Join the Second Wind
LUNG WALK 2014

Walker's and Runner's Packet

Second Wind St. Louis Lung Walk
Forest Park Visitor's Center
Saturday, October 18, 2014 Begins 8 am

SECONDWIND
Lung Transplant Association of St. Louis

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of St. Louis

Welcome and Thank You

Dear Participant,

We are very pleased that you will be joining us on October 18, 2014 for the Second Wind Lung Walk. The walk is an event in which the entire family can participate. By taking part in this annual 5K (3.2 miles) walk or run OR one mile walk you will help raise need funds for the Second Wind Lung Transplant Assistance Fund. The fund provides lung transplant patients emergency assistance as they prepare to receive the Gift of Life.

Once you have turned in your registration form along with the $25.00 registration fee to your team captain or directly to Second Wind you are officially registered for the walk. Next you need to:

Get Sponsors!

It's simple to sign up sponsors, all you have to do is ask. Take your sponsor form everywhere you go: to the office, the gym, church/synagogue, school and to your neighbors. Tell people that you are walking in the Second Wind Lung Walk and your goal is to raise at least $100.00 to help lung transplant patients. Encourage people to sponsor you for the walk and not by the distance you walk or run.

Collect From Sponsors

This is a pre-paid walk so please collect all of your donations no later than two weeks prior to walk day. Turn donations in to your team captain along with a copy of your sponsor sheet. This avoids walk day confusion. You can continue to collect more sponsors and donations up to walk day. Ask your employer to provide a matching gift donation. Sponsors can make their tax-deductible checks payable to Second Wind Lung Walk. Their cancelled check will serve as a receipt.

Show Up

Go to the check-in table at the Visitor Center in Forest Park and turn in your donations and sponsor form if you have not already turned them into your team captain. Find your team Captain and the rest of your team members. Look for the sign they will be holding with your team name on it. There are great prizes you can earn and participants raising at least $50 will be eligible to enter their name in the door prize drawing.

Rain or shine we will walk. If you are unable to participate on walk day you can still help by arranging to walk on your own, either before or after October 18, 2014. However, it is important that you turn your money in before walk day. Please inform your team leader if you are unable to walk on the day of the event.

For more information call Tom Archer at (314) 664-6360.

Tom Archer
Lung Walk Chairperson

Amanda Helderle
Lung Walk Co-chairperson

If you have any questions pertaining to Second Wind St. Louis Lung Walk, or the association, please contact:

Tom Archer
by calling (314) 664-6360
or toll free (888) 855-9463
or via email: tea3440@sbcglobal.net.

Please visit www.secondwindstl.org for more information.

Please let us know how we can help you attain your goals.

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Second Wind's Lung Walk
Sample Co-Worker/Colleague Letter

Dear: *<Co-Worker/Colleague name>*

My company, *<enter company name here>*, and I have made a commitment to participate in the annual Lung Walk to benefit St. Louis Second Wind Lung Transplant Association Assistance Fund. The walk will take place on *<enter date>* in Historic Forest Park in St. Louis.

The Second Wind Transplant Association of St. Louis is a 501(c)3 non-profit organization devoted to improving the quality of life for lung transplant recipients, lung surgery candidates, and people with related pulmonary concerns. The Lung Walk benefits the Second Wind Assistance Fund which is a charitable provider of limited financial assistance to lung transplant patients. It is designed to help pay for medical and other related expenses that are of an emergency or non-insured nature I am writing to you to ask for your help and to enlist your support.

I will be walking with a group of my colleagues from *<enter company name here>* and other local organizations. Collectively, we would like to raise at least $50,000.00 to help some of the 2,000 people who are afflicted with lung diseases and are waiting for a transplant. I would appreciate a donation of *<enter amount here>* from you, or whatever your budget allows. Your charitable contribution is 100 percent tax deductible. Please let me know if you will be making a donation. Please make checks payable to Second Wind and send it to my attention at *<enter company name and address here>*.

