



LUNG CANCER INITIATIVE

DIY Fundraiser Toolkit



Take the initiative, fundraise for the cause!

It's fun, easy and can make a huge difference in communities everywhere!

This toolkit will help you create and manage your DIY fundraising events and should be used in conjunction with DIY Fundraiser Guide.

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Fundraising Ideas

The best way to honor someone through a fundraising event is to find something they or you are passionate about. That way the event is personal and takes on more meaning for both you and the participants.

Below are just a few suggestions to get you started, but it is up to you to determine what kind of fundraiser will be the most successful among your network of friends.

- *Bake Sale*
- *Basketball Tournament*
- *Bocce Ball*
- *Car Wash*
- *Chili Cook-off*
- *Classic Car Show ***
- *Comedy Show ***
- *Concert ***
- *Cycling event*
- *Fashion Show ***
- *Fishing Competition*
- *Food Sales*
- *Free Throw Contest*
- *Golf Tournament*
- *Lemonade Stand*
- *Gift box or balloon raffle*
- *Trivia Night ***
- *Live auction ***
- *Parties during professional sports championship games*
- *Raffle ***
- *Run/walk 5Ks, half & full marathons ***
- *Silent auction ***
- *Singles party*
- *Softball Tournament*
- *Swim Meet*
- *Three on Three Tournament*
- *Treasure Hunt ***
- *Volleyball*
- *Wing eating competition*
- *Wine or cocktail party at local restaurant or home ***

*** Fundraisers that can be modified to be virtual*

DIY Organizer Application

EVENT DETAILS (Please Print)

Name of Event: _____ Date(s): _____

Event Location: _____

City: _____ State: _____ Zip: _____

Event Website: _____

Brief Description of Event: _____

Projected # of Participants: _____ Fundraising Goal: _____

Would you like Lung Cancer Initiative informational materials? ☐ YES Qty: _____ ☐ NO
(If yes, they will be mailed to you approximately 10-15 business days before the event date.)

Would you like the use of the Lung Cancer Initiative logo? ☐ YES ☐ NO
(If yes, logo will be emailed to the event planner, who will agree not to edit it aside from resizing.)

Event Leader: _____

Event Leader Mobile Telephone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

PLANNING COMMITTEE (Please Print)

1. Name: _____ Email: _____

2. Name: _____ Email: _____

[Add additional pages for additional members](#)

All expenses for the event are the responsibility of the DIY fundraiser organizer. LCI is not able to serve in the role of fiscal agent and cannot cover any of the costs associated with your event. LCI is not able to provide liability insurance coverage in any form for your event nor are we able to provide a certificate of insurance.

I have read the DIY Fundraiser Guide and acknowledge the event and all expenses associated are entirely my responsibility.

Event Lead Signature

Date

Please complete and mail, fax, or email your completed form to:
Attn: Sandy Oehler, Lung Cancer Initiative
5171 Glenwood Ave, Suite 401 Raleigh, NC 27612
Fax: (919)784-0416
Email: soehler@lungcancerinitiativenc.org

Know Your Network Worksheet

Use this worksheet to help you find people that can help support your event via volunteering, in-kind donations, or sponsorship.

<i>Personal</i> Write down ideas of who to contact & how (phone, e-mail, mail, social media, etc.)		
Family	- Go beyond your immediate family <ul style="list-style-type: none"> - Who did you see at the last reunion or holiday party? 	
Friends	Include friends from other periods of your life <ul style="list-style-type: none"> - Grade school, high school, college or graduate programs Informal groups or clubs <ul style="list-style-type: none"> - Book club, exercise groups, poker night or sports groups 	
Distant Contacts	- Review wedding or shower guests list - Review your holiday card list - Were you in a sorority or fraternity? - Anyone in your circle that you recently supported in a charity event of their own	
Community	- How are you involved in your community? <ul style="list-style-type: none"> - Volunteer activities/organizations - Your children's activities - Civic or religious organizations - Neighborhood groups like "Nextdoor" - Facebook groups - Connections on social media 	
Daily Activities	- What does your average day or weekend look like? - What businesses do you frequent? <ul style="list-style-type: none"> - Grocery stores, dry cleaners, gyms, salons and doctors 	

<i>Professional</i> Write down ideas of who to contact & how (phone, e-mail, mail, social media, etc.)		
Co-Workers	- Ask outside your department or direct contacts <ul style="list-style-type: none"> - Outlook contacts, office directory - Former co-workers from previous jobs or positions	
Business Contacts	- Who do you regularly interact with <ul style="list-style-type: none"> - Clients, partners and vendors - Where does your business regularly spend money?	
Professional Groups	- Review your LinkedIn network - Think of different organizations whose meetings you attend regularly <ul style="list-style-type: none"> - Chamber of Commerce, Municipal Meetings - Networking groups <ul style="list-style-type: none"> - Industry groups, professional development 	

Social Media Post Examples

Not sure what to say in your social media posts? Use one of the pre-written messages below to raise awareness, or find a fact that's meaningful to you and share how it personally relates to your story!

