Free to Breathe **Yoga**

We're so glad you're joining us!

When: Saturday, April 24, 2021 | 11 AM ET
Where: LCRF.org/zoom

Our fundraising goal ▶▶▶ $50,000

Have questions? Just ask!
(608) 828-8830
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 event team

Tips + Tools

We have downloadables that can help you raise awareness and reach your goals! Find tip sheets, templates and more at **LCRF.org/TipsAndTools**.

Thank you for joining Free to Breathe Yoga! My name is Lesley, and my mom was diagnosed with lung cancer just 15 days before she passed away five years ago. We had learned about the healing practice of yoga five years before that, and we both loved to focus on the breathing and its benefits.

If you are new to this event, get ready to meet up with an amazing community. Going virtual last year meant that I could connect my yoga practice with this cause that means so much to me.

Yoga is healing, both physically and mentally. I am grateful for this opportunity to move together and feel good together. This is a chance to honor one another and do something tangible to change the future. I raise money for research so that others can be given more time with their loved ones.

Lung cancer connects us. Finding a cure unites us.
We are in this #TogetherSeparately!

Free to Breathe **Yoga**

What to expect on event day

- **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 next page*)
- Enjoy an **easy yoga flow** at your own pace

Setting up your yoga space

Lay out a **yoga mat**

... or a **rug**

Print an **"I'm breathing for..."** sign

Bring a **picture** of your loved one

Set the mood – light a **candle** or add a **plant** to your space

Stay **hydrated** – grab your water or make a smoothie (we just so happen to have a great recipe below!)

FLAVORS OF SPRING SMOOTHIE

from Jill Conyers Yoga

INGREDIENTS

1 mango, peeled and pitted
10 strawberries
1 small carrot
2 cups baby spinach
1 cup spring greens
8 oz unsweetened milk (plant or regular)
2 tbsp chia
1 scoop vanilla protein powder (optional)
Sweetener of choice (optional)

DIRECTIONS

Add greens and milk to blender and blend until smooth. Add remaining ingredients and blend.

Free to Breathe **Yoga**

Show everyone why you are on your mat

Using color to represent your "why" is a Free to Breathe tradition. If you have attended an in-person yoga or walk, you've probably seen strings of colored flags. You might have worn beads or ribbons that matched. 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 color.

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

We still keep the tradition going when we're #TogetherSeparately! **Wear** your colors, **decorate** your space with colored streamers or balloons, download inspirational flyers from **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 yoga tank (women) or t-shirt (men).

*any registration fees count towards your total

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

Our sponsors make this event possible!

Pfizer Oncology

Genentech
A Member of the Roche Group

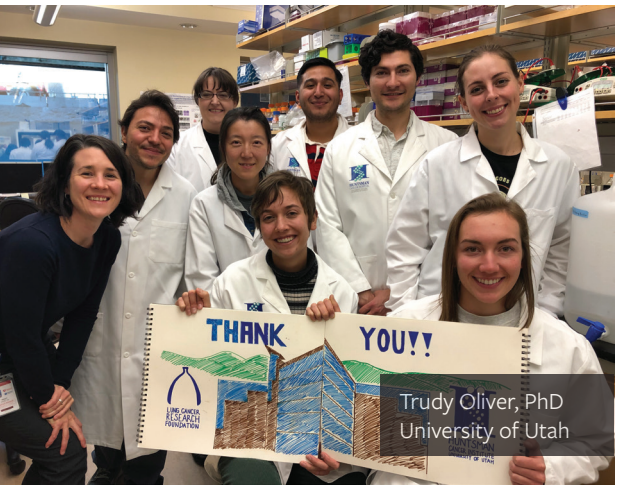
MERCK

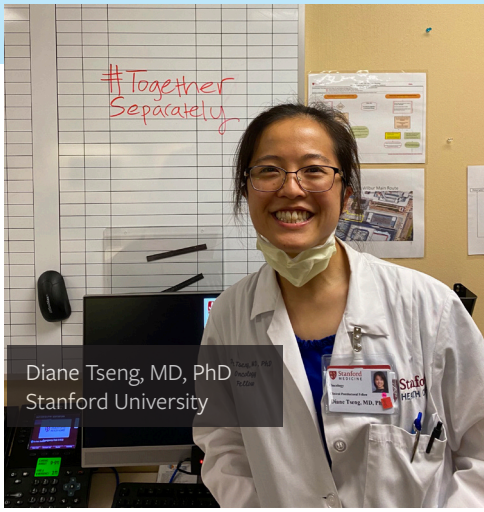
Group Health Cooperative
of South Central Wisconsin

festival foods
...it's the little things

Free to Breathe **Yoga**

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





***Your** support helps research projects keep moving forward.*

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***

We can't wait to see you on your mat on Saturday, April 24!