Your donation will be well spent as more than 90 cents of every dollar raised by the Lung Walk will be used to provide assistance to transplant patients. When you make a donation to the LUNG WALK, you are helping to ensure that children and adults with lung diseases live more comfortably while they wait to receive the gift of life. A transplant will help them live longer and more productive lives than ever before. We need your help!

Thank you all for supporting this important cause!

Regards,

<your name here>

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Second Wind's Lung Walk
Sample Family and Friends Letter

Dear Family and Friends:

Hi! I have committed to participating in the Lung Walk sponsored by the St. Louis Chapter of the Second Wind Lung Transplant Association. I am writing to ask for your help in my fund-raising efforts to support the Second Wind Assistance fund which is a charitable provider of limited financial assistance to lung transplant patients. It is designed to help pay for medical and other related expenses that are of an emergency or non-insured nature.

The Lung Walk provides an opportunity to unite our community while raising funds to help improve the lives of some of the nearly 3,000 children and adults in need of a lung transplant

I have been personally affected by transplantation *<your story here>*.

I will be walking on October 18, 2014, in Historic Forest Park in St. Louis with a group of family and friends. Collectively, we would like to raise more than $40,000 to assist patients with the burden of the mounting costs that accompany transplantation. I would appreciate a donation of *<enter amount here>* from you, or whatever your budget allows. Your charitable contribution is 100 percent tax deductible. Please let me know if you will be making a donation, and send your check made payable to the to Second Wind Lung Walk to me at *<your address>*.

Your donation will be well spent as over 90 cents of every dollar raised by the Second Wind Lung Walk is used to provide assistance to transplant patients. When you make a donation to the Lung Walk you are helping to ensure that children and adults with lung diseases live more comfortably while they wait to receive the gift of life. A transplant will help them live longer and more productive lives. We need your help!

Thank you all for supporting this important cause!

Warmly,

<your name here>

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Ideas for Letter Writing Campaign

Whom to Contact

- Everyone you know
- Anyone YOU give $$$ to – doctor, dentist, chiropractor, health club, hair dresser, friends and relatives who have asked you to donate to their causes …
- Don't make up people's mind for them - don't assume that someone won't want to give (for whatever reason)

Personal Advocate

- Ask a close friend or member of your family to fundraise on your behalf. Arm that person with extra copies of your letter and sponsorship form.

The Letter

- Include a self-addressed envelope
- Stress your personal connection to lung disease and transplantation
- Ask if they have anyone they would like you to run or walk for
- Emphasize that Second Wind uses all of its funds to help transplant patients
- Emphasize that 90% of Lung Walk funds directly assist transplant patients
- Raise awareness – the message is important even if they can't give at this time. Ask them to be an organ donor by signing their driver's license and the donor registry.

Email

- Email is OK – you don't have to have a perfectly printed letter in a hand addressed envelope – many people prefer email
- Embed your sponsorship form in the body of the email so that sponsors can reply electronically.

Setting Your Goal

- Don't advertise the minimum that you've committed to raise – instead say, "My personal goal is to raise $x,xxx", where that amount might be double or triple the minimum

The Sponsorship Form

- Set a deadline – give them 3 weeks (NO MORE!)
- Use a different set of suggested $$$ amounts for people that you expect will give more generously (i.e., have two sponsorship forms with differing amounts on them, depending on the recipient)
- Don't be afraid to think big – start with $35 instead of $25, for example.
- The SECOND item in the list for suggested amounts is the one most likely to be selected, so don't make it too small.

Ideas for contribution amounts

- Use interesting amounts for the suggested contributions – for example:

- ☐ $25.00 Five times the K's I will walk on walk day
- ☐ $28.00 The number of lace holes in my walking shoes
- ☐ $50.00 Celebrating 50 years of transplantation
- ☐ $70.00 The predicted temperature on walk day: 70°
- ☐ $100.00 To meet 100% of our goal
- ☐ $500.00 The expected number of walkers

Matching Funds

- Talk up matching funds – maybe their spouse's company does matching funds
- Help with the completion of the form. Submit the completed form to the walk chairperson for them
- Research what companies have matching funds programs

Follow Up

- Don't assume that no word means no money – people procrastinate, forget, etc. and need a nudge
- After two or three weeks, follow up with a postcard or phone call
- After three weeks, send an update that includes "The deadline has been extended!"

