



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 DonorDrive 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 2025 Trek Across Maine. Now you are ready to download the DonorDrive app to connect to our program and access exclusive features that will level-up your fundraising. Easily create and share QR codes, track your fundraising progress, ask for donations, and more from the palm of your hand.

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."

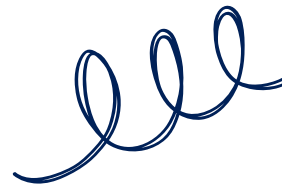
Credit Card

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



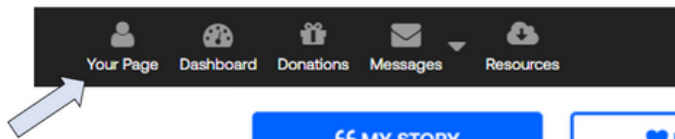
Access Your Participant Center

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 Personalize Your Participant Dashboard



Click on the pencil icon to edit each section of content.



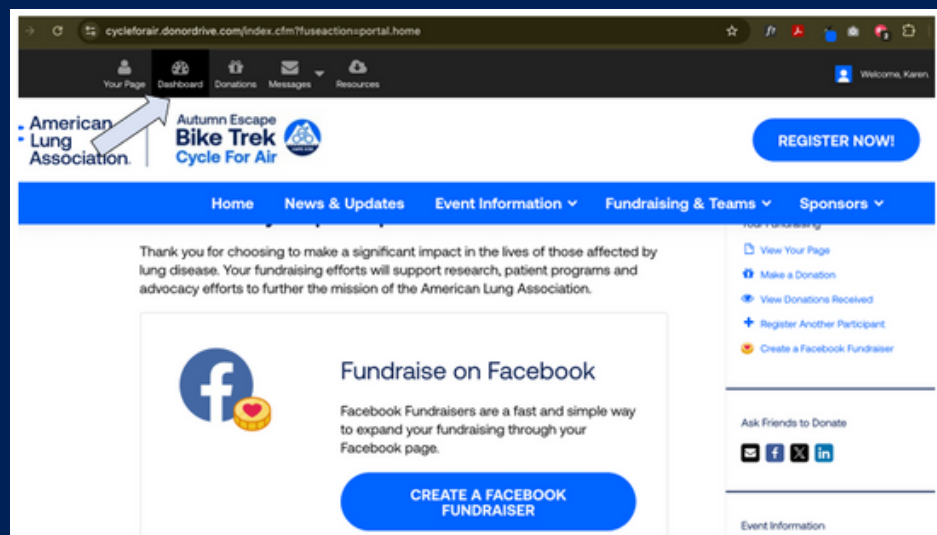
Why I Ride

I have committed to join many other cyclists and the American Lung Association in a cycling and fundraising journey to support the fight against lung cancer, COPD, asthma and other serious lung diseases.

Did you know that lung cancer is the number one cancer killer of both men and women today? Another alarming fact is that lung disease is the third leading cause of death in the United States. Please join me in my efforts to make a difference by making a personal or corporate tax-deductible donation. Ask your HR Department about matching gifts and see your donation double in support of my efforts and the mission of the American Lung Association.

Step 2: Now what?

Explore your participant dashboard. Share your updated fundraising pages on social media, create a Facebook Fundraiser, send email messages to ask people to join you or donate to your fundraising efforts! You can thank your donors right from your dashboard as well! The more you utilize the tools within your dashboard, the greater your fundraising opportunities.



Cycle for Air *Mobile App*

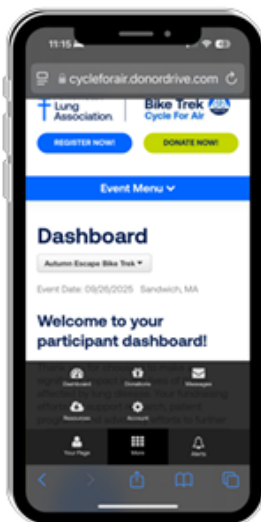
What does the app do?

Download the DonorDrive app to connect to our program and access exclusive features that will level-up your fundraising. Easily create and share QR codes, track your fundraising progress, ask for donations, and more from the palm of your hand.

Personalize *your participant dashboard*

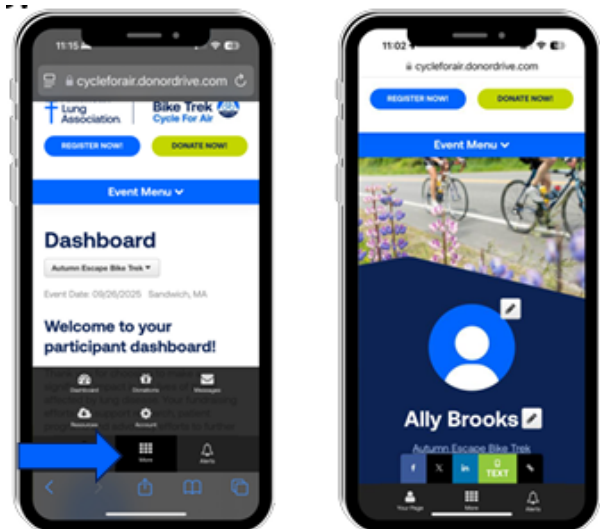
Step 1

Once logged into your event you will see a set of actions through your participant dashboard.



