



2024 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 as a Team Captain. Some of these tips can also help your team members! Share these ideas with your team members by email, text, our app, or snail mail, and watch your team's total impact grow!



Facebook Connection

Fundraisers who connect on FB raise 2x more on average than those who don't. It's as easy as clicking a button online (or in the app!)



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.



Download our app

You can now access your fundraising center on the go, email your team members, thank donors, deposit checks, etc.



Recruit your walkers

Anyone who is committed to the cause can join your team – the mom in the carpool line, your old coworker, your mom, that person at the coffee shop, or your best friend! 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!



Initiate new conversations

You never know who will be your next donor, so don't be afraid to have conversations – it starts with you asking! Be confident and remember you're raising dollars for cancer research – a great cause!



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.



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!

Send your team little notes throughout the week to let them know you're grateful for them.

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 the app and on social media.



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

Reach out to Emma Nestler at enestler@LCRF.org if you have questions, ideas, or need help.



Listen to the Playlist



Download our App

Have more creative ideas to share with the LCRF network? Post your best recommendations in the community section of the app!



Sample emails

Sample email #1: Please join me!

Dear [Name],

I want 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 walking to raise critically needed funds for the 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 \$43 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 to my personal fundraising page here: [Insert fundraising link]. Or, consider joining my team and helping to raise these life-saving funds alongside me.

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 & families!

Gratefully,

[Your Name]





Sample emails

Sample email #2 - Thank you for donating

Dear [Name],

Thank you so much for donating to my fundraising efforts! Your donation means the world to me and puts me that much closer to reaching my fundraising goal for this year's walk.

[Personal thank you / connection / comment - ie: I know that my dad would be so grateful for your continued support of our family's cause].

Thanks to donors like you, we're closer than ever to making lung cancer survival the expectation, not the exception.

Thank you,
[Your Name]

Sample email #3 - Thank you for joining My Team

Dear [Name],

Thank you so much for joining [your Team Name]! Your participation means the world to me and I can't wait for us to [Walk Day Plan - ie: walk together in Chicago at Montrose Harbor on Oct 6].

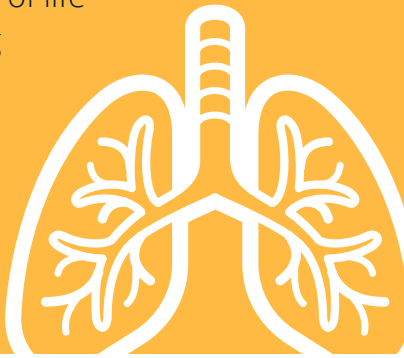
[Personal thank you / connection / comment - ie: Sharon will be so happy to see you walking with us all in her honor!]

Stay tuned for more information around the kickoff party I'm planning at my house.

Thank you,
[Your Name]

Other stats and info you can share (emails, 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.



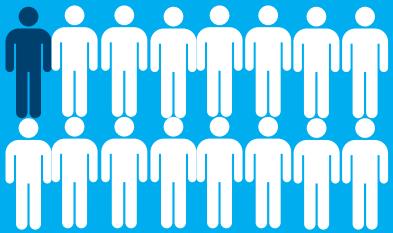
Lung cancer is the leading cause of cancer death worldwide.



Lung cancer claims more lives each year than breast, pancreatic and prostate cancer combined



Approximately 541,000 people living in the US today have had a lung cancer diagnosis at some point in their lives.



1 in 16 people in the US will develop lung cancer: 1 in 16 men and 1 in 17 women



To date, LCRF has funded 416 research grants totaling nearly \$43 million, the highest amount provided by an organization dedicated to funding lung cancer research.

LCRF seeks to triple its annual research investment by 2024 and fund a cumulative total of \$45 million in lung cancer research.





Thank
you!



Emma Nestler
enestler@LCRF.org