



Virtual Trekker Guide



Welcome, Trekker!

On behalf of the American Lung Association and more than 258,000 people in Maine living with lung disease - welcome to the Cycle Your Way - Virtual or our Actual Trek Across Maine.

This year, we're taking the Trek Across Maine inside, outside and around the world! We're moving onward and upward, safely and responsibly, so that we can make an impact now to ensure a healthier future for all.

Why we Trek

- More than 36 million Americans suffer from chronic lung disease.
- From 2019 to 2022, e-cigarette use skyrocketed among high school e-cigarette users (from 2.4% to 55.8%) and middle school e-cigarette users (from 3% to 43.8%).
- Lung cancer is the #1 cancer killer of men and women in the United States.
- Asthma is the 3rd leading cause of hospitalization among children
- More than 4 in 10 people live where pollution levels frequently make the air too dangerous to breathe.

In this Toolkit

You'll find all the tools and tips you'll need to prepare for the Virtual or Actual Trek experience within this toolkit! With your help, we can continue to fund more research, impact more policy initiatives and expand our reach in the community with life-saving education and programming.

- How to use your Participant Center
- How to use our Cycle For Air mobile app to get started tracking your mileage and raising funds to earn incentives
- How to stay connected with us and other Trekkers through social media and e-communications
- Fundraising Tips & Incentives

Thank you for your ongoing support of the American Lung Association and please reach out if you have any questions. Thank you for making Every Mile Count!

Your Trek Across Maine Team,
Gale, Sarah, Emily, and Chrystal

Introducing Cycle your Way Virtually



Cycle Your Way is part of the Virtual Trek Across Maine experience. Ride the roads in your community, hit the trails for a change of scenery or stay comfy at home on your stationary bike. The possibilities are limitless!

Prefer to just focus on your fundraising? Awesome! Completing mileage is **NOT** a requirement in order to participate in the Cycle Your Way – Virtual Trek Across Maine. Reach your \$250 fundraising minimum to earn commemorative items!

1) Register

Congratulations! You're already signed up for the 2024 Trek Across Maine. Now you are ready to download the Cycle for Air app (more info on page 6) and utilize the Activity Tracker feature, fundraising tools and more!

2) Fundraise

Log into your Participant Center to set up your Personal Page and share why you TREK. Start fundraising and receive fun incentives along the way!

3) Ride

- Join our [Trek Across Maine Strava Club](#) sync your mileage and see where you land on our weekly leaderboards.
- Explore new routes (or re-visit vintage favorites) as part of our Cycle Your Way Rides. Take a road trip using our adventure maps across the state of Maine. Pick and choose from a mix of exploring lighthouses and beaches, country roads, lakes and rivers, the "County" Maine's Potato country, or a historic Trek route.

Stay connected...

Stay connected with other Trekkers and ALA staff throughout the year in these ways:

- [Facebook](#)
- Official [Trek Across Maine Facebook Group](#)
- [Instagram](#) (use our hashtag #TrekME on your posts)
- Add TrekAcrossMaine@lung.org to your email contacts to make sure you receive our monthly e-newsletters.



Stay Connected



Stay connected with our Trek family throughout the year through these channels:

Facebook

Updates, challenges, suggested rides, educational videos and more will be shared throughout the spring/summer as part of Cycle Your Way.

Trek Across Maine – Facebook Group

Chat with other Trekkers, encourage each other along the way by sharing your photos and progress from your rides. Prize winners and exclusive content will be shared here as well.

Instagram

Follow along on Instagram! Bonus: Tag us in your stories and posts or use #TrekME for a chance to be featured in our stories.

Cycle Shorts (e-newsletters)

We will reach out on a monthly basis to keep you updated about all things Cycle Your Way and about the mission work of the American Lung Association that your efforts are supporting. Add trekacrossmaine@lung.org to your contacts list to ensure the emails don't land in your spam folder.

