

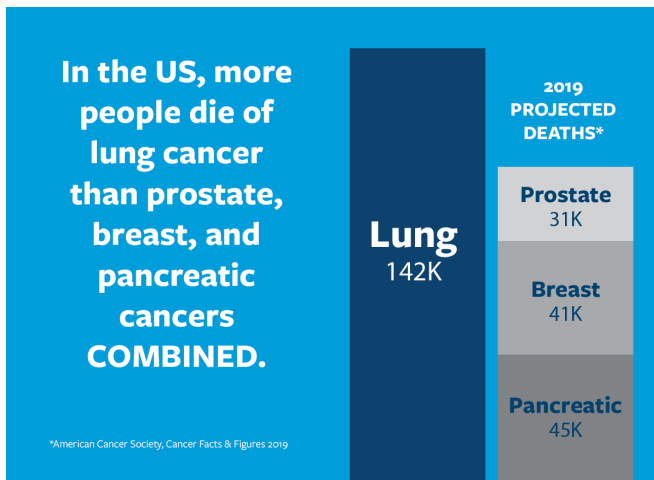
**LUNG CANCER  
RESEARCH  
FOUNDATION**  
Living. Breathing. Science.

# TEAM CAPTAIN GUIDE



FUNDRAISING AND TEAM BUILDING

# GENERAL INFORMATION



## Lung Cancer

Lung cancer claims more lives each year than breast, prostate, and pancreatic cancer combined. But these three cancers receive many times the research funding per life lost than lung cancer. Research means better treatment options and increased survival rates.

## The Lung Cancer Research Foundation

The Lung Cancer Research Foundation (LCRF) is the leading nonprofit organization focused on funding innovative, high-reward research with the potential to extend survival and improve quality of life for people with lung cancer. In addition to funding lung cancer research, the Foundation focuses on lung cancer awareness and educational programs.



## About Community Events

Every year, thousands of people across the country team up to honor loved ones who have been diagnosed with lung cancer. Participants raise critically needed funds for increasing lung cancer survival and make our mission possible.

# TEAM CAPTAIN'S ROLE



## □ 1. Set Goals

Team members and donors are motivated by helping a team achieve their goals. Determine your team fundraising goal and the number of members you'll aim to recruit. The average team raises \$2,500.

## □ 2. Recruit Fundraising Team Members

Ask family, friends, co-workers, and neighbors to join your efforts to increase lung cancer survival by joining your team and raising at least \$100.

## □ 3. Create Fundraising Excitement!

Keep your team motivated by regularly sharing your team's fundraising progress with them! Spark friendly fundraising competition by hosting team challenges!

## □ 4. Follow Up with Friendly Reminders

Your teammates are busy and may need a reminder once-in-a-while that you need their help in achieving the team goal.

## □ 5. Thank Your Team and Celebrate!

Be sure to thank your team members for their incredible fundraising efforts, and don't forget to celebrate the funds you raise together for lung cancer survival!

# 5 STEPS FOR ONLINE FUNDRAISING

We're asking all participants to take these fundraising actions. Encouraging your team members to take these steps will help your team achieve its goal! **On average, people who take these steps raise \$1,451!**

# 1

## **MAKE A SELF DONATION and jump start your fundraising**

Boost your fundraising and kick start some momentum by making a donation on your own behalf. Not only will you be doing your part for such an important cause, but your dedication will also motivate others to take action too!

# 2

## **UPDATE YOUR PERSONAL FUNDRAISING PAGE with a photo and story**

Share your story and why increasing lung cancer survival is important to you. You can also upload a photo or video to your personal fundraising page.

# 3

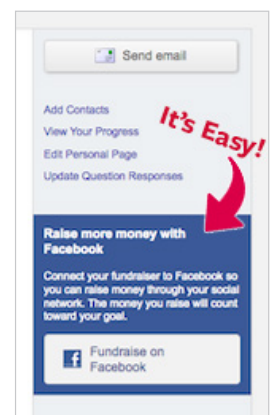
## **SEND EMAILS TO FRIENDS AND FAMILY using our message templates**

We have message templates to help you start asking for donations. Each template has a link for donors to make a donation toward your fundraising efforts. These make asking for donations easy!

# 4

## **FUNDRAISE WITH FACEBOOK and raise awareness**

Fundraise with Facebook — link your fundraising center to Facebook and invite your network to support your fundraising efforts. Click the “Fundraise on Facebook” button on the right side in your fundraising center, and follow the steps. It's easy!



# 5

## **THANK DONORS and follow up**

Once your fundraising is underway, thank those who've made a donation and remind those who haven't that you still need their support.

# TIPS FOR SUCCESSFUL FUNDRAISING

## Ask **EVERYONE!**

Do you know the number one reason people don't give to charity? Because they were never asked. Take this opportunity to ask **EVERYONE** you know! Ask the people you know will support our cause and those who you're not sure about! If you don't ask, you'll never know!



## Ask **THREE** times!

People don't always remember to take action as soon as they're asked. Often times donors need to be reminded that you need their support. On average, it takes three reminders before someone will make a donation, so follow up with those who haven't made a contribution yet!

## **THANK** donors and fundraisers!

We can never say thank you enough! Remember to thank all of your sponsors for their contribution. Don't forget to thank your team members for their valiant fundraising efforts!



## Be **OPTIMISTIC** and **ENERGETIC!**

Excitement is highly contagious! Potential donors and fundraisers should feel how enthusiastic you are about their participation.

# FUNDRAISING IDEAS

- Host a bake sale, car wash, or yard sale.
- Ask your boss to host a “Dress Down for A Cure” day at the office. Your co-workers can thank you with a \$5 donation.
- Keep a change jar in a frequently trafficked area.
- Host a poker night with a \$25 buy-in.
- Raffle off prime parking spaces at the office.
- In lieu of birthday gifts, ask for donations.
- Charge a \$10 cover at your next backyard BBQ.
- Host a 50-50 raffle on payday.
- Got season tickets? Gift cards? Seats to a concert? Encourage your team to fundraise by offering up prime loot!
- Anything you’re interested in can become a fundraiser. Contact us for help brainstorming ways to make your passion an event!



## Matching Gifts

This is a great way to double your dollars! Many companies will match their employees’ philanthropic contributions.

Not sure if a company has a matching gift program? Search for your company using our online tool:

[lcrf.org/matchinggifts](https://lcrf.org/matchinggifts)

# HOW OUR STAFF CAN HELP YOU!

## **We'll share fundraising strategies**

New to fundraising or looking for some creative team fundraising ideas? Our staff has great ideas that will help you achieve your goals. We'd love to share them with you!

## **We'll customize your webpage**

Not technologically savvy? Send us a photo and your personal story, and we'll customize your personal and team pages for you!

## **We'll send your emails**

Don't have time to import your contacts and send emails? Send us your address book, and we'll do the rest! Prefer to do it yourself just not sure how? Just give us a call — we can walk you through the process step-by-step!

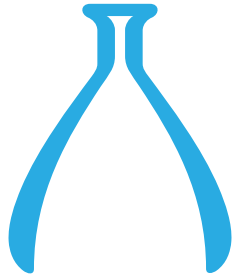
## **We'll mail your letters**

Writers' block keeping you from putting the pen to the paper? We have a plethora of successful letters that we can share, customize, and send! All we need is your address book!

## **LET US HELP YOU!**

Our staff is trained for your support! Please call us any time at (608) 828-8852!





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CONTACT US

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