

LUNG FORCE Walk Fundraising Guide

LUNG FORCE is working to change people's minds about what it means to have lung cancer—so that everyone understands their risks. We are raising our voices for innovations in research that will lead to earlier detection and more personalized treatment—so that everyone has a fighting chance. And we are working to improve lung health—a life free of lung disease—for everyone who suffers from asthma, COPD and other lung diseases, or has someone in their life who does.

The funds you raise will save lives. If you're like most Americans, these facts may surprise you:

- Lung cancer is the **#1 cancer killer of women**.
- Think lung cancer only affects smokers? Think again. **About two-thirds of people diagnosed with lung cancer have never smoked**, or are former smokers.
- **Anyone can get lung cancer.** In the last 39 years, the rate of new lung cancer cases has fallen 29 percent among men while increasing 102 percent among women.
- **More than 32 million** Americans suffer from chronic lung disease.

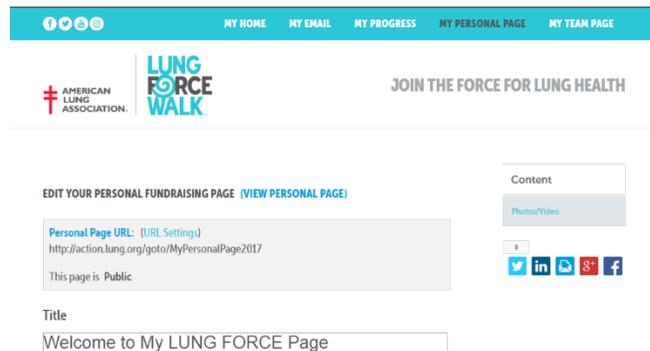
Getting Started

Did you know... Walkers who use an online fundraising tool raise money more quickly than those who only use offline fundraising methods?

Four Steps to a Great Personal Page

STEP 1: SCHEDULE YOURSELF — Take a few minutes updating your Personal Page as you prepare to share it with your donors.

STEP 2: CUSTOMIZE YOUR PERSONAL PAGE – Be sure to customize your page header, include a photo and share the reason why you walk. Remember: people donate to people, so share your story!



The screenshot shows the 'EDIT YOUR PERSONAL FUNDRAISING PAGE' interface. At the top, there are navigation links: MY HOME, MY EMAIL, MY PROGRESS, MY PERSONAL PAGE, and MY TEAM PAGE. The page header includes the American Lung Association logo, the LUNG FORCE WALK logo, and the text 'JOIN THE FORCE FOR LUNG HEALTH'. The main content area has a 'Personal Page URL' field with a dropdown menu set to '(URL Setting)' and the URL 'http://action.lung.org/goto/MyPersonalPage2017'. Below this is a 'This page is' dropdown menu set to 'Public'. There is a 'Title' field with the text 'Welcome to My LUNG FORCE Page'. On the right side, there is a 'Content' section with a 'Photos/Video' button and social media sharing icons for Twitter, LinkedIn, Facebook, and YouTube.



Four Steps to a Great Personal Page Continued

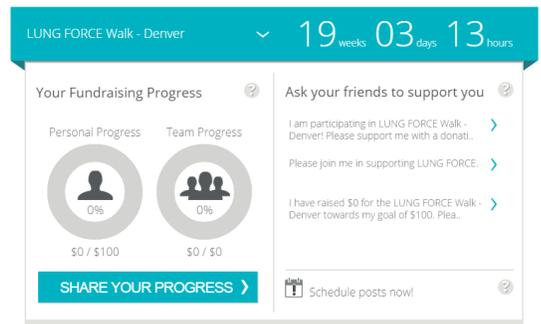
STEP 3: SAVE YOUR WORK! – Once you have finished personalizing your page, click “SAVE”.

STEP 4: SHARE – Use our boundless fundraising tools to share your Personal Page on your social media accounts—including Facebook and Twitter right from your Participant Center.

The Power of Social Media

Facebook

- Make your post status about your commitment and fundraising efforts.
- Tag people in your posts when they join your team, or when they make a donation.
- Share the surprising fact: **“Lung cancer is the #1 cancer killer in America”**
- Remember: Include a link to your personal and team fundraising pages.
- Fundraise with Facebook directly from your Participant Center. You can schedule pre-crafted posts at key intervals throughout the campaign, ask your friends to support you with pre-crafted messages plus update your cover and profile picture with LUNG FORCE imagery.

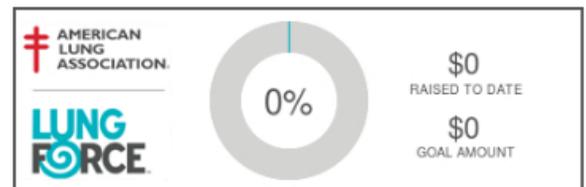


Twitter

- Post updates pertaining to your commitment, fundraising progress and link to your Personal Page.
- Retweet important information from other participants and the American Lung Association.
- Use the event **#LUNGFORCE**.

Email Badge

- Download the Email Badge in your participant center to turn every email into a donation opportunity. The email badge will keep your friends and family updated in real time of your fundraising progress and will link directly to your personal page. Download it today!



Foolproof Fundraising



[LUNGFORCE.ORG/WALK](https://lungforce.org/walk)



Begin with yourself

Kick-start your fundraising by making a self-donation of \$33. It's a great way to showcase your support for the LUNG FORCE Walk. And you'll even earn a LUNG FORCE gift!

Use Email to boost your fundraising

You'll find sample emails in your Participant Center, ready for you to use. It's a quick and easy way to get started.

Personalize your emails. Share why you are participating in the LUNG FORCE Walk, everyone's reason is important, so be sure to share it.

Ask, ask and ask again! We're all busy and forget to do things that are important to us. Don't be afraid to follow up several times with your potential donors. They'll appreciate the reminders.

Don't forget to thank the people who helped you along the way!

MY EMAIL



✓ Configure → **Compose** → Set Recipients → Preview & Send

Subject: Let's Defeat Lung Cancer, Together

Include personalized greeting (What's this?)

Font family | Font size | [Rich text editor icons]

More women die of lung cancer than any other cancer, yet for 98 percent of women, lung cancer isn't even on their radar. That's a terrifying reality, so to do my part, I am raising awareness and funds to defeat lung cancer and I've joined the American Lung Association's LUNG FORCE Walk on [DATE].



Use the LUNG FORCE mobile app

With the LUNG FORCE mobile app you can easily manage your online fundraising directly from your mobile device. Available for Apple and Android devices.

Become a LUNG FORCE Leader

LUNG FORCE Leaders are committed to achieving extraordinary fundraising results for the LUNG FORCE Walks. By raising \$500+ you can become a LUNG FORCE Leader. These results mean saving more lives from lung cancer!

Why become a LUNG FORCE Leader?

Take your passion for fighting lung cancer and advancing lung health to the next level. Leaders receive special perks. Reach out to your local contact to find out more of what's in store for you!



Double your donations with matching gifts

Your donations can go even further with a matching gift! Many companies offer matching gift programs in which the company will match an employee's contribution to a charitable organization. If you are not sure if you qualify for a matching gift, please use the company search tool on our LUNG FORCE Walk website on the Fundraising Tips page. Or ask your company's human resources department if they offer a Matching Gift program.

