



welcome!

Free to Breathe **Walk**

We're so glad you're joining us!

When: Saturday, October 2 | 11 AM ET
Where: LCRF.org/zoom
Our fundraising goal ▶▶▶ **\$350,000**

Thank you for joining the Free to Breathe Walk, and get ready to connect with a great community. I'm grateful you're part of this movement, because you're changing the future for lung cancer patients like me.

"We're going to cure you." That was the confident declaration of one of the oncology team members treating me for stage 3B NSCLC. At the time, that was as much as I knew about my diagnosis and treatment plan. It was all I *needed* to know.

I had 13 weeks of an oral chemotherapy treatment followed by a combination of 37 rounds of radiation and six infusion chemotherapy treatments. **In eight months I went from a 25% chance of survival to cured of cancer.** My doctor's bold prediction had come true.

After many follow-up scans, a mass was discovered in my left kidney almost three years to the day after my initial diagnosis. My cancer had metastasized, but my oncologist

was optimistic about my treatment options. I take oral chemotherapy twice a day, and am able to continue working full time and enjoying my family.



Steve with family members

I still have lung cancer, but because of research funded by people like you, I can live and long and full life. Who knows what advances are right around the corner?

I'm excited to see what the future holds. As we walk #TogetherSeparately on Oct. 2, remember that every step you take is making a difference.

— Steve Shelton
Captain, #TeamShelton

Read more of Steve's story at LCRF.org/steve

Have questions? Just ask!
(212) 588-1280
events@LCRF.org

We're here to help!

Thank you for your commitment to giving hope to patients and families facing a lung cancer diagnosis! We're here to answer your questions and help you achieve your goals. Please don't hesitate to give us a call, or dash off a quick email!

— the LCRF events team

Free to Breathe **Walk**

What to expect

- **Log in** to the livestream 15 minutes early to say hello
- Hear from a lung cancer **survivor**
- Meet an **investigator** doing cutting-edge research
- Take an opportunity to **honor** a loved one (*see below*)
- Go outside and **walk** (or run) — and take lots of photos! Post them on social media with **#FreetoBreatheWalk** and tag **@lungcancerresearchfoundation** on Facebook & Instagram (**@LCRF_org** on Twitter)

Getting ready



Bookmark **LCRF.org/zoom** on your computer, tablet or phone ahead of time.

Plan your **route**. What is your destination? Do you want to stay in your neighborhood or go to a park or scenic area?



Download a **walking app** if you'd like to track your time.

Print an **“I’m walking for…”** or **“I’m running for…”** bib.



You can find bibs, signs, tip sheets, templates and more at **LCRF.org/TipsAndTools**



Bring a **photo** for inspiration, either printed or on your phone.

Stay **hydrated** – grab your water before you go!



Free to Breathe Walk

Show everyone why you walk

Using color to represent your “why” is a Free to Breathe tradition. If you have attended one of our in-person walks, you’ve probably seen strings of colored flags. You might have worn beads to match. These colors remind us that we’re not alone, and are a way for us to connect without needing to say a word.



Below is the meaning behind each of the four colors.



I KNOW
someone with
lung cancer

I have **LOST**
someone to
lung cancer

I have been
given a
DIAGNOSIS
of lung cancer

I SUPPORT
the fight
against lung
cancer

Let’s keep the tradition going while we’re #TogetherSeparately!

Wear your colors, **decorate** your area with colored streamers or balloons, download inspirational flyers from [LCRF.org/TipsAndTools](https://www.lcrf.org/TipsAndTools), or make your own signs to display.

Raise funds for research, and represent!

When you raise **\$100**, we’ll send you the official Free to Breathe Walk t-shirt! (2021 design coming soon)



Raise **\$250*** and get your LCRF buff – a stretchy ring of fabric that you can wear in many ways!



Our sponsors make our walk possible!



Free to Breathe **Walk**

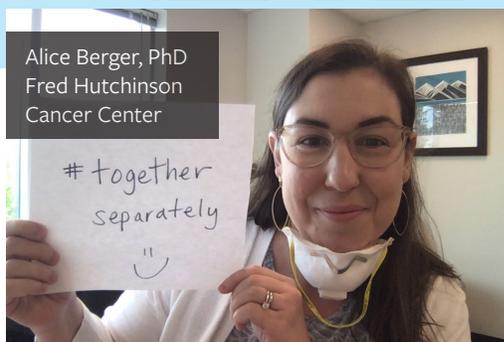
Every dollar **matters**
in the fight against
lung cancer!



Arnaud Augert, PhD
Fred Hutchinson
Cancer Center

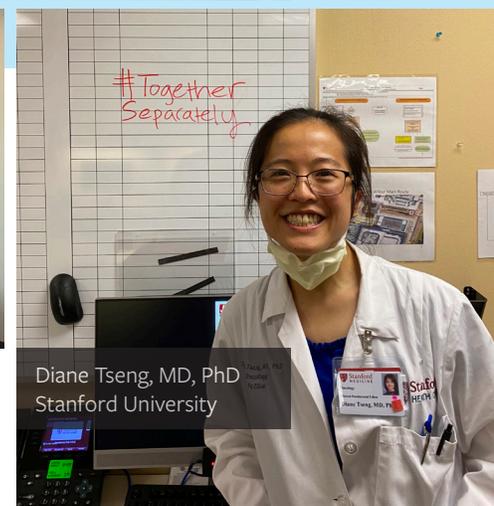


Trudy Oliver, PhD
University of Utah



Alice Berger, PhD
Fred Hutchinson
Cancer Center

Your support helps
research projects keep
moving forward.



