

LUNGEVITY FOUNDATION'S BREATHE DEEP TOGETHER

TEAM CAPTAIN GUIDE – 2022



A NOTE TO OUR TEAM CAPTAINS:

With the help of our teams and captains, we raised over \$750,000 in 2021! We want you to know how much we appreciate you and how much we need you to help us make an impact in the lung cancer community. As we plan for 2022, we are grateful to have you joining us for Breathe Deep TOGETHER. The funds raised this fall help to advance LUNGEVITY's research, education and support programs.

As you champion your team and fundraise toward your goal, we will be here along the way providing resources and cheering you on. We hope the Team Captain and Fundraising Guides are helpful, and we hope you reach out to us at together@lungevity.org if you have any questions at all! Thank you in advance for your passion, dedication and motivation. Grab your team and let's get to work!

LUNGEVITY.org/Together
together@lungevity.org

 **LUNGEVITY**
Find it. Treat it. Live.

LEAD BY EXAMPLE.

As the captain, your team will look to you! Follow these steps to lead by example and encourage your team to do so as well.

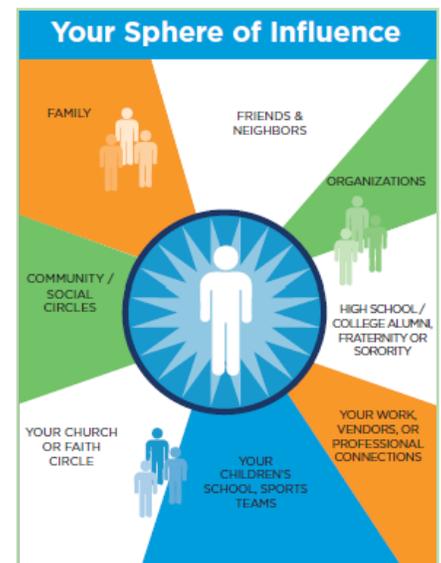
- ✓ **CHECK OUT YOUR DASHBOARD!** Log into your participant dashboard to find tips and tools to use between now and November 5th. Inside you will find fun props to take photos, an 'I Breathe Deep For' sign, fundraising guides and more!
- ✓ **KICK-OFF** your fundraising by making a self-donation and show your commitment to others!
- ✓ **PERSONALIZE YOUR TEAM FUNDRAISING PAGE!** Update your page to include who you Breathe Deep for and a photo! Encourage your team to update their individual pages as well!
- ✓ **SET YOUR TEAM GOAL!** When each team member raises \$125, they will earn T-Shirt. Set a team goal of at least \$125 x # of members on your team to encourage them!
- ✓ **INVITE** your friends, family and colleagues to join your team! Send them your personalized team URL to make it easy! RAISE \$25 by July 15th to receive a Breathe Deep Together branded fleece ear band!
- ✓ **CREATE A FACEBOOK FUNDRAISER!** Connect through your dashboard and donations made through your Facebook Fundraiser will automatically show on your page toward your goal!
- ✓ **GO MOBILE!** Visit the Apple App or Google Play store on your smart phone and search for the DonorDrive app. Once the app is downloaded, click on the app icon from your phone, hit Get Started, choose LUNGevity Events, then login with the email address and password you created when you registered for Breathe Deep Together.



BUILD YOUR TEAM.

MAKE A BIGGER IMPACT AND GROW YOUR TEAM! The average team size is 10 people. Ask each person to raise \$125 and your team will have reached the goal of \$1,250 and earn their Breathe Deep T-shirts!

WHO DO I ASK TO JOIN MY TEAM? Anyone you know! Friends and family are easy to recruit, but also remember support group friends, neighbors, or your doctor. We call this your Sphere of Influence. You can call, text or tag anyone in your Sphere of Influence and ask them to join your efforts. Spend a little time looking at each section and start your list of whom to ask – you can also use this list to make your donation requests!



BE A CHEERLEADER.

Be a cheerleader for your team members AND for the resources we provide you! Here are a few tips to help you! Shout out different tools for your team to use each week.

ACKNOWLEDGE your team members when they make a self-donation, get a donation, post on social media or hit a milestone! Tag them in a Facebook post, shoot them a text or send them a handwritten card! Always thank them and then thank them again!

SUPPORT your team by checking in with them! Set up regular zoom calls, text chain or Facebook group. Remind your team that while the format may have changed, your WHY hasn't!

PROVIDE RESOURCES! Be sure your team members know how to access their dashboard, have a copy of the virtual fundraising guide and know about any fun challenges we have emailed about! Encourage them to follow us on Facebook and Instagram @lungevityevents.





ENJOY THE EXPERIENCE!

Near or far, you can enjoy the walk with your team! Here are some tips on how to make the morning of November 5th the best day ever!

MAKE A PLAN!

As we get closer to event day we hope you will make a plan with your team.

- Decide if you will be together for event morning or if you will be walking apart.
- If you are joining us in person, we encourage you to make sure your team has the event day information, a plan to meet your team and take photos throughout the day!

Bonus: raise \$125 to receive your limited edition Breathe Deep Together t-shirt! We hope to see photos of you sporting your tee!



LEAN ON US!

We are excited to have your team join us for Breathe Deep TOGETHER and we are here to support you! Please reach out to us with any questions, concerns or ideas that you have at together@lungevity.org. Like you, we are continually adapting to this 'new normal' and we are learning every day! One thing though, that hasn't changed, is the need for more lung cancer funding and research. Help us as we hit that goal TOGETHER!



Breathe In, Breathe Out, Breathe Deep TOGETHER.