



# LUNGEVITY FOUNDATION'S BREATHE DEEP Fundraising Guide

## HOW TO ACHIEVE YOUR FUNDRAISING GOALS

Thank you for volunteering to raise funds for lung cancer research.

Fundraising takes a bit of effort, planning, and practice, but it can be a lot of fun, too! Using the guidelines below can help to make it an enjoyable and successful experience.

It's important to set an initial fundraising goal and to evaluate it often! If you have raised funds in the past, try raising \$500 more than you did last year. If this is your first time raising funds, set a goal to raise \$1,000. (Later in this guide, you'll learn how you can raise \$1,000 in just six days!) Once you reach your first goal, you can set a new challenge for yourself by raising your goal.

## GETTING STARTED

Your online Personal Fundraising Page was automatically set up when you registered. Personalizing your page is a crucial first step toward realizing fundraising success! Add a photo of you and your loved one, or of your team from a previous event. And be sure to add details about why you are participating in this event.

The screenshot shows a personal fundraising page for Tom Javorcic. At the top, there's a navigation bar with links like 'HOME', 'ABOUT LUNG CANCER', 'RESEARCH WE FUND', 'SUPPORT & SURVIVORSHIP', 'EVENTS', 'ABOUT US', and 'DONATE'. Below that is a banner for the 'BREATHE DEEP NORTH SHORE' event, dated Sunday, April 26, 2015. The main content area features Tom's profile picture, a 'My Story' section where he shares his personal experience with lung cancer, and a 'Donations' section with a progress bar indicating a goal of \$500. There are also social media sharing options and a 'Comments' section at the bottom.



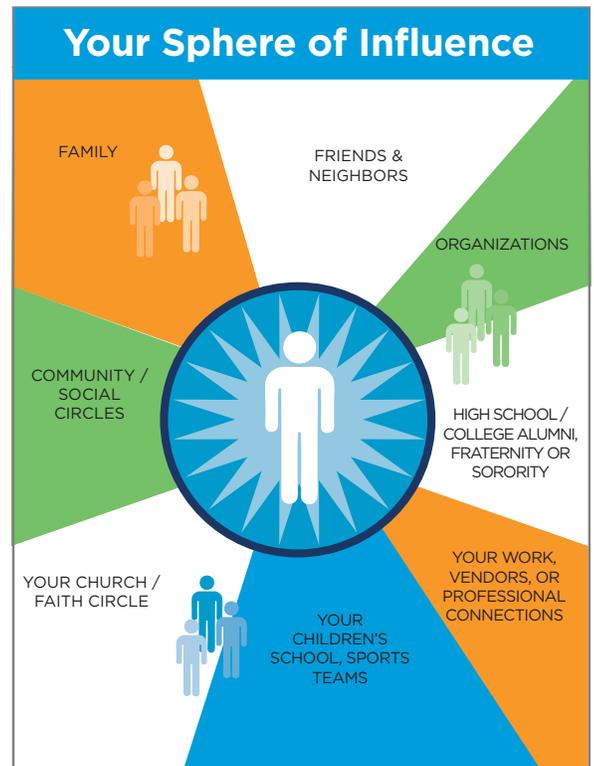
## PLAN

A fundraising campaign takes time and planning to reach its full potential. Below are some things to consider:

**CONTACT LIST** Make a list of whom you plan to ask and when and how you plan to go about it, e.g., email, Facebook, phone call. No donation is too small, and you never know who is going to give you that big donation!

**SCHEDULE** When are you going to make your initial ask? When are you going to follow up? If someone has given to your campaign, schedule a thank-you email or phone call. If possible, give them an update to let them know how their donation has contributed to your progress.

**NOTES** Keeping notes of your interactions with each donor will help you to be organized as well as to plan ahead for next year. Remember, using your Personal Fundraising Page will help you track who was contacted, whether they responded, and when to send follow-up emails.



