

Planning a Successful Fundraising Campaign

Thank you for your support of Respiratory Health Association! Not only are you participating in a fun and memorable event, but also you're supporting a great cause—to promote healthy lungs and prevent lung disease.

RHA will help you plan your fundraising strategy. These ideas can be formatted and customized to best achieve your goals! So go ahead, get started, and get excited about what you are about to accomplish—both physically and philanthropically!

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Plan Your Fundraising Strategy: Stay organized and create a schedule

Create a Schedule

Feel free to adjust this timeline in accordance to when you registered for the event.

4 months out from the event:

- Create your list of donors. Consider all your networks in addition to family and friends: neighbors, co-workers, physicians, church members, or even local businesses. Fundraising can be a great chance to reconnect!
- Set your fundraising goal. Look at your list of donors and assess what you think would be a sufficient goal for you (\$200, \$300, \$500, etc.). Remember also that you can change your goal throughout your campaign through your online fundraising account.
- Set up your personal fundraising page. Personalizing your event fundraising 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. Familiarize yourself with all of RHA's online tools by logging in to your event fundraising account so that you can reach out to your past and/or potential donors through email or letters.

3 months out:

- Start to get social. Fundraising efforts are improved by 40% when using social media. Whether you choose Facebook, Twitter, or YouTube, getting out the word that you are participating in the fight against lung disease and need your donors help is easy, fun and effective with social media.
- Continue to reach out to your donor list. Continue sending emails or letters and make your message personal, letting your donors know why this event is important to you.



2 months out:

- Host your own fundraising event. In addition to continuing your campaign through email and social media outreach, another creative way to get closer to your goal is to host an event or plan an activity for your various networks.
- Utilize Matching Gifts Programs. Ask your place of employment if it offers this program. You can double or even triple your fundraising dollars.

6 weeks -1 week out:

- Continue to get out your message and follow up. Make sure to follow up with anyone on your list that has not yet responded to your emails/letters with a friendly reminder. Include a training update and your finish time goal (if applicable). Remember to keep up with your social media outlets and post updates on your accounts.

Post- event:

- Send a personal note or email to all of your donors **thanking them** for helping you reach your goal and for helping RHA continue its fight against lung disease. 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

Keep good records by entering all offline donations (checks or cash) into your account 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. Note: Your fundraising account automatically tracks your donors' online gifts.

How You Can Raise Money: Variety is Key

This section serves as a guideline of the various ways in which you can reach your fundraising goal. Variety is key to a fundraiser's success, so take advantage of the multiple communication mediums and fundraising strategies.

The 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. (You can send emails directly from your personal webpage by logging into your account from the event website.) Here are some simple steps to make the most of contacting your donors:

- Introduction — Introduce the event and why it's important to you. Make this appeal personal. Why are you participating in this event? Share your story! People will respond and give when they understand why you are asking for their support.
- Mission Connection—Talk about Respiratory Health Association. Familiarize yourself with the research, advocacy, and education your fundraising will support. Tell your potential donors how important their donation will be in moving the mission forward. Visit our website at www.lungchicago.org to learn more about Respiratory Health Association.

- Use a photograph— 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.
- Request their support—Invite friends to get involved by making a contribution. Let them know donating is easy. They may make a donation by going online at your website, calling RHA or sending a check to RHA.
- Thanks—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:

Date

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 on 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 will be placed 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 or this year's *Event Name Here*, please visit <http://www.lungchicago.org>.

Tip: Ask your friends and family to forward your fundraising letter to their own networks. You can even give a small prize to the person who helped you get the most donations.



Matching Gifts Programs

Matching gifts are an easy way to double or even triple your fundraising dollars. Many companies match donations made by their employees (and often retired employees), thereby allowing them to help direct company contributions and be a good corporate citizen.

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

RHA Talking Points

Even though you will be emailing, writing, facebooking and tweeting, you will inevitably find yourself having an actual face-to-face conversation during your fundraising efforts. 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 also 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.
- *To supplement community-based research and programming efforts, Respiratory Health Association advocates for lung-friendly policies throughout Chicago, Illinois and the United States.
- *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 [individual donation forms](#) wherever you go. You never know who you'll meet that will be inspired to donate! Event-related business cards are also available for certain events.

Respiratory Health Association's Areas of Work:

- Asthma: Provide education programs for students, staff, parents and community members
- COPD: Organize oxygen-supported educational and social events for people living with COPD.
- Lung Cancer: Fund research to improve understanding of the causes of lung cancer and to improve early detection and treatment.
- Quit Smoking: Cessation programs & resources to help individuals quit smoking and live smoke-free lives.

Find more information about how RHA funds research, advocacy and education for lung health at lungchicago.org. You can also subscribe to our [monthly e-newsletters](#) to stay up-to-date.

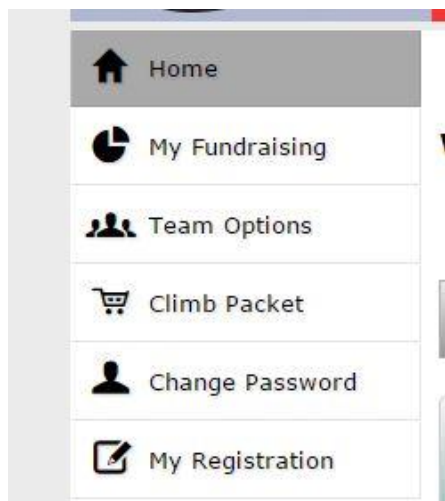
Contact the Special Events team for other helpful fundraising tools!

