

# Find your **breath** so that others can keep theirs **going**

Research is what will **end lung cancer**, and **YOU** have the opportunity to set an intention to make that research happen.

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!

## Questions to get you started

- Is there a local yoga studio where you attend classes? Do you have a friend who is an instructor? Are you a yoga instructor yourself? Start thinking about possible partners for your event.
- Do you want to hold the event in a studio, a school, your backyard, at a local park, or through Zoom? We've even had yoga on the deck of a bar, with wine and cheese after!
- What would you like to set as the minimum donation/fundraising amount to attend the class? We can send you official Free to Breathe yoga tanks for you to give when someone reaches a donation or fundraising goal!
- How do you want to publicize the event? You can set up an event on Facebook and even go live and stream to friends & family who might not live in your area.
- How will you collect donations? You can set up an online fundraising page through our website – or we can help you!

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

**Emma Nestler**, [enestler@LCRF.org](mailto:enestler@LCRF.org)  
Manager, Community Engagement + Outreach



Yoga helps us increase flexibility, manage stress, and improve balance. It's also an important part of LCRF history! **Yoga builds community and celebrates breath.**

## Love yoga, but don't want to plan your own fundraiser? Join our livestream: date TBA!

Create your fundraising page at [LCRF.org/yoga](https://www.lcrf.org/yoga), ask your friends and family to support your efforts, and enjoy the class with us.

## Fundraising tips

- If you are hosting an event:
  - Charge a donation entry fee.
  - Ask businesses, crafters, etc. for items to use as door prizes, raffle items, or in a silent auction.
  - Go live on Facebook during your event and let those who couldn't attend know they can still donate.
- Customize your personal fundraising page with a photo and the reason you are fundraising for lung cancer research.
- Share your page with friends and family through email, text and social media. Encourage them to make a donation that is meaningful to them. You can also connect to Facebook directly when you log in to your fundraising page!