## FUNDAMENTALS OF FUNDRAISING

**PLAN** Have a plan, execute it, and follow through.

**CONTACT** Raise funds AND gain friends.

**TRUST** Communicate LUNGeivity's vision and promise of responsibility.

**ASK** If you want something, you have to ask for it.

**SELL** Don't ask for money; sell your cause.

**PARTNER** Treat donors as valued partners in your mission.

## TELL YOUR STORY

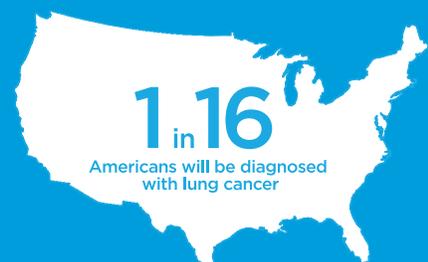
Nothing is more inspiring to potential donors than your story! Explaining why you are so passionate will further convince them to contribute to you. Do you fundraise in honor of someone you lost? Are you currently helping a family member fight lung cancer? How did dealing with lung cancer change your life? Don't be afraid to be personal.

Let your donors know why you support LUNGeivity. Letting others know why you chose this organization to support is a great way to convince them that they should join as well. Examples:

*"I appreciate that LUNGeivity Foundation funds impactful research. I don't think anyone deserves to die of lung cancer, whether they smoked or not."*

*"I am thankful to LUNGeivity Foundation for the support they provided during my experience with lung cancer, and I want to continue to support them to help others."*

## LUNG CANCER FACTS



Lung cancer is the leading cause of cancer deaths in the United States.

Lung cancer can affect anyone, regardless of gender, ethnicity, or smoking history.

About 60% of all new lung cancer diagnoses are among people who have never smoked or are former smokers.

Only 15% of those with lung cancer are diagnosed when the cancer is localized. The 5-year survival rate for these patients is 54%.

Lung cancer takes more lives than colorectal, breast, and prostate cancers combined.

## USE THE FACTS

Most people are unaware of how devastating and common lung cancer is. Educating potential donors can help to convince them that your cause is worthy of their time and money.

## INSPIRE TRUST

**Knowing where your donor's dollars go is quite possibly the most important question you will have to answer as a fundraiser!**

- LUNGeivity funds the most promising research into early detection and targeted treatments of lung cancer.
- LUNGeivity also supports the largest online support community for those affected by the disease, as well as the largest national grassroots lung cancer network.
- Our goal is to have a meaningful impact on improving lung cancer survival rates, ensure a higher quality of life for patients, and provide a community for those impacted by the disease.

## ASK

Most people don't give because they aren't asked. If you haven't received a "no," ask again. **It can take up to 4 requests** to get a positive response.



**WAYS TO ASK** There are many ways to ask for support. Know your donors, and use a communication method that you know they actively use.



**Email** Sample emails are provided for you at your Personal Fundraising Page. Use an engaging subject line to get attention. You must send emails from your Personal Fundraising Page to track your correspondence.



**Face-to-face** Asking for a gift face-to-face doesn't have to be intimidating. Practice what you will say; you will feel more comfortable asking for a gift in person.



**Phone** Don't forget to use the phone! Your close friends and family will appreciate this personal touch.

**Social media** Facebook and Twitter are quick and easy ways to ask for donations! Remember to include a link to your Personal Fundraising Page!



**Letters** Be sure to enclose a donation form for the event!

## STRATEGIES FOR SUCCESS!

Looking for creative fundraising ideas?  
Consider one of these:

**CHIP IN OR PASS IT ON** Ask 3 friends for a \$10 (or more) donation or to ask 3 of their friends for a \$10 donation. When they ask their friends, they should also give them the option to donate \$10 or to ask 3 of their friends. Those friends will also be asked to chip in or pass it on, and on, and on! If they cannot donate, at least they are spreading the word.

**COMPANY MATCHING GIFTS** You may be able to double or even triple your gift and the gifts of your donors through matching gifts. A matching gift is a donation given by a company to “match” a donation made by one of its employees. You can check to see if your employer matches gifts by going to [www.LUNgevity.org/matching](http://www.LUNgevity.org/matching) or by contacting your Human Resources department. Remind your donors to check with their employers, too!

**GIVE BACK DAY/NIGHT** Call the manager of your favorite restaurant or retail store and ask if they would consider donating a portion of one day’s sales to your fundraising campaign. Remind them that donations are tax-deductible. Once you set a date, then it’s time to let people know about it. Contact the event coordinator to see if the date can be included on the event website or in one of our scheduled email blasts. You may even considering creating an “event” on Facebook!

