

Breathe Deep TOGETHER

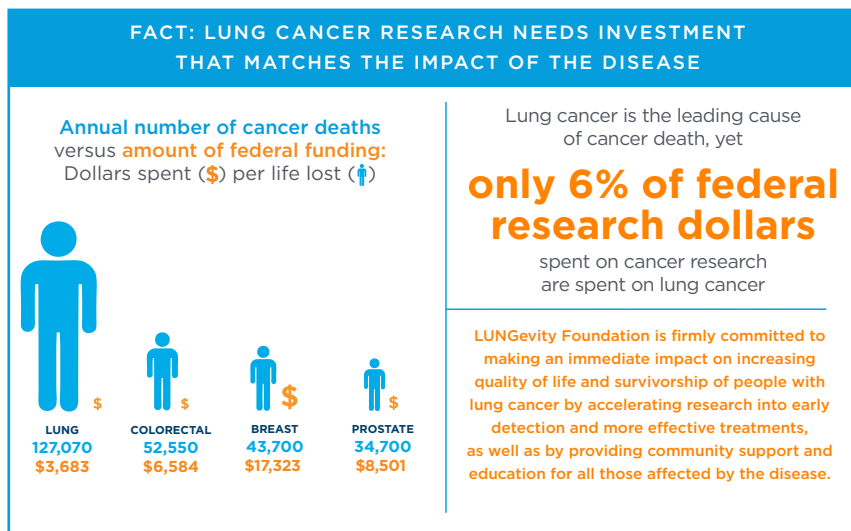
FUNDRAISING GUIDE – 2023



Inside, you will find a step by step guide to help you hit **your FUNdraising goal**, earn incredible incentives, and move us closer to our vision of **a world where no one dies of lung cancer**.

Breathe Deep TOGETHER — we got this!

With your help this fall we plan to make a BIG impact on the lung cancer community. The donations YOU raised will continue to fund research that has led to new clinical trials and treatments and work to advance the incredible progress made that impacts lives today. On November 4th, we will come TOGETHER, from across the country, and celebrate our survivors, teams, and participants, including YOU. **So between now and November, let's get to work!**

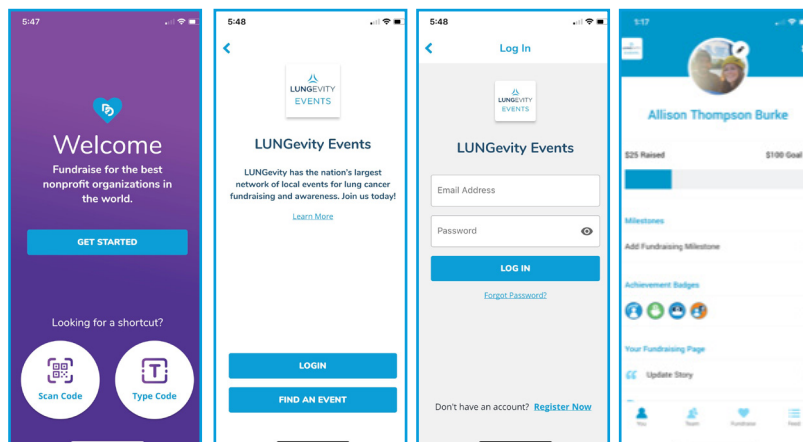


GET STARTED WITH THIS CHECKLIST.

- ✓ **SELF DONATE!** Register and raise \$50 by August 15th to be upgraded to a long-sleeved Breathe Deep TOGETHER t-shirt.
- ✓ **CHECK OUT YOUR DASHBOARD!** Log into your participant dashboard to find tips and tools to use between now and the weekend of November 4th. Inside you will find fun props, an I Breathe Deep For sign, fundraising guides, facts and more!
- ✓ **SET YOUR FUNDRAISING GOAL!** Earn incredible incentives at \$125, \$250, \$500, and up!
- ✓ **PERSONALIZE YOUR FUNDRAISING PAGE!** Update your page to include who you Breathe Deep for and a photo! Or, WHY you Breathe Deep – this could be as simple as sharing one of the many startling statistics about lung cancer
- ✓ **CREATE A FACEBOOK FUNDRAISER!** Connect through your dashboard and donations made through your Facebook Fundraiser will automatically show on your page and count toward your goal!
- ✓ **DOWNLOAD** our Donor Drive fundraising app!