All you need to do is:

1. *Pick a message (or a fact or two) from the messages below to share on social media*
2. *Personalize it to your story or event*
3. *Before you post, make sure your post is set to "public" so we can see it*
4. *End your message with a call to action that directs people to your fundraiser's link (include the link in your post), use the #NCLungCancer hashtag, and tag us in your post! (LCI's social media handles below)*

Lung cancer is the no. 1 cancer killer, taking more lives than breast, colon, & prostate cancer combined. That's why I challenge you to join me and take the initiative to end #lungcancer by donating to my DIY fundraiser. All proceeds benefit Lung Cancer Initiative. #NCLungCancer

Anyone with lungs can get lung cancer! 60-65% of all new #lungcancer diagnoses are among people who have never smoked or have already quit smoking. Join me in putting an end to this disease by donating to my fundraiser that benefits Lung Cancer Initiative. #NCLungCancer

In the last 5 years, #lungcancer researchers have made significant improvements in treatments for lung cancer. But, we can only make more progress by funding more research. Help me fuel lung cancer research by donating to Lung Cancer Initiative at the link below! #NCLungCancer

When you donate to my DIY fundraiser, you help Lung Cancer Initiative's mission to advance survivorship and provide support to those affected by #lungcancer through research, education & access programs. To contribute, click on the link below! #NCLungCancer

The five-year survival rate of #lungcancer is up to 21% thanks to research, better diagnosis, & earlier screening. To help advance the survivorship of patients affected by lung cancer, please consider donating to Lung Cancer Initiative at the link below! #NCLungCancer

Lung cancer is the no. 1 cancer killer with 1 in 14 people being diagnosed annually. Join me in the fight to end #lungcancer by donating at the link below! All donations benefit Lung Cancer Initiative. #NCLungCancer

In North Carolina, around 8,470 people are diagnosed with lung cancer, & more than 5,020 are expected to die from lung cancer in 2021. Help me make a positive impact on those affected by #lungcancer by donating to Lung Cancer Initiative. #NCLungCancer

LCI's Social Media Handles

Facebook: @Lung Cancer Initiative of North Carolina

Twitter: @LCInitiativeNC

Instagram: @nclungcancer

LinkedIn: @Lung Cancer Initiative

Sample Budget

	<u>Budget</u>	<u> </u>	<u> </u>
Ordinary Income/Expense			
Income			
Other Fundraising Income	4,000.00		
Individual Donations	1,000.00		
Registration Fees	5,000.00		
Corporate Sponsorships	<u>6,000.00</u>	<u> </u>	<u> </u>
Total Income	16,000.00		
Cost of Goods Sold			
Golf Expenses			
Merchant Fees	75.00		
Direct Cost Benefit to Others			
Green Fees	2,600.00		
Other Expenses	50.00		
Facility Fee	100.00		
Flags/Balls/Tee Signs	450.00		
Prizes	<u> </u>	<u> </u>	<u> </u>
Total Direct Cost Benefit to Others	3,200.00		
Travel Expenses			
Postage			
Advertising/Promotion	<u> </u>	<u> </u>	<u> </u>
Total Golf Expenses	<u>3,275.00</u>	<u> </u>	<u> </u>
Total Cost Of Goods Sold	<u>3,275.00</u>	<u> </u>	<u> </u>
Gross Profit	<u>12,725.00</u>	<u> </u>	<u> </u>
Net Ordinary Income	<u>12,725.00</u>	<u> </u>	<u> </u>
Net Income	<u><u>12,725.00</u></u>	<u><u> </u></u>	<u><u> </u></u>

Sponsorship Request Letter

January 27, 2020

Dear _____<Name>_____,

We invite you to join us by sponsoring our event on _____<Date>_____ where we will be hosting _____<Event>_____ at _____<Location>_____ to raise awareness and critical research funding benefiting Lung Cancer Initiative (LCI).