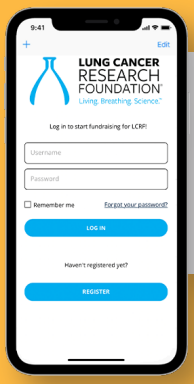
In the meantime, you can get to know your fellow Free to Breathe yogis by joining the Facebook group: ***LCRF.org/yogagroup***

LUNG CANCER
RESEARCH
FOUNDATION
Living. Breathing. Science.®

Free to Breathe **Yoga**

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!



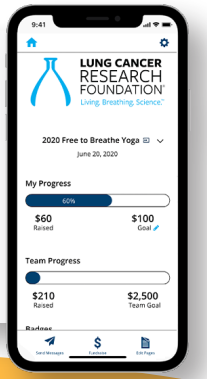
NEXT: Log in and see all your progress at a glance!

Home Page

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

Dashboard

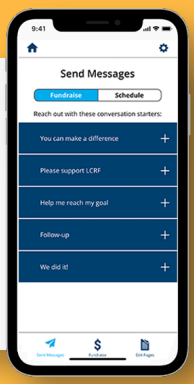
- Track your personal/team fundraising.
- Earn badges as you fundraise, donate and send messages.
- Edit your goals using the blue pencil icon.

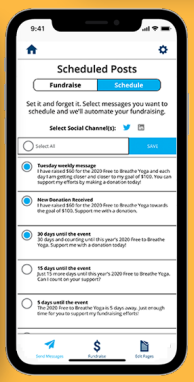


SEND MESSAGES: This is where the magic happens!

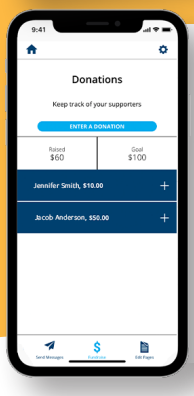
Fundraise and Schedule

- 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!



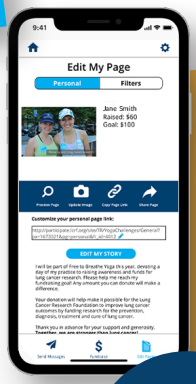
Manage Donations

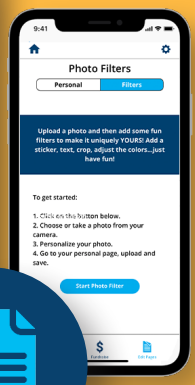
- View your donors and their donations (plus teammates if you're a captain).
- Enter a donation on the fly (or make a self-donation).
- Send thank you and other messages to your supporters.

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

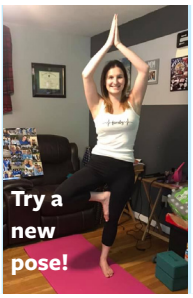
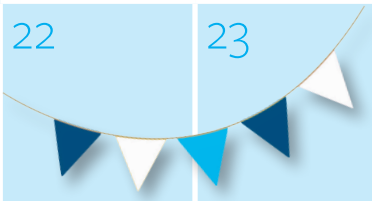




Free to Breathe **Yoga**

5 weeks and counting!

A MONTH OF ACTIVITIES FOR FUN AND SUCCESS!

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
MARCH	21 Download the LCRF **mobile app.** 	22 Invite **5 friends** in different cities! Send a text or reach out on social media.	23 **Share** your "why"	24 Free to Breathe Yoga is **1 month** from today!	25 Start your day with a **5-minute meditation**.	26 **Email** your donors and **thank** them for their support.	27 **Fun yoga fact:** There are more than **100** styles of yoga!
APRIL	28 **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.	29	30 Join the Free to Breathe Yoga group on Facebook: **LCRF.org/yogagroup**	31 	1 Host an online **happy hour** and ask your friends to donate the cost of a night out!	 **Try a new pose!**	3 Take a selfie doing your pose **outdoors**, and share it with your friends.
	4 **Have you earned your tank and buff?**	5 Remember, any registration fees and your self donation counts towards your fundraising total!	6 Use chalk to write a **message** of hope on your sidewalk.	7 Hang a message on your **door** or **window**.	8 **Did you know?** LCRF has funded **383** research grants totaling nearly **$36 million**.	9 TGIF! Start your day with a **Spring Green Smoothie** (see page 2).	10 **2 weeks to go!** Talk up the event on a video and post it online.
	11 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 Free to Breathe Yoga. 	12	13 **Fun yoga fact:** The first **yoga mat** was created in 1982. While teaching yoga, Angela Farmer used carpet underlay to create a sticky surface.	14	15 Send a thank you by **snail mail**!	16 **Did you know?** The LCRF logo features a **beaker** for research, but it's also a wishbone for **hope**.	17 **1 week!**
		19 **Get ready, get set . . .** it's almost time! Challenge 10 friends to donate $10 each.	20 **Call** a friend and practice a pose!	21 **Blue, navy, orange, white.** Post a photo of yourself wearing your color on social media.	22  **Make your space special** for yoga day – streamers, balloons, signs.	23	24 **IT'S YOGA DAY!** Time to roll out your mat and log in! 11 AM ET / 10 AM CT 9 AM MT / 8 AM PT

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