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Writing a Good Solicitation Letter

Now that you are a Lung Walk team member, you will hopefully give some thought as to how you are going to reach your fundraising goal. We understand that raising a large amount of money can be a bit intimidating, but you can be successful if you plan ahead, start early, use the resources in this packet, be creative and have fun!

The No. 1 way of raising money for the Lung Walk is through a personal solicitation letter. This is a letter that you send to transplant buddies, extended family, current and past friends, neighbors, old college roommates, your favorite teacher from fourth grade and just about anybody else that you can think of. However, just sending out letters does not guarantee that you will reach your fundraising goal.

The Process

What makes the solicitation letter so successful is how little time it takes to send to a lot of people. Once you get your letter written, copied, placed in the envelope, and sent out - all you have to do is wait about two to three weeks before you see the first of hopefully many donations come in. The donation process is pretty simple. You place your letter, and a self-addressed return envelope into a standard envelope. Send it to everyone and let them return it to you with their contribution.

Start Now

The key to a successful fundraising campaign is starting early! Work with your team captain. Use the examples provided in this resource packet.

Writing a Good Letter

The key to a successful letter campaign is writing a good letter. Here are some suggestions to writing a successful fundraising letter.

1. Make it personal

We all love to get personal letters, so make your letter personal. Let them know what else is going on in your life other than this event. Tell them briefly about your transplant experience or connection. Then slide into what the event is about and why you are personally involved.

2. Use humor

Everybody loves a chuckle, so use humor where appropriate. Start your letter with something like "Have you heard that (your name) has gone off the deep end again. She is thinking about running five miles..."

3. Short and sweet

Try to keep the letter to one or two pages. If it is too long, you will lose the reader's interest.

4. Ask

Very important! What separates this letter from normal letters is that you are asking them to act. Don't just tell them you are doing this, but that you need their help.

5. Suggested giving levels

We recommend giving your donors suggested giving levels. Put your overall goal into your letter, or donors may not know how much you need to raise. So ask them to donate $10.00 for every mile that you do ($30.00 for run and $10.00 for short walk course). Be creative. Finally, think about setting at least one high giving mark ($100 - $200). No one may give you that much, but if someone does - Congratulations!

6. Set a deadline

We give you a deadline for your own fundraising, but we recommend you set a deadline earlier than that. People are always motivated by deadlines.

7. Let them know how to donate

Tell them the procedure for making a donation. If they are confused, they are not likely to send a donation, so walk them step-by-step through the procedure.

8. Keep a list

Keep a list of all the people you send letters to. You can then compare this list to the donations you receive in the first two weeks to see who has not donated. This is important for the next step.

9. Send a reminder

A lot people will get your letter and say, "What a great idea. Sure I'll help out," and then set the letter down - only to forget about it. The best way to send a reminder is to give goal reaching updates. Write to your donors and tell them," I have met 50% of my personal goal" Let them know that fundraising is going well, but you still have a bit farther to go. Ask them nicely if they would consider making a donation.

Send a thank-you card. It is really nice to receive a note that says that your donation was important, not to mention that your donors probably want to know how you did. A good thank-you card will set you up well for the next Lung Walk.

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Top 10 Fundraising Tips

10. Do not think of fundraising as asking for money or a loan. You are asking as an advocate for those in need.

9. Do not discount anyone. While you may not have talked to that high school friend for awhile, it's never too late to resume a friendship by telling them about your involvement with the Second Wind Lung Walk.

8. Use those who are close to you as a "mini-committee" to reach your goal. Ask them to share their address book and send out letters on your behalf.

7. You do not need to know all of your potential donors; it's okay to accept donations from people you do not know. Just remember to thank them.
By carrying your sponsor sheet everywhere you go, you could receive donations in bars, on the Metro Link or Bus, from people in grocery stores, at neighborhood meetings and gatherings, at school and your church or synagogue.

