

STAIR CLIMB

STAIRCLIMB FOR CLEAN AIR FUN FACTS

- 600 participants including almost **100 firefighters** who participated in full gear
- Over the past decade, the event has raised well over **one million dollars**.
- Fastest male stair climb time = **4:23**
- Fastest female stair climb time = **6:41**
- Average stair climb time = **10:57**

11TH ANNUAL STAIR CLIMB FOR CLEAN AIR CAPTAIN'S LOG

THE WRITE STUFF - SAMPLE LETTER



Hey Everyone!

I recently signed up for the BC Lung Association's 11th Annual Stairclimb for Clean Air. I am raising money in support of my climb on Feburary 26th, 2012 and would really appreciate your support. The climb is a serious feat at 739 steps. It is a physical and mental challenge and I cannot wait to accomplish my goal!

(Insert personal reason for climbing here)

The BC Lung Association raises money for the 6 million Canadians affected by lung disease. They (and I) would appreciate and welcome any sort of support.

Also, I would love to climb with friends. Walking up 739 steps is always easier with a group, isn't it?? If you'd like to sign up and help the BC Lung Association reach their goal of \$250,000 click here. Otherwise, please click here if you'd like to sponsor me.

Thank you for your support.

Sincerely,
(Insert your name here)



One in five British Columbians has difficulty breathing
 More than 280,000 people in British Columbia can be linked to air pollution
 An estimated 5,000 premature deaths in Canada each year can be linked to air pollution
 Asthma is the leading cause of hospital admissions among children

Being active on social media has never been more important for an event. Here's how you can help out.
 Like "BC Lung Association" and "Stairclimb for Clean Air" on Facebook
 Share our posts on Facebook or write your own. Don't forget to tag the "Stairclimb for Clean Air" in your posts.
 Or try this: Think you can climb 739 steps? Join my team and prove it: <http://bit.ly/txHwTZ>

Follow: @bclungassoc and @stairclimbvan
 Retweet or tweet using hashtag #stairclimb
 Or copy this if you're a lazy tweeter: I'm #climbing @stairclimbvan for @BCLungAssoc this February. Please click <http://bit.ly/w3jube> to sponsor me!

CAPTAIN! MY CAPTAIN!



As team captain, you are the link between your team and the BC Lung Association - our Lung Health Champion. We will provide you with the help & tools you need to recruit more members and encourage greater fundraising among your team. Be the heart of your team. Inform members of your team's progress with recruitment and fundraising goals. In this package you will find tips and tools to help you recruit and manage your team.

1 REGISTER YOUR TEAM & PICK A FUN TEAM NAME

If you haven't already, go to www.stairclimb.ca to register your team.
 All the cool kids are.

2 PERSONALIZE YOUR FUNDRAISING WEB SITE

Once you sign up, you automatically get a customizable fundraising site. Tell your story, add a photo, send it around.

3 RECRUIT YOUR TEAM & SET FUNDRAISING GOAL

Setting goals is for winners.
 Be a winner.

4 READ THIS. LOTS OF GOODIES IN HERE.

Tons of tips to make you the best captain in Stairclimb history. It's a pretty nice honour.

5 RECRUIT. RECRUIT. THEN REPEAT.

How awesome will you be if you bring an entire army to Stairclimb. That's a lot of people chanting your name.

6 START FUNDRAISING. IT IS A GREAT CAUSE.

'Nuff said.

GUIDING YOUR SHIP. OR TEAM. WHATEVER YOU PREFER.

YOUR TEAM. PURE AWESOME.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

HOW TO... **FILL IN THIS LIST**
 There is no limit to how big your team can be and recruiting a new team member can be easier than you think! A little encouragement and excitement can lead to a great experience!

- Directly ask family, friends & co-workers
- Send those same people an email
- Talk about how awesome Stairclimb is to anyone who will listen
- Place an article in the company newsletter or blast email
- Offer a prize for signing up on your team early
- Show off our posters & brochures at your favorite coffee shop, gym, grocery store, hang out locale, etc
- Have a party for your teammates. Who doesn't like a party?!
- Recruit your CEO or President. They'll help you get the job done!



KICK START YOUR FUNDRAISING.

GET IN THEIR FACE
 When you're fundraising make it a point to ask the friends and family you see on a regular basis to support you by donating. Dinner parties, soccer games, church, family reunions, etc. They are all great opportunities to make in person asks. Remember, it's difficult for people to say "no" if you speak with them in person. Consider creating simple "fundraising cards" that have your personal fundraising page address on them. That way when you see people in person you can hand them a card and ask them to make a donation online when they get home.

GET PERSONAL
 People will donate because YOU are asking them to. Simple as that. They like you and respect that you're supporting a great cause. You have the space on your fundraising web page and in your emails to tell them why you're supporting this cause. Communicate your passion to your friends, family, co-workers and other potential donors. It's a critical part of your fundraising success.

GET ONLINE
 It goes without saying, but using an online tool will help you manage your fundraising efforts. When you register, you can setup your own fundraising web page that allows you to set your fundraising goal, write a personal message, send email appeals and track progress. This is an invaluable resource, not just for your donors (i.e. the friends and family you're asking to support you), but also for you as you keep track of your fundraising campaign. You should direct all your contacts to visit your personal web page.