Trek Across Maine Strava Club

Join our Strava Club to log your miles and see where you land on our weekly leaderboards. Share and see routes that other Trekkers are riding to get inspired.

Managing your Donations

All pledges (cash, check or money order) must be accompanied by a pledge sheet (electronic version can be downloaded at TrekAcrossMaine.org).

Cash

All cash donations must be converted to a bank check or money order before they are submitted to the American Lung Association. Please include donor information so we can properly thank them.

Checks

Checks must be made payable to "American Lung Association." If the check is errantly made out to you, please endorse back with "Payable to American Lung Association."

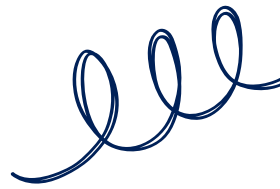
Credit Card

Credit Card donations can be made via credit card through our website. Search by Trekker name to find and donate to an individual.

Workplace Giving

Please see Fundraising & Communication Tools (on our website) for instructions regarding workplace giving donations.

Participant Center



Access Your Participant Center

Did you know that participants who update their personal fundraising page raise over double than participants who do not update their page?

To access your participant center, visit TrekAcrossMaine.org and then click "Login" at the top right.

Steps for Successful Fundraising

Step 1 CUSTOMIZE YOUR PERSONAL AND TEAM PAGES. SHARE YOUR STORY!
Customize your personal and team pages to raise more.

The screenshot shows the 'Edit Your Personal Fundraising Page' interface. A navigation bar at the top includes 'My Home', 'My Social', 'My Email', 'My Progress', 'My Personal Page', and 'My Team Page'. The main content area is titled 'Edit Your Personal Fundraising Page (View Personal Page)'. It includes a 'Personal Page URL' field with a 'URL Settings' link, a 'Title' field containing 'Welcome to my Cycle For Air - EVENT NAME page!', and a 'Body' field with a rich text editor. A sidebar on the right has a 'Page' section with 'Content', 'Photos/Video', and 'Components' options, and social media sharing icons for Facebook, Twitter, and LinkedIn. Two callout boxes with green borders provide instructions: one on the left says 'Edit your personal page with a title and share why you cycle in the body. Don't forget to save your text!' and one on the right says 'Add a photo or video of yourself or who you are Trekking for!' with an arrow pointing to the 'Photos/Video' option.

Step 2

FUNDRAISE WITH FACEBOOK.

The easiest proven way to connect with a wide and diverse audience of supporters and share your 'Why I Cycle' story is through your Facebook Fundraisers. Create a Facebook Fundraiser through the "My Home" tab of your participant center.

A dark blue rectangular box with white text. At the top, it says 'Raise more money with Facebook'. Below that, it reads: 'Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.' At the bottom, there is a blue button with white text that says 'FUNDRAISE ON FACEBOOK'. A green arrow points from the right side of the box towards the button.



Step 3

GO SOCIAL. Through the "My Social" tab, you can send messages to your network using pre-crafted templates and schedule Facebook messages to be sent out to ask for support and thank your donors.

Review the instructions on how to include our clickable email signature badge!

Select your message, choose your social channel, then share or schedule!

Send Emails

Step 4

SEND EMAILS. Participants can double their donations by sending emails to their contacts. Under the "My Email" tab, you'll see we have created templates for you. Personalize your emails by sharing why you are riding.

My Email

✓ Configure ✓ Compose ③ Set Recipients ④ Preview & Send

Select Email Template

Thank You (2)

Recruiting (1)

Solicitation (4)

I'm Riding and Need Your Support (Donation Ask)

Preview

Why I Ride (Donation Ask)

Preview

We're Getting Closer to My Goal (Donation Ask)

Preview

There is Still Time (Donation Ask)

Preview

My Email

✓ Configure ② Compose ③ Set Recipients ④ Preview & Send

Subject

I'm Riding and Need Your Support

Include personalized greeting (What's this?)

