

JOIN THE FIGHT



Ride for Fun.
for your Health.
to support our Life-Saving Programs.



BIKE 4 BREATH FUNDRAISING PACKET

benefiting



BREATHE
CALIFORNIA



Thank you for Joining Bike 4 Breath!

We want every step of the ride to be easy and fun so that you can focus on cycling!

Fundraising for Bike 4 Breath is one of the most effective things you can do to promote lung health in the Bay Area. 100% of all donations made to *Breathe California* help support our efforts to promote lung health right here in the Bay Area!

Fundraising is easier than you think!

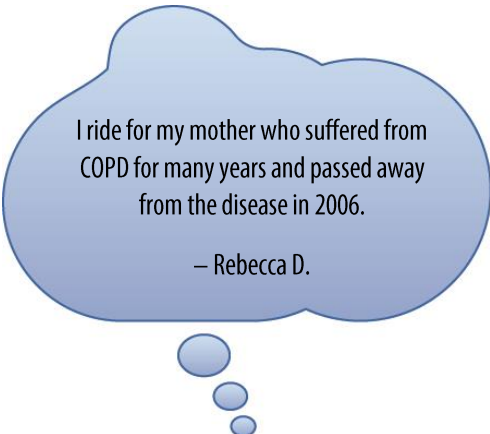
Remember Why You Ride:

No matter why you choose to ride, the need for funds to promote lung disease and clean air is crucial.

- Lung disease is currently the 2nd leading cause of death in America, affecting millions of people each year who are struggling to breathe.
- Asthma is the number one cause of school absenteeism.
- Lung cancer currently kills more people each year than any other type of cancer.
- COPD alone is the third leading cause of death.
- It is our most vulnerable populations - children, the elderly and people living in impoverished areas – who are most impacted by lung disease.

Why Your Dollars are Needed:

At *Breathe California-Golden Gate Public Health Partnership* we create local programs and offer services that empower individuals and communities to prevent and manage lung disease in all its forms. Unlike many other organizations, our work is local and focused on your communities. Our tobacco cessation programs, asthma workshops, school tobacco education programs and clean air advocacy directly affect YOUR schools, homes, workplaces and communities.



I ride for my mother who suffered from COPD for many years and passed away from the disease in 2006.

– Rebecca D.



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Get started by following these simple steps:

- **Sign up for Bike 4 Breath**

Participants for the ride can sign up at www.bike4breath.org. Here you can learn about the ride and join hundreds of other riders in biking for a cause!

- **Set a fundraising goal**

Now that you are signed up, you can set a fundraising goal for yourself. Can you raise more than your friends or coworkers? The top fundraisers will achieve VIP status and enjoy the luxuries that come with it! Once you have picked a goal, be sure to log into your account and update it up until the event. You can always adjust your goal as you fundraise.

- **Make your own donation**

The first donation to Bike 4 Breath should be your own. By making your own donation, no matter how small, you are showing your friends, family and co-workers that you care about this cause. Your commitment will inspire others!

- **Create a list of potential donors**

These are the people you can initially contact to help you reach your goal. These people can include friends, family, colleagues, acquaintances, alumni, etc. These people are often easily reachable on social media or in person.

- **Share your story**

Now you can begin fundraising for your ride! Many think that asking people is difficult, but it's easier when you start with why you are riding. Whether you are just doing it for fun or you know someone with lung health issues, tell people why you have chosen to ride. Your passion and excitement about the race will spread and you will inspire others. This inspiration fueled by your excitement and commitment is the reason people will donate.

- **Remember to enjoy the ride**

Bike 4 Breath is not about who can raise the most money, the ride is about supporting those with lung health needs and having a great time doing it. We cannot wait to see you out there!

I ride in memory of my nephew Austin. He passed away from an asthma attack in 2010. Austin was only 11 years old.

-Peter N.



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Fundraising made easy

The number one way to raise money is simply to ask. Your friends, family and coworkers can't donate if they don't know about the ride.

In Person

An in-person ask to your closest friends and family is the easiest way to raise money. Take them to coffee and talk about why you ride. And remember that every little bit helps – if just 10 of your friends donate \$10 a piece you are already at \$100 and one step closer to your goal. Remember to follow up with an email with a link to your page.

Email

Email is a great way to reach a lot of people, especially people who may not live nearby or who you don't see as often. [Our fundraising page on the Bike 4 Breath website has sample emails to make it easy to craft the perfect message.](#)

Here are a few things to remember:

- Keep it short and to the point
- ASK for a donation: "I'm asking you to donate to support my ride"
- Tell people why you ride, whatever the reason, and why the cause matters.
- Include the link to your personal page
- Thank them.

Don't forget to follow up! Everyone is busy and even if they intend to donate, people forget. So don't be afraid to check in on friends who've expressed interest. Send email and text reminders. They'll appreciate it!

Your employer or your donors' employer's might have a matching gifts program which can really increase your impact.

Make sure to ask!



Use your Social Media

Social Media is a great way to communicate and connect with people you know. Once you have connected with people on their social networks, you can begin to communicate with each other and share important, relevant information.

As a Bike 4 Breath participant, you can connect with your family, friends and potential supporters to increase awareness about the ride and acquire more donations to support Breathe California's lifesaving work fighting lung disease, promoting clean air and advancing public health.

Below, we have provided tips on how you can get started fundraising with social media.

You can find sample posts and additional tips online at http://events.ggbreathe.org/site/PageServer?pagename=2015_Fundraising

FACEBOOK

- Post about training for the ride or how close you are to your fundraising goals.
- Create a Facebook event and ask your friends to join.
- Tag your friends in thank-you posts when they make donations or join your team.
- Use hashtags to join the Bike 4 Breath conversation: #Bike4Breath, #BreatheCalifornia
- Post a link to your personal fundraising page and be sure to include a photo to make the post stand out among the others on their page.
- Post a picture/video of you riding or even at a previous Bike 4 Breath event.
- Change your profile picture and cover photos with the Bike 4 Breath or the Breathe California logos.
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LINKEDIN

- LinkedIn also lets you post status updates and links on your profile, just as you would on Facebook and Twitter. Reach out to your fellow employees!
- Use the Projects Tab: Here you can let your colleagues and connections know what kind of things you are currently working on in and out of the office.



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TWITTER

- Update your status often: Tell your friends all about your training and the fundraising you are doing. When you post messages about the ride, add a link to your personal fundraising page and be sure to include a photo to make the post stand out among the others on their page.
- Post a picture/video of you riding or even at a previous Bike 4 Breath event.
- Change your profile picture and cover photos with the Bike 4 Breath or the Breathe California logos.
- Mention us by tagging @BreatheCAGGPHP.
- If someone donates to you, be sure thank them by mentioning them in a status! Just type @ followed by their Twitter handle.

We can't wait to see you on Saturday July 11!



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