



welcome!

Thank You for Being a DIY-er!

We are so excited to have you join our efforts 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 creativity and efforts are 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

How to reach me:

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In this packet

- DIY Fundraising Best Practices
- Getting Started with Fundraising
- Sample Social Media Posts
- Sample Email
- Lung Cancer Facts
- Patient & Caregiver Materials
- LCRF Impact Document



**LUNG CANCER
RESEARCH
FOUNDATION**
Living. Breathing. Science.®

DIY 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 394 research grants totaling nearly \$39 million, the largest amount provided by an organization dedicated to funding lung cancer research.

Pick a fundraiser idea

Visit [LCRF.org/DIYtips](https://www.lcrf.org/DIYtips) 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 – regardless of age!
- **Yoga**
Honor your breath with an individual or group yoga fundraiser!
- **Kites**
Decorate and fly kites 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 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 emails/texts/posts, 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 company matches donations.
- Challenges
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 and followers
- Neighbors
- Local businesses
- Your company
- Your place of worship
- Clubs or organizations

How LCRF Can Help

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

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 \$39 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.]

Download your social media shareable graphics at
LCRF.org/DIY-shareables





Sample Email

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 [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 \$39 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 lung cancer patients!

Gratefully,

[Your Name]