FUNDRAISE FROM YOUR SMARTPHONE — WHEREVER YOU GO!

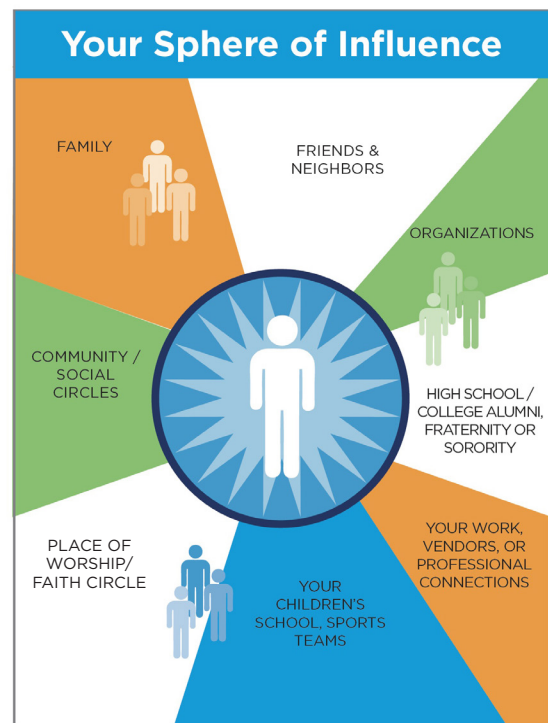
Visit the [Apple App](#) or [Google Play](#) store on your smart phone and search for the DonorDrive app. From there, download the free app. Once the app is downloaded, click on the app icon from your phone, hit Get Started, choose LUNGevity Events, then login with the email address and password you created when you registered for Breathe Deep TOGETHER.



WHAT'S NEXT?

You've registered, set up your page, connected to Facebook and even gotten a jump start towards your goal with a self donation, **what's next?**

- ✓ **MAKE A LIST!** Brainstorm using your Sphere of Influence, everyone who you connect with in your life from family to your child's swim coach.
- ✓ **LEARN YOUR FACTS!** Use the facts found in this guide along with in your dashboard to arm yourself when making an ask.
- ✓ **SCHEDULE!** Plan out when and how you will reach out. Record the result of each ask and mark in your calendar if you need to reach out again. Remember, many need to be asked up to FOUR times before they make a donation!
- ✓ **THANK!** Receive a donation? Make sure to thank each and every person who supports you! Write a handwritten note or tag them on social media in a post!



