



Thank you for fundraising your way!

We are so excited you are making a difference for those with lung cancer by participating in your own fundraiser.

Your efforts into planning and executing your own fundraiser is already meaningful but the work your efforts make possible will save lives! As you work to plan and coordinate your fundraiser, we will be here to help you reach your goals! We have email and social media templates, graphics to use and a fundraising website for you to share with your network. If you need help brainstorming fundraising ideas or sending emails out on your behalf, let me know and we'll be glad to help.

I hope you look forward to creating lasting memories with your friends, family and co-workers. Your dedication is truly inspiring!

I am thankful to work with such amazing people and I can't wait to see what we can all accomplish together to one day live in a world free of lung cancer.

Best,

Emma Nestler



Emma Nestler
Senior Manager,
Community
Engagement

enestler@LCRF.org
(646) 430-0898

In this packet

- Fundraising best practices
- Getting started with fundraising
- Who do you know worksheet
- Sample social media posts
- Sample email
- Lung cancer facts
- All about LCRF!



Free to Breathe **Your Way**

**LUNG CANCER
RESEARCH
FOUNDATION.**

Fundraising best practices

Educate yourself on LCRF's mission and where the dollars go

- The mission of the Lung Cancer Research Foundation (LCRF) is to improve lung cancer outcomes by funding research for the prevention, diagnosis, treatment and cure of lung cancer.
 - Patient & Caregiver Educational Materials: [LCRF.org/resources](https://www.lcrf.org/resources)
 - Lung Cancer Support Line: (844) 835-4325 or email support@LCRF.org.
- Despite being the leading cause of cancer mortality, lung cancer receives far less research funding than any other cancer. That's why funding from nongovernmental organizations is so critical. LCRF plays a pivotal role in this funding landscape, supporting early-career investigators who if not for our funding, may not receive funding at all.
 - Our philosophy is simple: scientific discoveries lead to improved outcomes. LCRF provides critical seed funding to the best and brightest investigators, helping establish proof of concept evidence to pave the way for follow-on funding.
 - To date, LCRF has provided 409 research grants totaling over \$42 million, the largest amount provided by an organization dedicated to funding lung cancer research.

Pick a fundraiser idea

Visit [LCRF.org/YourWayTips](https://www.lcrf.org/YourWayTips) to download info sheets about each type of fundraising!

Hobbies

Baking, art, crafts, gardening... and more!

Fitness/endurance

Get moving for research!

Parties & events

FUN-raising with family and friends!

Family-friendly events

Something for everyone – young or old!

Yoga

Honor your breath with an individual or group yoga fundraiser!

Kites

Decorate and fly kites and soar high for lung cancer research!

Golf

From foursomes to tournaments, there's an option for every size group!

Tournaments

Not just golf – anything from poker to "cornhole" to kickball!

Set a goal and don't be afraid to up it!



Getting started with fundraising

Steps to Success

- Make a self-donation
- Update your page with your why and a photo
- Create a donor prospect list (family, friends, neighbors, co-workers, etc.) to keep track of who has donated so far.
- Send emails
- Share on all social media (multiple times)
- Be sure to give thanks

Tips + tools

- Ask and post multiple times – people are busy and miss messages, so don't be afraid to ask again and share multiple times!
- Sharing your “why” and your story is your best tool.
- Use email/letter and social templates provided.
- Use social graphics provided.



- Encourage your donors to check to see if their employer matches donations.
- Challenges: for example, if you raise \$250, you'll get a pie in the face... or if you raise \$1,000, you'll dye your hair blue!



Who do I ask for donations?

- Friends
- Family
- Co-workers
- Social media friends/followers
- Neighbors
- Local businesses
- Your company
- Your place of worship
- Clubs or organizations

See next page to help you!

How LCRF Can Help

- Update your page
- Send emails or letters on your behalf
- Provide materials and templates
- Help brainstorm ideas
- Cheer you on!

The average person in the US knows around 290 people. (That's in real life, not social media!)

Most of us would have trouble rattling off that many names, so use this guide to help identify your contacts.

Questions to get you started

- Who has joined you the last 5 or 10 times you went out for dinner?
- Who was at your Thanksgiving table? Passover seder? Birthday party?
- Who was/will be in your wedding party?
- If you send holiday cards, who on that list should be on this list?
- Who is someone you haven't seen in a while?
- If you belong to a spiritual community, who do you connect with there?
- Is it time to connect with neighbors or re-connect with old neighbors?
- Do you have kids (or nieces/nephews) who are involved in sports, dance, music, or theater?