Setting up Your Personal Fundraising Page

Upon registration for any RHA event, you are automatically provided with a fundraising account (If you forgot the password you signed up with, it can easily be reset). Customizing the content on your personal fundraising page is an important step in the fundraising process. When donors visit your page you want to inspire them to feel as passionate as you do about RHA's cause and your participation in the event. Wow them with a creative message about why you are participating. Whether you have been affected by the cause or just in it for the adventure, take the opportunity to make your page stand out.



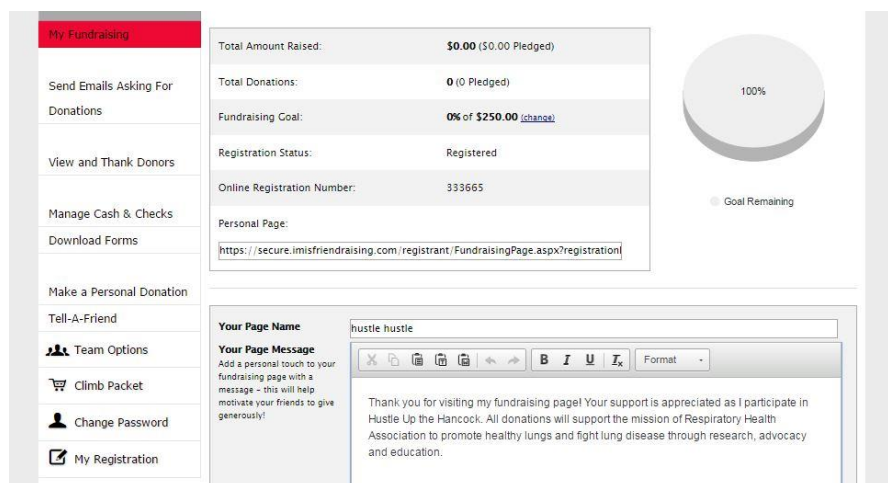
Step 1: To access your personal fundraising page (and your team page if you are a team captain) – visit the event website.



Step 2: Now that you are logged in – familiarize yourself with the different tabs and the many fundraising tools!

Step 3: By clicking on “My Fundraising” your account enables you to do many things including:

- Customize your personal page
- Send emails asking for donations.
- View and thank donors.
- Update personal goal.





Tip: Don't forget to personalize your **Team Page** as well! If you're a captain you have the opportunity to customize your team page using the same guidelines above.

(Sample Image for Team)

Facebook

Facebook can be a powerful tool when getting the word out about your fundraising efforts. Think about how many people you are "friends" with. Through Facebook you are able to reach a wide-ranging audience to promote your mission for healthy lungs.



'Like' us

Make sure to 'like' RHA's Facebook page as well as the page for the event(s) that you are participating in. Once you 'like' us you can start tagging our pages in your posts! Here is a full list of links to all of our pages:

Respiratory Health Association: <https://www.facebook.com/RespiratoryHealthAssociation>

Hustle Up the Hancock: <https://www.facebook.com/HustleUpTheHancock>

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

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

Hike for Lung Health: <https://www.facebook.com/hikeforlunghealth>

Tips to Remember:

1. Always include a link to your personal fundraising page
2. Try to include either a photo or video so your post stands out
3. Tag Respiratory Health Association and/or the Facebook page of the event you are participating in at the end of your post
4. Tag and thank your donors when they make a donation
5. Finally, always ask friends to spread the word and 'share' your post!



Twitter

Twitter is another fun and effective tool to bolster your fundraising results. Just like with Facebook, be sure to follow us and use our hashtags as you start tweeting about your journey.



Follow us

Respiratory Health Association

Handle: @RespHealth

Hashtags to use: #lungdisease, #lunghealth, #COPD, #healthyliving, #quitforgood

Hustle Up the Hancock

Handle: @HustleUpHancock

Hashtags to use: #Hustle2017

Lung Power Team

Handle: @LungPowerTeam

Hashtags to use: #LungPowerTeam

CowaLUNGa Bike Tour

Handle: @CowaLUNGa

Hashtags to use: #CowaLUNGa, #MooForBessie

Tips to Remember:

1. Always include the link to your personal fundraising page (if you can't fit it using 140 characters or less use bitly.com to shorten it)
2. Include all the 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.

Sample Tweets:

- Running for @LungPowerTeam in memory of my mother, Jean. Support @RespHealth's fight against #lungdisease at: [Link to page](#)
- Why do I climb? #lungdisease is the nation's 3rd leading killer. Support my @HustleUpHancock climb here: [Link to page](#) #Hustle2017
- Help support my #CowaLUNGa ride to keep #Chicago's lungs clean: [Link to page](#)
- I'm halfway to my goal! Help me reach it before I climb @HustleUpHancock in April: [Link to page](#) #Hustle2017





Want more tips and tricks on how to fundraise with social media? Contact your fundraising coach or an RHA Special Events representative. We're happy to help!

Stay in Touch

The days and weeks ahead will go by quickly since you're concentrating on reaching your goal and training for your event. Just remember to stay in touch by reading event emails, keeping up with RHA and your event's social networks, and watching out for useful webinars, video clips and tips!

We'll see you on event day!

Questions?

For additional fundraising support contact your Fundraising Coach if you were assigned one or the RHA Special Events team today!

(312) 628-0200



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



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