

## SAMPLE TEAM MEMBER RECRUITMENT LETTER/E-MAIL



Date:

Dear:

I'm inviting you to join me in the fight against lung disease on Sunday, February 26<sup>h</sup>, 2012 at the Republic Plaza in downtown Denver. I have recently taken on the challenge to participate in the 7<sup>th</sup> annual **Anthem Fight for Air Climb**, a 56-story stair climb up the tallest building the Rocky Mountain West.

Every dollar donated to the American Lung Association in Colorado brings us one step and one breath closer to realizing our mission to prevent lung disease and promote lung health. The American Lung Association is committed to **Fighting for Air**. When you join us in this fight for healthy lungs and healthy air, you help save lives today and keep America healthy tomorrow.

No gift is wasted and we understand that great rewards come in small packages. Our programs are the foundation on which we stand in our fight for clean air and healthy lungs. From advocating for smoke-free workplaces, to educating youth about the dangers of smoking, and even working to reduce air pollution, **every dollar counts**.

- **\$25-** provides incentives for one youth to participate in **Not On Tobacco**, Colorado's only teen smoking cessation program
- **\$50-** would cover the application processing fee for 2 asthma camp participants or sponsors one participant to attend a **Breathing Matters** symposium on living well with lung disease
- **\$150-** would sponsor 3 adults to receive asthma education and resources from **Breathe Well, Live Well**, the asthma education program for adults
- **\$1,100-** will fully sponsor one child to attend the asthma education program, for youth called Champ Camp for 1 week, receive asthma education, and learn how to manage their asthma
- **\$3,500-** would allow one elementary school to fully implement the **CASEO (Clean Air at Schools: Engines Off!) Program**, providing cleaner indoor and outdoor air at schools
- **\$5,000-** would sponsor the annual **Not On Tobacco** facilitator training and education summit.

My goal is to raise (\$) and to have (number) of participants. With your help, we will meet a personal challenge to climb to the top of the tallest building in the Rocky Mountain West,

while also bringing the American Lung Association in Colorado one step closer to achieving their mission.

Ask your co workers, friends and family members to climb for a cause with us. For those who are not interested in actually climbing the stairs, please consider making a tax-deductible donation or volunteering on event day.

It's easy to register or to make a donation, simply visit **[www.fightforairclimb.org](http://www.fightforairclimb.org)**. Please take a deep breath...and be thankful that you can. Millions of others suffer from lung disease daily and your support makes the every day act of breathing that much easier.

Sincerely,

Your name

Team Captain: (insert team name)

## SAMPLE TEAM COMMUNICATION LETTER



Date

Dear Fight for Air Climb Participant,

Thank you for joining the 2012 *Anthem Fight for Air Climb*, Denver's only stair climb event.

This year our team has taken on the challenge to climb 56 flights of stairs and 1,098 steps in our vital role to end lung disease. Our goal is to recruit (number) team members and to raise (amount). (If you participated last year, include last year's figures here)

As of today we have (number) of people on our team and we have raised (number). We're doing great, but we're not there yet.

With your involvement we will not only meet the challenge, but we will exceed our goals. Let's be the legs, the hearts and the lungs for people who are unable to join us because lung disease has made an impact in their lives. **Every dollar makes a difference.**

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- **\$5,000-**would sponsor the annual **Not On Tobacco** facilitator training and education summit.

Thanks again for joining the team, and thank you for being a part of a very worthy cause.

Sincerely,

Your name

Team Captain: (team name)