

# HOW TO FUNDRAISE

## FUNDRAISING TIPS

Starting to fundraise is easy when you utilize the tools and resources in your online [Participant Center](#). These tools will help you reach more people in different ways.

The **#1 REASON** people do not donate is because they were never asked. So, make an ask!

- **ASK!** It can take up to **seven** asks before someone donates. People are busy and will appreciate reminders.
- **Get personal** – don't be afraid to pick up the phone or schedule a meeting.
- **Ask for specific amounts** – every \$1 matters!
- Always **thank your donors** and update them on your progress
- **Celebrate** milestones!

## YOUR PARTICIPANT CENTER

### Start a Facebook Fundraiser

Facebook Fundraisers are an easy way to link your social media with your LUNG FORCE fundraising page. Go to the “My Home” tab to create a Facebook Fundraiser for your LUNG FORCE Walk Personal Page. You will receive reminders to post and invite your friends to donate to your efforts.

### Raise more money with Facebook

Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.

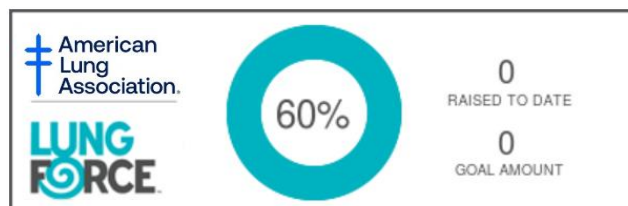
FUNDRAISE ON FACEBOOK

### My Social Tab

Through the “My Social” tab, you can send messages to your network using templated messages created for you, schedule messages to be sent out without even thinking about it and thank your donors!

**Send Messages:** Connect with family and friends through various social media and email channels. Just click on the message title, select the desired channel, then “Share.”

**Email Badge:** Review the step-by-step instructions on how to download a unique badges for your email signatures. An email badge (example below) shows your fundraising progress in real-time, so your contacts can help you reach your goal!



## SAMPLE SOCIAL MEDIA POSTS

Remember to include your fundraising page link every time you post on social media. When posting on Instagram, you can include your fundraising link in your bio.

**SAMPLE POST 1:** On May 21, I'm participating in the LUNG FORCE Walk NYC to raise my voice for lung health. Over 37 million Americans are living with chronic lung disease. The funds I raise help support life-saving research, education, and advocacy efforts. Please help me reach my fundraising goal by donating to my page below.

**SAMPLE POST 2:** Lung cancer is the #1 cancer killer of women and men in the U.S. That's why on May 21, I'm participating in the LUNG FORCE Walk NYC to fight against lung cancer and other lung diseases. The funds I raise will help fund life-saving research and early detection efforts. Please help me reach my fundraising goal by donating to my page below.

**SAMPLE POST 3:** On May 21, I'm walking in the LUNG FORCE Walk NYC to raise my voice for lung health. This year, the funds I raise will also go towards the American Lung Association's efforts to fight lung disease and promote clean air. Please help me reach my fundraising goal by donating to my page below.

## CREATIVE FUNDRAISING IDEAS

Below are some creative ideas to fundraise that can be done in person or virtually. You can charge a fee and collect donations to turn these fun ideas into fundraising events!

[Contact us](#) for help making your fundraiser a success.

- Paint and Sip Night
- Yard Sale
- Sports Bracket Challenge
- Host a Dinner Party
- Yoga/Exercise Class
- Sports Game
- Raffle
- Trivia Competition
- Jewelry Party
- Donation Matching Drive



***Thank you for supporting the American Lung Association in our effort to save lives!***

For more information about the LUNG FORCE Walk New York City visit the ["Day of Event Information"](#) and ["Fundraising & Incentives"](#) pages on [LUNGFORCE.ORG/NYC](https://LUNGFORCE.ORG/NYC).