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 so will appreciate the reminders
- **Get personal** — don't be afraid to pick up the phone or jump on Zoom
- 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

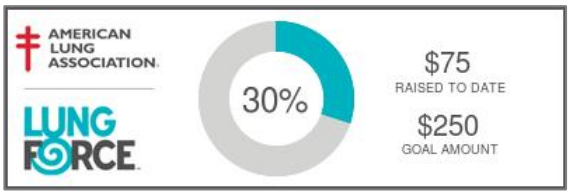
Facebook Fundraisers are an easy way to link your social media with your LUNG FORCE fundraising page. Go to the "My Home" tab to create a Facebook Fundraiser for your LUNG FORCE Walk Personal Page. You will receive reminders to post and invite your friends to donate to your efforts.

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 once they give to you!

Send Messages: Connect with family and friends through various social channels. Just click on the message title, select the social channel you would like to send the message(s), then "Share".

Email Badge: Review the step by step instructions on how to download your email badge for your email. An email badge shows your fundraising progress, so people can help you reach your goal!



SAMPLE SOCIAL 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 22, I'm participating in the LUNG FORCE Walk New York City 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 22, I'm participating in the LUNG FORCE Walk New York City 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 22, I'm walking in the LUNG FORCE Walk New York City 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 their new COVID-19 Action Initiative. Please help me reach my fundraising goal by donating to my page below.

VIRTUAL FUNDRAISING IDEAS

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

- Paint and Sip Night
- Yard Sale
- Sports Bracket Challenge
- Host a Dinner Party
- Yoga/Exercise Class
- Games Tournament
- 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 click on the "Event Information" or "Fundraising & Teams" tabs under the menu at LUNGFORCE.ORG/Westchester