Dear Friends and Family,

In 2021, I am participating in the American Lung Association's Cycle Your Way - Virtual Trek Across Maine. The money I raise will help the Lung Association provide resources, education, research, and help Americans breathe easier. I need your help to reach my fundraising goal. More than 33 million Americans suffer from lung diseases such as asthma, and COPD, that makes it more difficult for them to breathe. This needs to change, and with your help, we can make it happen.

Please help me reach (and maybe exceed!) my fundraising goal by using the link at the bottom of this email to make a donation. Please share with anyone else who would like to make an impact on lung health. Let's give those with lung disease a fighting chance. Thank you.

Save as draft Delete Save as template Preview **NEXT**

Cycle for Air

Mobile App

24

Key statistic highlighting your impact

What does the Cycle for Air app do?

You can update your personal page, send pre-crafted donation asks, check your fundraising progress and track your steps – all from the palm of your hand. To download the Cycle for Air app onto your phone, search "Cycle for Air" in your app store to download (available for Apple and Android).

Logging In:

Enter your username and password for your Participant Center to access the app. Once you have logged in, use the icons located at the bottom to navigate.

Fundraising with the app

Personal Page:

Just like your online Participant Center, you can use the app to edit your story, customize your page link, upload an image from your own camera roll, add fun filters and share your Personal Page to Facebook. Team Captains can also personalize the team page, contact team members via email and view the team's fundraising efforts and goals.

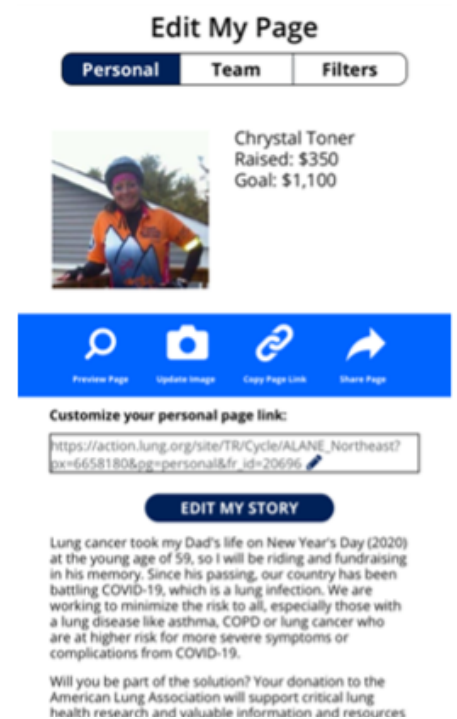
Keeping Track:

Using the toolbar at the bottom, keep track of your supporters and send them "thank you" notes to show your appreciation.

Send Messages:

Ask friends, family and co-workers for support in the "Send Messages" tab by sending a quick and easy pre-written donation ask. Send it as an email or text message, or post through your social accounts such as Facebook, LinkedIn, Twitter and Snapchat. Connect your social accounts by simply logging into them through this app.

TIP: You can pre-schedule your Twitter and LinkedIn posts!



Tracking Your *Miles*

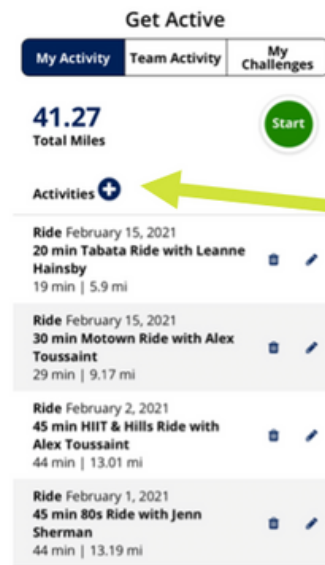
The Cycle for Air app allows cyclists to track their mileage WHILE fundraising, making it super easy to track progress towards reaching your fundraising mileage goal!

How to Connect:

To start using the Activity Tracker feature, you must connect the Cycle for Air app to your phone's Apple Health or Google Fit. Once you click the "Get Active" icon at the bottom of the page, the app will prompt you to connect. You must provide authorization for the app to retrieve activity data.