Workplace

Who do you interact with?

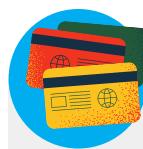
- Work friends and teammates
- Professional mentors/mentees/network
- Vendors and business partners



Social connections

Who do you have fun with? Who have you met while you're out and about?

- Sports: bowling league, running group, volleyball team, pick-up basketball group, workout buddies
- Classes: gourmet cooking, knitting, language, dancing, dog training
- Clubs: poker, bridge, Euchre, gardening, alumni, book group
- Other activities: beach trips, camping, ski weekends, vacations, music festivals, shopping



Marketplace

Who has provided goods and services to you over the years?

- Medical: physician, dentist, pharmacist, physical therapist, optician, acupuncturist
- Professional services: attorney, broker, accountant
- Personal services: hair stylist, barber, massage therapist
- Kids/pets: teachers, veterinarian, play groups
- Others: business owner, repair person, landscaper, contractor/builder, restaurant or coffee shop manager



Workplace

Teammates/friends/mentors/mentees/vendors/business partners



Social connections

Sports/classes/clubs/activities/dining /celebrations/spiritual community/greeting card list



Marketplace

Medical/ professional services/personal services/kids/pets



Sample social media posts

During your fundraising and before your event...

Share a photo of your loved one or one of the graphics provided. Add your RSVP or other relevant details

On [date], I am [hosting/participating in] [event name] to raise critically needed funds for lung cancer research. I am committed to helping the Lung Cancer Research Foundation fight this disease in [honor/memory] of [loved one's name plus anything else you want to share about your personal connection]. Please support my efforts: [page link]

Since its inception, LCRF has invested \$42 million in lung cancer research — the highest amount funded by a lung cancer research organization to date! Please support my efforts to provide hope to the lung cancer community. [Share anything about your personal connection and insert page link.]

I am almost to my goal of \$X! Please consider donating to help continue funding research for lung cancer. I am committed to help fight this disease in [honor/memory] of [loved one's name plus anything else you want to share about your personal connection]. [page link]

Thank your supporters...

Share the thank you image provided, or take your own thank you photo

Thank you to [tag those who've donated] for donating to my fundraising page! I am getting closer to my goal of \$X. Donations go straight to the Lung Cancer Research Foundation to help fund cutting-edge research. [page link]

The day before...

Share a photo of your loved one or one of the graphics provided

TOMORROW IS THE DAY! I've been planning [fundraiser name] to support the Lung Cancer Research Foundation and fund future research. I've raised \$X so far! Thank you to everyone who has supported me! It's not too late to donate: [page link]

After the fundraiser...

Share a photo of your loved one, photos from the fundraiser, or one of the graphics provided

WE DID IT! Together we raised \$X for lung cancer research in honor/in memory of [name of loved one]. Thank you to all those who donated and cheered me on along the way! [Share any information about your fundraiser or your experience.]

Visit [LCRF.org/YourWayTips](https://www.lcrf.org/YourWayTips) for social media graphics and more!

Sample email



Dear *[Name]*,

I'm writing to invite you to join me in supporting a cause that's very important to me. *[Insert personal story here.]*

I have committed to improving lung cancer outcomes so that patients can live longer, better-quality lives. I am excited to be *[describe what you are doing with the fundraiser]* to raise critically needed funds for Lung Cancer Research Foundation (LCRF).

Funds raised will support research aimed at advancing cutting edge therapies, early detection and prevention, and ultimately better options for those diagnosed with lung cancer. Since its inception, LCRF has invested \$42 million in lung cancer research — the highest amount funded by a lung cancer research organization to date.

I know you are also committed to eradicating this devastating disease and saving lives. The only way to discover new treatments and ultimately a cure is through research. Please consider joining me in my fundraising efforts by making a tax-deductible donation here: *[Insert fundraising link]*

[Add any specific RSVP or fundraiser details]

Your generosity will bring us one step closer to better treatment options and making lung cancer survival the expectation, not the exception. Thank you in advance for providing hope to the lung cancer community and making a difference in the lives of patients!