WAYS TO ASK



**SEND
EMAILS!**



**SHARE ON
SOCIAL
MEDIA!**



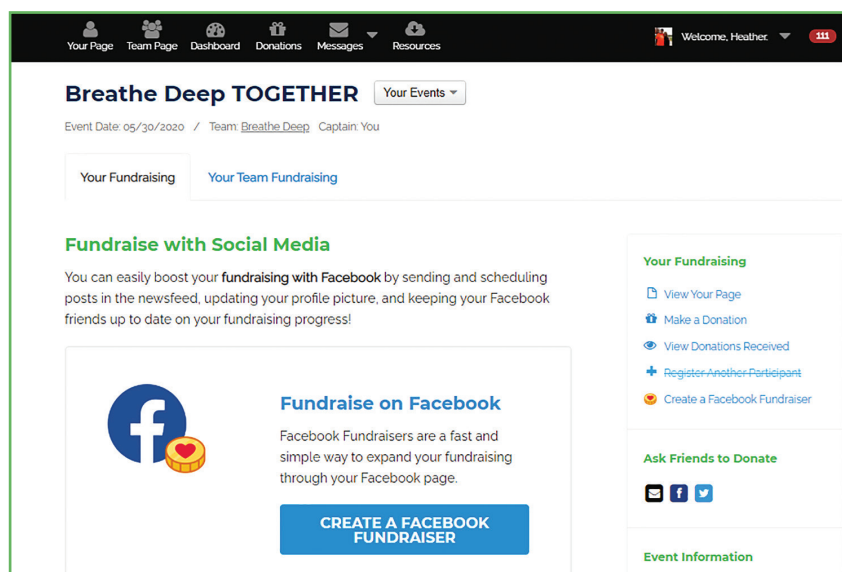
**MAKE PHONE
CALLS OR SEND
TEXT MESSAGES!**



**SEND
HANDWRITTEN
LETTERS!**



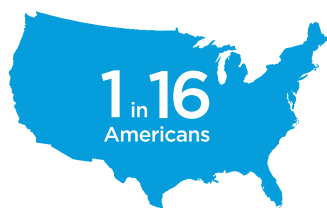
**DOWNLOAD THE
DONOR DRIVE
FUNDRAISING APP!**



INSIDE YOUR DASHBOARD!

Your dashboard is where you personalize your page, connect to Facebook, send out messages for donations and find fun resources!

FACTS TO SHARE



1 in 16 Americans will be diagnosed with lung cancer in their lifetime. More than 238,000 will be diagnosed this year; this is equal to the population of Norfolk, VA.

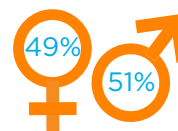
60%-65%

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

10%-15%

of lung cancer cases are in never-smokers

Every 2.2 minutes someone is diagnosed with lung cancer



Lung cancer can affect anyone, regardless of gender or ethnicity

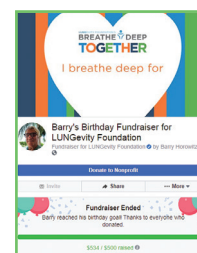


A FEW FUNDRAISING IDEAS!

- **MATCHING GIFTS!** If you are in the position to be able to do so, consider asking your employer about their matching gift policy. You may be able to double or even triple your donations! Go to LUNGevity.org/matching to search for your employer and learn how to apply for the match.
- **CREATE A FACEBOOK FUNDRAISER!** We've said it before, but we'll say it again, creating a Facebook fundraiser is a quick and easy way to fundraise! →
- **HOST A GAME NIGHT** (trivia, poker, Mario Kart, Dungeons & Dragons...) and charge a suggested donation. Facebook Live, Zoom, Twitch, video game consoles, and even the Houseparty app are perfect for it! BONUS: LUNGevity Foundation is now an official charity of Tiltify! If you are a gaming member on Tiltify, you can choose LUNGevity and host a fundraiser!
- **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.
- **HAVE A SPECIAL SKILL YOU CAN SHARE?** (Think: cooking, knitting, painting, etc.) Host an online tutorial and ask for a small donation to attend!
- **WORKOUT CLASS FUNDRAISER:** Host a workout class at a park and charge a few dollars to participate. This will get donors pumped up!
- **CHIP IN OR PASS IT ON.** Challenge five friends on Facebook (tag them) to donate \$10 or ask five of their friends to donate \$10. Those friends will also be asked to chip in or pass it on, and on, and on! If they can't donate, they can help spread the word! (Think: old school chain letter!)
- **HAIR DYE FOR A DONATION?** Looking to make a fun change? Do something fun with your hair like dyeing it LUNGevity blue for a donation of a certain amount.



Raised \$1,385



Raised \$534

WE CAN'T WAIT TO BREATHE DEEP TOGETHER!

Follow along on [Facebook](https://www.facebook.com/lungevityevents) and [Instagram](https://www.instagram.com/lungevityevents) (both: @lungevityevents) for more tips as we fundraise along with you between now and the weekend of November 4th! Don't forget, raise \$50 by August 15th to be upgraded to a long-sleeved Breathe Deep TOGETHER t-shirt! Armed with these tips and your passion, TOGETHER we are going to crush our goal this fall! We will be with you every step of the way!

Let's do this!