Tracking Your Activity:

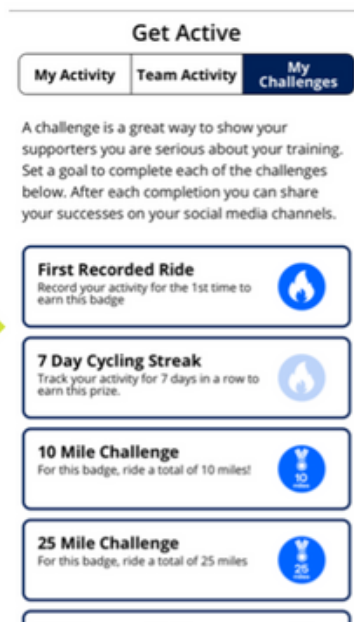
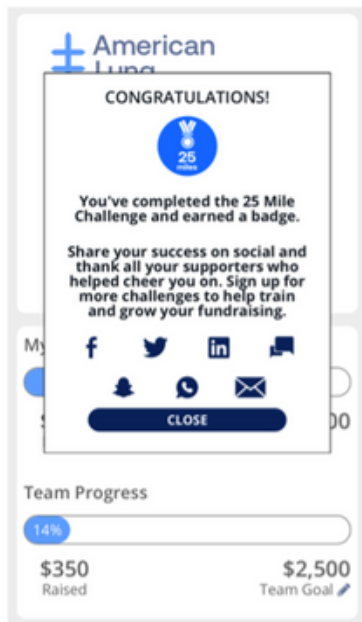
1. If you already have an activity tracking device (Apple Watch or Garmin) that is connected to Apple Health or Google Fit, your data will automatically be updated
2. You can record your activity from within the app by clicking the green start button on the "Get Active" tab
3. If you forget to track an activity, you can manually add your activity by clicking the PLUS button next to "Activities"
4. You can edit or discard an activity by clicking the pencil or trash bin icons



Automatically track your activities or manually add a workout!

Activity Challenges:

As you prepare for the Trek, use the app's challenges to train and earn badges to recognize your achievements. These challenges will keep you and your team motivated to get your miles in every day!



You can also view your

personal stats

and how you rank on the team's leaderboard.

Fundraising & Incentives



FUNDRAISING INCENTIVES

All participants that raise \$250 will receive a signature Trek Across Maine t-shirt, 2024 Medal and Trek sticker. Keep up your fundraising efforts to earn additional incentives and challenge yourself to reach the height of your fundraising potential. Get started today!

Set a goal

Challenge yourself to raise \$1,100 and become a Winner's Circle member. People are more likely to donate if they are helping you hit your goal.

Make a donation yourself

A great way to start is to lead by example. When you make a self-donation, your friends and family are likely to match your donation or give more!

Double your donation

Does your employer or a donor's employer match donations? Use our [matching gifts search tool](#) or contact your Human Resources department to find out!

2024 Virtual Trek Incentive Levels

There are a variety of levels as part of our [2024 Trek Incentive program](#). We've highlighted a few of the most exciting levels below. 

\$1,100 - Winner's Circle - \$50 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine & prestigious Winner's Circle jersey

\$1,500 - \$100 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine, \$100 off HomeCare Green + HomeCare Mosquito, Flea, and Tick Bundle from Modern Pest Services, and prestigious Winner's Circle jersey

\$2,200 - Winner's Circle Elite - \$150 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine, prestigious Winner's Circle jersey, Elite cycling shorts & \$100 off HomeCare Green + HomeCare Mosquito, Flea, and Tick Bundle from Modern Pest Services

\$4,000 - Mission Possible - \$200 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine, prestigious Winner's Circle jersey, Elite cycling shorts, \$100 off HomeCare Green + HomeCare Mosquito, Flea, and Tick Bundle from Modern Pest Services & Mission Possible gift (L.L. Bean embroidered blanket or \$75 L.L. Bean gift card)