Lung cancer is the leading cancer killer of American men and women; it kills more people than breast, prostate, and colon cancers COMBINED. It is described as the “invisible” cancer because so few people know they have the disease until it is advanced and sadly, so few people survive the disease to advocate for increased awareness and research funding.

Your sponsorship will be recognized on event day and on all promotional materials and marketing. Please help make this invisible cancer visible. With your generous support, we can impact lives through funding vital lung cancer research, educational initiatives, awareness and access programs for patients, advocates and healthcare professionals, and transforming what a diagnosis of lung cancer means for people and their families.

For your records, LCI tax ID is 26-2300885. Checks should be mailed to _____ (address)_____ and made payable to _____ (event organizer)_____ Please include the event name in the memo section of the check.

Together we can make the fight against lung cancer a priority!

Sincerely,

<Name>

<Event Name>

<Contact Information>

*** All items in red should be edited or deleted ***

In-Kind Request Letter

January 27, 2020

Dear _____<Name>_____,

We invite you to join us by donating _____<Item(s)>_____ to our event on _____<Date>_____ where we will be hosting _____<Event>_____ at _____<Location>_____ to raise awareness and critical research funding benefiting Lung Cancer Initiative (LCI).

Lung cancer is the leading cancer killer of American men and women; it kills more people than breast, prostate, and colon cancers COMBINED. It is described as the “invisible” cancer because so few people know they have the disease until it is advanced and sadly, so few people survive the disease to advocate for increased awareness and research funding.

Your donation will be recognized on event day and on all promotional materials and marketing. Please help make this invisible cancer visible. With your generous support, we can impact lives through funding vital lung cancer research, educational initiatives, awareness and access programs for patients, advocates and healthcare professionals, and transforming what a diagnosis of lung cancer means for people and their families.

For your records, LCI tax ID is 26-2300885. Checks should be mailed to _____ (address)_____ and made payable to _____ (event organizer)_____. Please include the event name in the memo section of the check.

Together we can make the fight against lung cancer a priority!

Sincerely,

<Name>

<Event Name>

<Contact Information>

*** All items in red should be edited or deleted ***

DIY Sponsor & In-Kind Commitment Form

Proceeds benefiting Lung Cancer Initiative

Sponsor/Company Name (list exactly as should appear in promotional materials):

Mailing Address (including city, state and zip):

Contact Person: _____ **Title:** _____

Email: _____

Phone: _____ **Fax:** _____

Website: _____

SPONSORSHIP Dollars

\$ _____

IN-KIND (Value) \$ _____

Description of product or services donated

Method of Payment (Check one)

☐ Send Invoice to email: _____

☐ Full Payment Enclosed

- Check made payable to: _____ (**Event Organizer**) (include **Event Name** in the memo)

Logo * - Submit a high-resolution logo in BOTH .EPS and .JPG formats to event organizer.

I am committing to donate the monies, goods, or services as listed above.

Signature

Date

Please mail or fax completed form and payment to:

_____ (address) _____.

Checks should be payable to _____ (person) _____.

Waiver: I, the undersigned, know that the event I am entering carries the risk of personal injury or damage. I certify that I am physically fit for this event. I hereby waive and forfeit all rights I may have to file suit or make claims against Lung Cancer Initiative and the directors thereof, any sponsoring organizations and all persons connected with this event for any injuries I may suffer on the event date of . I understand that no refunds can be made if the event is canceled due to weather conditions or other circumstances beyond the control of the organizers.

PRINTED NAME	EMAIL ADDRESS	PHONE NUMBER	SIGNATURE

Donor/Company Name:

Mailing Address (including city, state and zip):

Contact Person: _____ **Title:** _____**Email:** _____**Phone:** _____ **Fax:** _____**Website:** _____
_____**Donation:****Amount:** ☐ \$30 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1000 ☐ Other: \$ _____**Method of Payment** (Check one)☐ Send Invoice to email: _____☐ Full Payment Enclosed

- Check made payable to: _____ (**Event Organizer**) _____ (include **Event Name** in the memo)

X**Signature****Date**

Please mail completed form and payment to:

_____ (address) _____.

Checks should be payable to _____ (person) _____.

All donations are tax deductible and proceeds benefit the Lung Cancer Initiative. If you provided a current and legible address, you will receive an acknowledgment letter to serve as your tax receipt. LCI- 501©3 number is 26-2300885