Diane Tseng, MD, PhD
Stanford University

It's simple: scientific discoveries lead to improved outcomes.

Your support provides critical seed funding to the **best and brightest** investigators, helping establish proof of concept evidence to pave the way for follow-on funding.

Because of you, LCRF has provided 383 research grants totaling nearly \$36 million, the largest amount provided by an organization dedicated to funding lung cancer research. Because of you, the research that you've supported has been instrumental in almost **doubling** lung cancer survival rates in **less than a decade**.

Find out more and read
about our investigators at
[LCRF.org/research](https://www.lcrf.org/research)

We can't wait to see you on Saturday, October 2!
In the meantime, you can get to know your fellow walkers
by joining the Facebook group: **[LCRF.org/walkgroup](https://www.lcrf.org/walkgroup)**



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

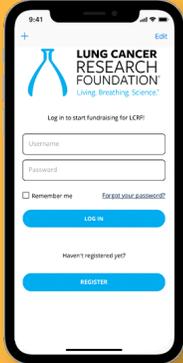
Free to Breathe Walk

We've made it even easier for you to recruit team members and reach out to your supporters! The LCRF app puts communication tools at your fingertips and can even write your social media posts for you! Here's a quick how-to.

FIRST: Search "LCRF" in the app store and download!



NEXT: Log in and see all your progress at a glance!

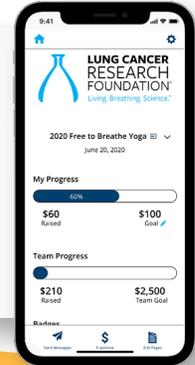


Home Page

- Start here by clicking Register or Login.
- Choose to start or join a team, or sign up as an individual.

Dashboard

- Track your personal/team fundraising.
- Earn badges as you fundraise, donate and send messages.
- Edit your goals using the blue pencil icon.

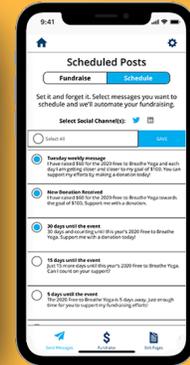
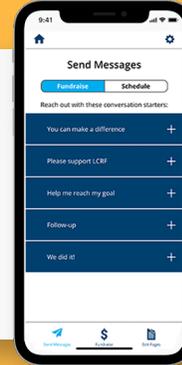


SEND MESSAGES: This is where the magic happens!



Fundraise and Schedule

- Choose from customizable templates to send messages.
- Click "Schedule" to plan messages in advance.
- Get new team members by sending them an invitation under the "Recruit" tab.

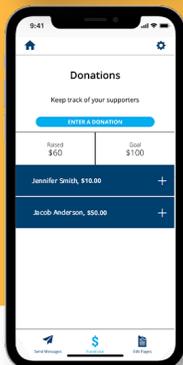


FUNDRAISE: See who your donors are and reach out!



Manage Donations

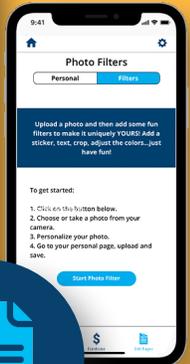
- View your donors and their donations (plus teammates if you're a captain).
- Enter a donation on the fly (or make a self-donation).
- Send thank you and other messages to your supporters.



EDIT PAGES: Make sure your page tells your story!

Pages and Filters

- Edit your personal fundraising page (and team page if you're a captain)
- Upload your own picture and use one of our fun filters!
- Click "Share Page" to share to social media
- Edit your page link to make it easier to remember



Free to Breathe **Walk**

5 weeks and counting!

A MONTH OF ACTIVITIES FOR FUN AND SUCCESS!

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
29  Download the LCRF mobile app .	30 Start your day with a 5-minute warm-up .	31 Invite 5 friends in different cities! Send a text or reach out on social media.	1 Free to Breathe Walk is 1 month from today!	2 Join the Free to Breathe Walk group on Facebook: LCRF.org/walkgroup 	3	4
5 Did you know? Lung cancer takes more lives than prostate, breast & pancreatic cancers combined , but receives less funding than any single one of those diseases.	6  Email your donors and thank them for their support.	7 Host an online happy hour and ask your friends to donate the cost of a night out! 	8 Take a selfie holding a photo that shows who you're walking for.	9	10	11
12 Have you earned your t-shirt? Your self donation counts towards your total!	13  Use chalk to write a message of hope on your sidewalk.	14 Hang a message on your door or window .	15  2 weeks to go! Talk up the walk on a video and post it online.	16	17	18
19 Tell your friends that you'll drop off a treat to the next 3 people in your city who sign up to join you for the Free to Breathe Walk. 	20  Send a thank you by snail mail!	21 Did you know? The LCRF logo features a beaker for research, but it's also a wishbone for hope . 	22 1 week!	23	24	25
26 Get ready, get set . . . it's almost time! Challenge 10 friends to donate \$10 each.	27 Blue, navy, orange, white. Post a photo of yourself wearing your color on social media.	28  Make your starting line special for walk day – streamers, balloons, signs.	29	30	1 IT'S TIME TO WALK! Lace up your shoes and log in! 11 AM ET / 10 AM CT 9 AM MT / 8 AM PT	2

You did it! Remember, even though the Free to Breathe Walk is over, lung cancer isn't. Keep raising funds for research through the LCRF app and your fundraising page. **Your support brings us closer to a world without lung cancer!**