Gratefully,
[Your Name]



Our true north

LCRF Vision

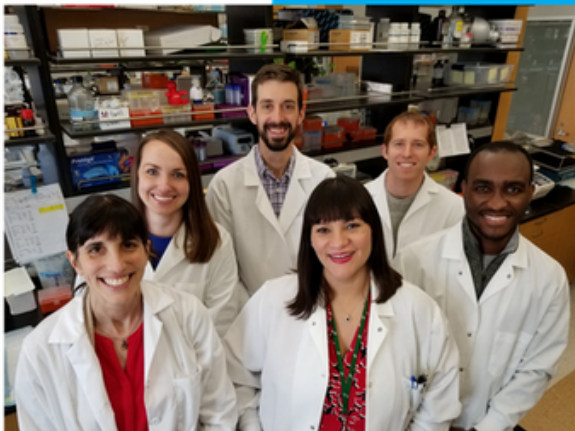
A world free of lung cancer

LCRF Mission

To improve lung cancer outcomes by funding research for the prevention, diagnosis, treatment, and cure of lung cancer.

Funding research, fueling hope

Achieving the objectives of our strategic plan means that by the end of FY 2024, LCRF will have funded...



\$45M

all time funding for research

+

444

all time number of
grants awarded



Lung cancer is the leading cause of cancer death worldwide.



238,340 people

in the U.S. will be diagnosed with lung cancer this year.

1 in 16 people

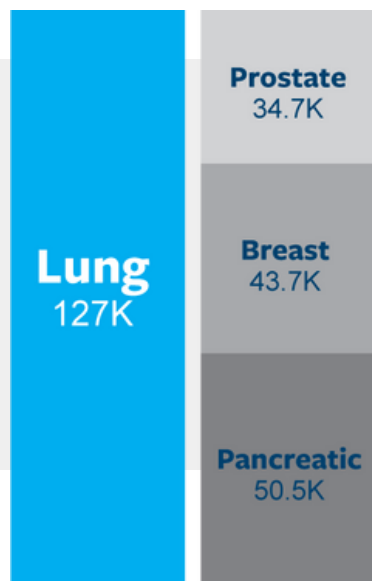
will be diagnosed with lung cancer during their lifetime.

654,620 people

in the U.S. today have been diagnosed with lung cancer at some point in their lives.

127,070 people

lose their lives to lung cancer in the U.S. every year.



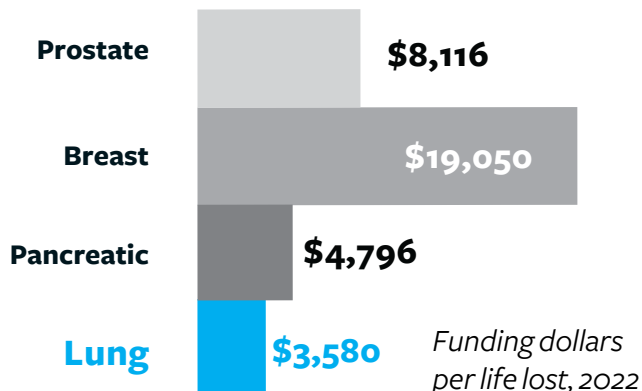
More people die of lung cancer than prostate, breast, and pancreatic cancers combined.

2023 estimates in the U.S.



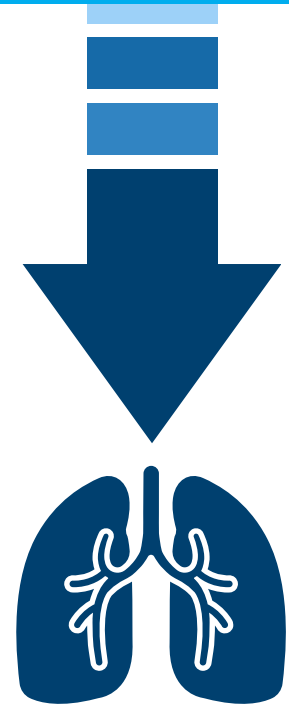
Despite these statistics, lung cancer receives far less federal funding than other cancers.

That's why the funds LCRF donors provide are so important. Without your support, many research projects would be abandoned for lack of resources.



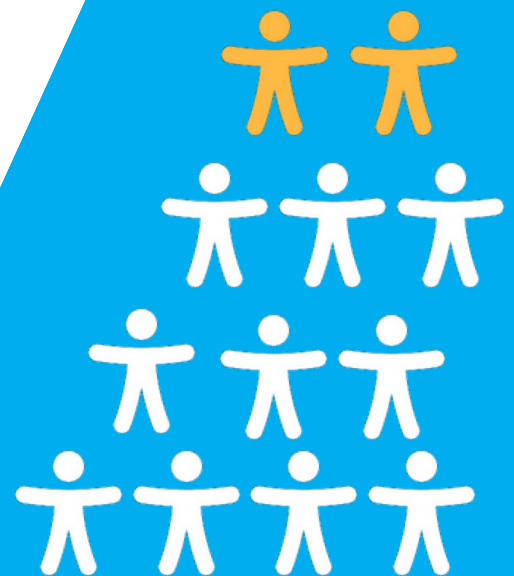
The number of new lung cancer diagnoses are **declining** steadily.