**GAME NIGHT/MOVIE NIGHT** Invite your neighbors over for a rousing game of Pictionary or Monopoly. Charge a “cover” at the door, which you can donate to your fundraising efforts! Not a fan of board games? The same idea can be used for a Wii, PlayStation, or Xbox tournament!

**ROYAL FLUSH** Call up your serious (or not-so-serious) card-playing friends and invite them over for poker night. Collect a percentage of the pot or charge an admission fee.

**CAR WASH/LEMONADE STAND** Get outside and raise some money by washing some dirty cars or by having a lemonade/iced tea stand. This is great for kids! If you charge a “suggested donation,” you will be surprised by how much money comes in.



## RAISE OVER \$1,000 IN JUST 6 DAYS!

- DAY 1** Kick off your campaign by **making the first gift**. It’s an important way to show others that you are serious about raising funds for lung cancer research.
- DAY 2** Ask **4 family members** to donate \$50 each.
- DAY 3** Ask **12 friends** (or more family members!) to donate \$25 each.
- DAY 4** Ask **10 co-workers** (or career mentors, business partners, etc.) to donate \$30 each. Don’t forget to remind them of your company’s matching gift policy; check with your HR department for more information.
- DAY 5** Ask your boss for a \$100 **company contribution**.
- DAY 6** Set an achievable social media daylong goal of \$100. Ask **5 of your Facebook friends or Twitter followers** to step up and donate \$20 each. If they are unable to donate, ask them to share or retweet your request to their friends and followers.

**Celebrate! You’ve just raised over \$1,000 for lung cancer research!**



## STRATEGIES FOR SUCCESS! (continued)

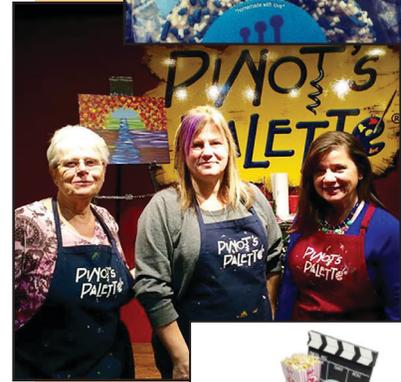
**BAKE SALE** It's not just about cakes and cookies! Include preserves and muffins, hold guess-the-weight-of-the-cake competitions, and serve refreshments. Write a lung cancer fact on an index card, and hand one out with your goodies. You'll raise awareness while raising funds!

**GARAGE SALE** Gather all the items you want to donate, and get your neighbors involved as well. Be sure to put an ad in the paper, pass out flyers, and hang lots of directional signs. Many local papers will publish free ads for garage sales that benefit nonprofits. Also have a donation jar and copies of the 501(c)(3) letter available. A copy is included in your materials packet.

**WEAR-JEANS-TO-WORK DAY** Get permission from your office to collect \$5 or \$10 from each of your co-workers who'd like to wear jeans to work instead of regular office attire. Already work in a casual environment? Get creative! Plan a "show your team spirit" day, and ask colleagues to wear their favorite sports team apparel.

**DONATION JARS** Ask the manager at your favorite gas station or coffee shop if you can place a donation jar at the checkout counter to collect donations. Decorating your jar is easy; just add a photo and your story. There is a template for donation jars in your packet of materials.

**We hope that you find these tips useful in your fundraising campaign. Remember to be enthusiastic, hopeful, gracious, and fearless. Most important, have fun!**



**Young Voices Big Hope  
Outdoor Movie Night**  
Saturday September 22<sup>nd</sup>  
Kipling Elementary School, Deerfield  
Gates open at 6:45 pm/Movie begins at 7:15 pm  
Event ends at 8:50 pm

*Now showing Despicable Me*  
\$10 per person includes  
Movie, popcorn & drink  
Candy, treats will be available to buy.  
All proceeds will go to LUNGevity Foundation.

**\*\*Kids under 12 must be with an adult**

**LUNGEVITY**  
FIND A TRAIL & LIVE

