



# 2026 Fundraiser Guidebook

TIPS & TRICKS FOR MAKING  
YOUR BIGGEST IMPACT WITH  
THE FREE TO BREATHE WALK

*Everyone deserves to be **free to breathe!***





# Let's get started!



This checklist is intended to help you kickstart your fundraising and set you up for success. Share these ideas with members of your team by email, text, or snail mail, and watch your team's total impact grow!



## Social Media Connection

Fundraisers who connect on FB and Instagram raise 2x more on average than those who don't. It's as easy as clicking a button online.



## Understanding WHY we're walking

Lung cancer receives less federal funding than pancreatic, breast, and prostate cancer combined – which is why we rely on fundraisers like you.



## Never forget to make a self-donation

Just like a tip jar with money already in it, others will be more inspired to donate if there are already donations.



## Use our Tips + Tools

Take a look at our various social media and messaging templates! [LCRF.org/TipsandTools](https://www.lcrf.org/TipsandTools)



## Recruit your team

Anyone who is committed to the cause can join your team – the parent in the carpool line, your coworker, your family and friends, that person at the coffee shop, or your dog walker! Even if you're planning to attend our event in person, members of your team can still participate virtually!



## Accept check, card or cash donations

No matter the format, we will find a way to accept donations!



## Coach your team!

As the team captain, your team will look to you for guidance! Encourage your team members to send fundraising asks, to keep recruiting team members, and to celebrate their fundraising efforts!



## Share your story

Customize your team page and encourage all team members to customize their personal pages as well. Then, share your story everywhere – text, email, social media, etc.



## Email your network

Keep sending reminders! People who meant to donate can often forget until you remind them.





# Raise \$500 in 7 days!

## Self-Donation

Show your commitment to fighting lung cancer by making a \$50 self-donation.

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## \$100 Donor

Ask a family member to donate \$100 to your fundraiser (Pro tip: ask a family member who's company will match the donation for double the impact!)

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## Supportive friends =

Ask four friends to donate \$25 each.

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## Teamwork Makes the Dream Work!

Ask five co-workers to donate \$10 each to help extend lives!

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## Where do you spend your time?

*Where do you spend the most time outside of home and work?*

Ask four acquaintances from your place of worship, gym or networking group to donate \$25 each.

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## Matching Gift

Ask your employer to match your \$50 self-donation!

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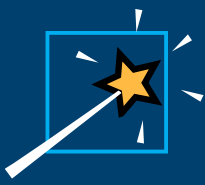
## Get Social

Share your story and fundraising page on social media to ask your network to help you raise \$50 or more.



**Congratulations! Now you have raised \$500 for lung cancer research!**

You have joined a special group of top fundraisers who will receive a special butterfly pin to show everyone you are giving wings to research.



# Other tips + tricks

Write to your local newspaper to let them know you're walking, and provide info on joining your team or making donations.



See if anyone on your team has an employer that will match gifts.

Write down your goals for your team and put them somewhere you see every day. Encourage your team members to do the same!

Plan a fundraising give back night at a local restaurant or host a bake sale at your office!

If your team is all local, plan a kickoff meeting to build some team spirit and to discuss your fundraising strategy.



Thank donors on your social pages



Don't forget to take photos – candid, team photos, etc. – and share them on our Facebook group or on social media.



Reach out to LCRF staff with any questions, for ideas, etc.



Download messaging templates for you + your team!



Join our Facebook Group

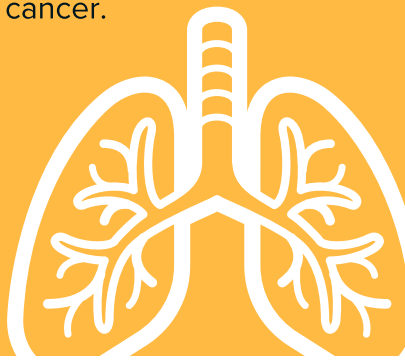
Reach out to Emma Nestler at [enestler@LCRF.org](mailto:enestler@LCRF.org) if you have questions, ideas, or need help.



# More stats and info you can share

(through email, social media, etc.)

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.



LCRF's mission is to improve lung cancer outcomes by funding research for the **prevention, diagnosis, treatment, and cure** of lung cancer.



**LUNG CANCER  
RESEARCH  
FOUNDATION.**



An estimated **229,410** people will be diagnosed with lung cancer in 2026 in the US.

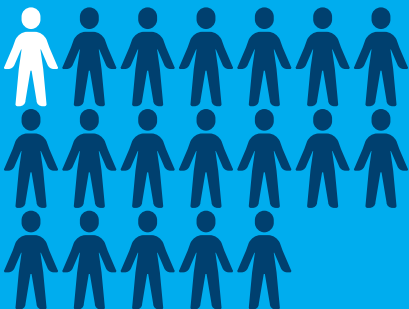


Lung cancer claims as many lives each year as breast, pancreatic and prostate cancer **combined**.

Lung cancer is the leading cause of cancer death **worldwide**.



**1 in 19** people in the US will develop lung cancer: the rate is about the same for both men and women.



To date, LCRF has funded 450 research grants totaling nearly **\$53 million**, the highest amount provided by an organization dedicated to funding lung cancer research.

Through its Scientific Grant Program, LCRF funds projects across the spectrum of basic, translational, clinical, health services, and epidemiological research.



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 you 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?

## Most important...

- Have you spoken about LCRF to anyone who has expressed genuine enthusiasm? If you didn't know what to do with that enthusiasm then, you have tools at your disposal now!



## Workplace

### Who do you interact with?

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



## 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



## 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



## Workplace

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

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## Social connections

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

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## Marketplace

Medical / professional services / personal services / kids / pets

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**Priority list:** Mark anyone who has shown special enthusiasm for LCRF's mission with an 



Thank  
you!



**Emma Nestler**

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