Since 2006, the incidence rate decreased by **2.6%** per year in men and **1.1%** per year in women.



In 2021 alone, more than **10 new drugs** were approved to treat lung cancer.

Between 2014 and 2018, 5-year lung cancer survival rates rose by **21%.**



These symptoms can be signs of disease. Ask your doctor about screening if you have any of the following:

Blood when you cough or spit

Recurring respiratory infections

Enduring cough that is new or different

Ache or pain in shoulder, back, or chest

Trouble breathing

Hoarseness or wheezing

Exhaustion, weakness, or loss of appetite

No symptoms?

You should still be screened if...



you are between **50** and **80** years of age AND



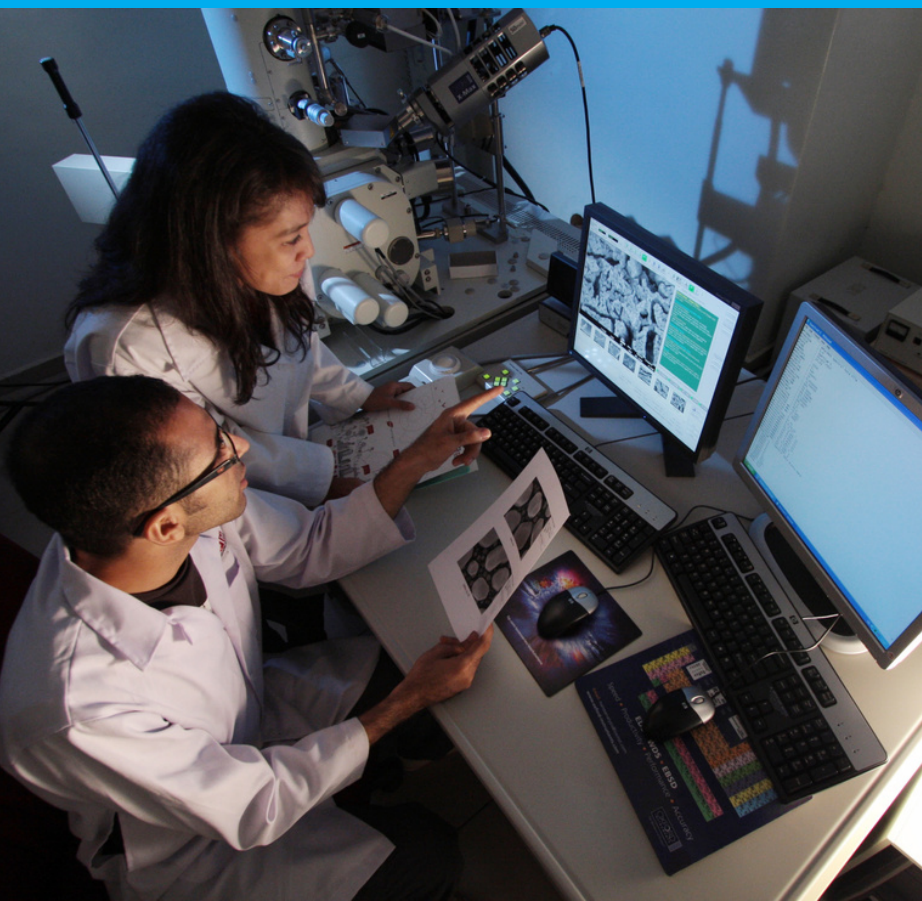
you smoked at least **1 pack** a day for **20** years



you used to smoke, and quit in the past **15** years

Anyone with lungs *can* get lung cancer.

A few risk factors *other* than smoking: radon, air pollution, asbestos, exposure to toxic chemicals.



**With your help,
LCRF is looking to
nearly triple our
annual research
investment.**

By the end of 2024, we will have funded more than \$45 million in high-impact, breakthrough lung cancer research...together.

The research we fund will seek to address the areas of most need, answer the most pressing questions, and move the science to improve the survival rate as well as quality of life for people facing a lung cancer diagnosis.

Ultimately, we envision a world without lung cancer.

Countless patients, caregivers, health professionals and family members have rallied to further lung cancer research. For many patients with lung cancer, assuring there will be a second and third line of treatment is a race against time.