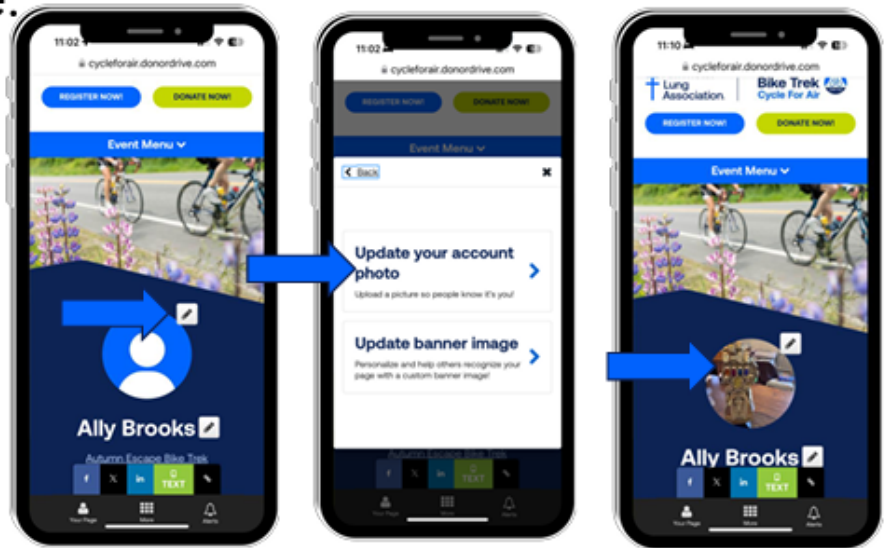
Step 2

Choose the *more* option to edit your page.



Step 3

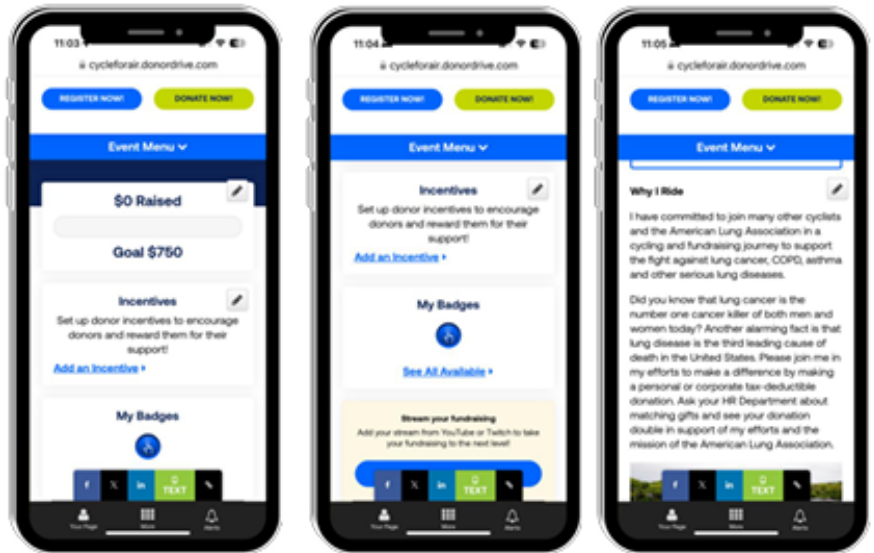
Update your profile and banner image.



Step 4

Use the app to update any of these features:

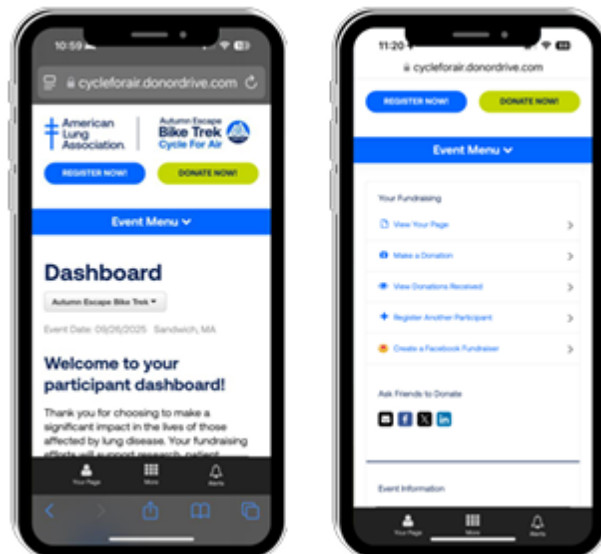
- Update fundraising goal
- Add incentives
- View achievement badges
- Edit fundraising story
- Share your fundraising page through social, text and direct link



Step 5

Access additional fundraising tools in the *Dashboard Updates Section*.

With just one click, you can create a Facebook fundraiser, send donor emails, review your personal fundraising page, thank your donors and more.



Fundraising & Incentives



FUNDRAISING INCENTIVES

All participants that raise \$250 will receive a signature Trek Across Maine t-shirt, 2025 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!

2025 Virtual Trek Incentive Levels

There are a variety of levels as part of our [2025 Trek Incentive program](#). We've highlighted a few of the most exciting levels below.

\$1,100 - \$50 L.L. Bean gift card, 1 FREE 15-minute massage at Bates or St. Joseph's College, 6-month subscription to Down East magazine, \$100 off HomeCare Green + HomeCare Mosquito, Flea, and Tick Bundle from Modern Pest Services & prestigious Winner's Circle jersey

\$1,500 - \$100 L.L. Bean gift card, 1 FREE 15-minute massage at Bates or St. Joseph's College, 6-month 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 - \$150 L.L. Bean gift card, 1 FREE 15-minute massage at Bates or St. Joseph's College, 6-month 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 - \$200 L.L. Bean gift card, 1 FREE 15-minute massage at Bates or St. Joseph's College, 6-month 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)