6. Ask your boss.

5. The best way to fundraise is to use a combination of techniques including a letter writing campaign, an email campaign, and a face-to-face request.

4. Start early! There's a lot to be said for those people who get all of their fundraising done early and can help with preparations for the walk.

3. Involve everyone you know. Most people find that their daily contacts supply plenty of potential donors. You'd be surprised at how many people you know - even casual acquaintances - who will support your efforts. Stay focused on raising money for those who are waiting for the gift of life

2. When you participate in the LUNG WALK you represent those who are helped by the Second Wind Assistance Fund as well as all those who donated to your campaign. Make sure everyone realizes that their contribution will last much longer than the 30 seconds it takes to write a check. Mention your efforts whenever possible - you never know when someone has $20 burning a hole in their pocket.

And the No. 1 fundraising tip - Ask, ask, and ask!

If you have any questions pertaining to Second Wind St. Louis Lung Walk, or the association, please contact:

Tom Archer
by calling (314) 664-6360
or toll free (888) 855-9463
or via email: tea3440@sbcglobal.net.

Please visit www.secondwindstl.org for more information.

Please let us know how we can help you attain your goals.

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Second Wind's Lung Walk Participant Registration Form

Please us a separate form for each participant.

First Name ..... Last Name .....

Address .....

City ..... State ..... Zip .....

Phone: Home ..... Work .....

Email .....

Age on walk day..... ☐ Female ☐ Male

Employer .....

City ..... State ..... Zip ..... Phone .....

☐ Enclosed is my $25 early registration. After October 1, registration will be $30. (Registration received by October 1, 2014 guarantees shirt size.)

Adult sizes: ☐ S ☐ M ☐ L ☐ XL ☐ XXL

Youth sizes: ☐ M ☐ L

☐ $30 the day of the race. T-shirt is not guaranteed.

☐ My Company has a matching gift program and I have attached the form.

Please register me for: ☐ 5K race ☐ 5K walk ☐ 1 mile fun walk

☐ I'm just here for the t-shirt

I will be participating in honor of or memory of: .....

I will participate as ☐ an individual ☐ a member of a team

☐ I'm not available the day of the walk but would be interested in helping in other ways. Please contact me.

Team Name ..... Team Captain .....

My personal fundraising goal is: $..... My team's goal is: $.....

☐ I am unable to participate, please accept my contribution of: $.....

Second Wind Lung Walk

5K Race & Walk
October 18, 2014
Forest Park Visitor's Center
8:00 am: Registration
8:30 am: Memorial Service
9:00 am: Start-time

Second Wind Lung Walk Waiver

I hereby waive all claims against the St. Louis Second Wind Lung Transplant Association, sponsors, or any personnel and agencies connected with this event for any injury I might suffer in this event. I grant full permission for Second Wind to use photographs of me and quotations from me in legitimate accounts and promotions of this event.

Signature ..... Date .....

Parent Signature ..... Date .....

Parent Signature required for participant less than 18 years of age.

Please send this form and a check made payable to Second Wind to:

Second Wind Lung Walk
1245 Tahiti Drive
St. Louis, MO 63126

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Please let us know how we can help you attain your goals.

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Second Wind's Lung Walk Walker's Sponsor Form

Use this form to keep track of your sponsors/donors. Be sure to fill out this form completely and turn it into your team captain two weeks prior to walk day OR if that is not possible, bring it with your pre-paid donations to check-in on walk day.

Team Name: ..... Team Captain .....

Walker Name .....

Walker Address .....

Day Phone ..... Evening Phone .....

E-Mail ..... Fax .....

Personal Goal: $.....

Team Goal: $.....

Total of Donations Collected

$.....

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Please visit www.secondwindstl.org for more information. Please let us know how we can help you attain your goals.

Name and Address	Donation	✔
1. John Doe, 41 Main St., St. Louis, MO 63xxx	$50	✔
Totals		

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Second Wind's Lung Walk Walker's Sponsor Form

Name and Address	Donation	✔
1. John Doe, 41 Main St., St. Louis, MO 63xxx	$50	✔
Totals		