The more research LCRF can fund and the more investigators are given the opportunity to solve the riddles of lung cancer, the closer we are to applying what happens in the lab to real-life solutions.

**Our philosophy is
simple: scientific
discoveries lead to
improved outcomes.**

LCRF donors provide critical seed funding to the best and brightest investigators, helping establish proof of concept evidence to pave the way for follow-on funding.

#TogetherSeparately Lung cancer community

Lung Cancer Community Talks are livestream forums where participants can hear from guest experts including leading oncologists, psychologists, and lung cancer researchers. Learn more: LCRF.org/togetherseparately

Our Facebook Group grew out of these live talks. This private group is a place to ask questions and share day-to-day experiences with lung cancer. New members are welcome to join the community: LCRF.org/facebookcommunity

A recent expansion is the development of in-person talks in locations across the U.S., LCRF Together.

Free educational materials

LCRF provides up-to-date, credible information on diagnosis, treatment, and what to expect from treatment through our free educational materials – including tools to help facilitate discussions between patients and their health care teams. Materials are available in both digital and print format. Shipping is free to U.S. addresses: LCRF.org/resources



Lung cancer support line

(844) 835-4325 support@LCRF.org

Our toll-free number is available to anyone who needs support related to lung cancer and is available Monday-Friday between 9 AM - 5 PM ET. We can provide resource guides to help navigate the uncertainties that come with living with lung cancer – financial assistance, transportation or lodging for medical appointments, and much more.



How to talk about LCRF

About the Lung Cancer Research Foundation

- The Lung Cancer Research Foundation (LCRF) is the leading nonprofit organization focused on funding innovative, high-reward research with the potential to extend survival and improve quality of life for people with lung cancer.
- In addition to funding lung cancer research, LCRF focuses on lung cancer awareness and patient educational programs.
- LCRF's mission is to improve lung cancer outcomes by funding research for the prevention, diagnosis, treatment, and cure of lung cancer.
- LCRF's vision is a world free of lung cancer.

About the LCRF Scientific Grant Program

- To date, LCRF has funded 416 research grants totaling about \$44 million, the highest amount provided by an organization dedicated to funding lung cancer research.
- For every dollar LCRF has awarded its grantees, investigators have gone on to secure an additional \$6 in funding from other sources to further their studies. That's another \$264 million in funding.
- LCRF seeks to triple its annual research investment by 2024 and fund a cumulative total of \$45 million in lung cancer research across a total of 444 grants.
- While lung cancer claims more lives each year than breast, prostate and colon cancer combined, per death, it remains the most underfunded cancer. LCRF is helping to close the funding gap, supporting innovative, high reward lung cancer research that might otherwise go unfunded.
- Through its Scientific Grant Program, LCRF funds projects across the spectrum of basic, translational, clinical, health services, and epidemiological research.
- All applications are reviewed by LCRF's Scientific Advisory Board, comprised of renowned multi-disciplinary scientists and physicians, which ensures that the most promising research is funded.

LCRF Patient Education and Support Programs

- LCRF's free educational materials provide relevant and accurate information on lung cancer using patient-friendly language that empower patients to have meaningful conversations with their care team and to play an active role in treatment decisions.
- LCRF's Lung Cancer Support Line is a free, confidential service that provides general lung cancer education, connection to local and national resources, and opportunities for engagement for patients and caregivers. The toll-free number is (844) 835-4325 and email is support@LCRF.org.
- LCRF's patient education materials offer an opportunity to provide needed services, engage with the broader lung cancer community, and highlight the importance of research conducted by LCRF investigators to improving lung cancer outcomes.
- The LCRF Patient Education and Support staff work to facilitate connections to information and services for the lung cancer community, partnering with many other service providers in the space.
- To increase awareness of lung cancer risk, symptoms, and treatment in underserved populations, LCRF has developed awareness programs for Black Americans (2021) and Hispanic/Latino Americans.

LCRF website

Below are links to web pages where you can find education materials, information about researchers, and lung cancer survivor journeys.

Contact us

events@LCRF.org
(212) 588-1580

LCRF.org/journeys

Stories about diagnosis, treatment, and living with lung cancer

LCRF.org/patients

Resources and helpful information for patients and caregivers

LCRF.org/research

Information about the research LCRF funds with the help of people like you

LCRF on social media



facebook.com/lungcancerresearchfoundation



twitter.com/lcrf_org



linkedin.com/company/lung-cancer-research-foundation



instagram.com/lungcancerresearchfoundation