontario had the highest asthma hospitalization rate in both 1994/95 and 1998/99 while Hamilton and Thames Valley had the lowest hospitalization rate.

COPD (Chronic Obstructive pulmonary disease)

- COPD is the fourth leading cause of death in Canada.
- In fact, of all the leading causes of death in Canada, COPD is the only one on the rise.
- It's estimated that one Canadian dies of COPD every hour! There are more than 700,000 physician-diagnosed cases in Canada, although doctors say COPD is likely severely under-diagnosed. Health Canada estimates COPD represents a yearly cost of \$1.67 billion to the Canadian healthcare system.