

# Your event can make fundraising a real **picnic!**

Research is what will **end lung cancer**, and YOU have the opportunity to drive that research forward.

It's time to help advance the impact of research by putting together your own fundraiser with the Lung Cancer Research Foundation! You have the power to make a difference when you Fundraise Your Way, and we're here to make sure you succeed!

Picnics are a wonderful way to bring together your friends, family, and colleagues for a fun outdoor event! It could look like anything from a potluck in a park, a BBQ, or bringing to life a fancy grazing charcuterie table!

## The basics

- Decide where and whom you want to invite.
- Plan how to provide food: potluck, everyone chipping in to grill burgers, etc.
- Spread the word and ask for donations through your customized fundraising page. Be sure to ask those who join you to make a meaningful donation.

## Make the day special

- Pick a theme.
- Plan activities: cornhole, giant Jenga, flag football.
- Find a way to honor your loved one affected by lung cancer. (Ask us for our flying butterflies!)
- Incorporate additional ways to fundraise by finding a few donated raffle items or doing a 50/50 chance to win
- Take photos and share them through social media to raise awareness. Include your fundraising link to keep raising funds for research!

## Ready to get started? Let's talk!

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## Steps for success

- Recruit a partner to help you plan your event.
- Ask local businesses for their support through sponsorships and in-kind donations of items or services. For example, a local restaurant can sponsor food, or a local boutique can donate a gift card to be raffled.
- Spread the word about your event.
  - Send out invites via email, text and social media.
  - Set up an event on Facebook, then go live and stream it to friends & family who might not live in your area.
  - Create your personal fundraising page through our website, with information about your event. Share the link!
- Have fun with it! Find ways to incorporate extra fun activities and entertainment into your event.