Take the initiative, fundraise for the cause!

*This guide will help you create and manage your own DIY (Do-It-Yourself) Fundraiser. You’ll find tips to setup and organize your fundraiser, information on goal setting, marketing and more!*
Lung Cancer Initiative

Who We Are
As the state’s leading nonprofit organization supporting lung cancer research and education, Lung Cancer Initiative (LCI) specializes in connecting patients, survivors and loved ones with the medical and research community.

Our mission is to advance survivorship and provide support to those affected by lung cancer through research, awareness, education and access programs.

Your Support Makes a Difference
We have a high standard of fiscal responsibility for the funds we raise, and we pledge to maintain that standard while increasing advocacy across our state. For more information, please refer to the LCI 2019-2020 Impact Report.

Why DIY Fundraising Events Are Important
Lung cancer claims more lives than breast, prostate and colon cancers COMBINED. Despite this unacceptable fact, lung cancer is largely overlooked, and its research remains drastically underfunded. This lack of attention and funding has dramatically slowed the progress for developing new treatments and saving lives. DIY fundraising events, make a huge impact in the fight. Simply getting the word out and starting a conversation about lung cancer, makes all the difference. All DIY fundraising events have the power to effect change in your local community and reshape the lung cancer discussion. Help us get the word out!

Of every dollar your event raises, 77 cents directly supports our research, awareness, education, and access programs.
8 Simple Steps to Creating a DIY Fundraising Event

1. Choose Your Event
Determine the type of event you want to do. The best way to honor someone is to find something that they are passionate about, or that you are. That way the event is personal and takes on more meaning for both you and the participants. What type of fundraiser will be the most successful among your network of friends?

For fundraiser ideas, refer to page 2 of our toolkit.

2. Find Your Planning Team
Know your network. Ask friends, family, co-workers, and neighbors to help you. Having a team generates enthusiasm, ideas, resources and contacts that you need to make your event successful. Consider this team as the group who will do the “heavy lifting” in planning the event. This will help ensure that no single person is overwhelmed by all of the responsibilities of planning the event.

Another way to gather interest and volunteers is to put up signs at community centers, the grocery store, libraries, fitness center, and hospitals asking for help. Try posting on community or support forums. Even reach out to community groups and organizations.

Need help? Use our “Know Your Network” worksheet on page 4 of our toolkit.

3. Set Your Event Goals
Set fundraising goals that include financials and attendance for your event. Think about any expenses associated with your event and account for them when setting your fundraising goal. Your goal should be realistic and achievable.

Secure Sponsors. Seek companies with similar mission, vision, or values. Share why lung cancer is such an important cause and why it matters to you personally. Share what’s in it for them and what their return on investment will be. What benefits will they receive?
- Sponsors can be found anywhere. Reach out to friends, family, neighbors, co-workers, your bank, grocery store, hairdresser, place of worship, insurance agency and other local businesses.

Seek In-Kind donors. Think about costs associated with your event and what you will need. Food, beverages, t-shirts, tables and chairs, a sound system, entertainment, a venue, prizes.
- Once you have decided what you need, start by reaching out to your network for donations of these items or connections they may have.
- Call local businesses that can help you with what you need.

For sponsor & in-kind request letter templates, refer to pages 7-8 of our toolkit.
4. Create a Budget
The ultimate goal is to raise funds and awareness for lung cancer research, education and access programs. Plan your budget accordingly. **Aim to keep expenses below 20 percent of your projected gross income.**

To view a sample budget, refer to page 6 of our toolkit.

**All expenses are the responsibility of the DIY fundraiser organizer. Expenses can be offset by in-kind donations; however, expenses may be due prior to raising money. Plan for this in advance and know how you will cover the costs of your event. For details refer to page 6. **

5. Create a Timeline
Once you have determined a potential date, check local community calendars to make sure you are not competing with a major event in your city. Backtrack from the date of your event to make your timeline and schedule for your planning team – important points such as obtaining a venue, printing and mailing/distribution of brochures, flyers or invitations, securing entertainment or local celebrities, publicity, and sponsorship should be noted on the schedule.

There isn’t a set amount of time that it takes to plan an event. Some events are planned a year in advance, while other events are planned in a few months. It is recommended that you allow yourself at least 6 months from the time you decide to hold your event and the actual event date.

6. Market Your Event
Tell Everyone You Know! This is the best way for DIY organizers to get the word out! Ask friends, families, neighbors and co-workers to help spread the word. Below is a list of marketing techniques that have been highly successful for past DIY fundraising events.

**Social Media**
- Post your event on social media or a community calendar.
- Ask your network to help spread the word.
- For sample social media posts, refer to page 5 of our toolkit.

**Post Signs & Hand Out Brochures/Flyers**
- Contact local schools, churches, and groups to inform them about your event.
- Meet with the local businesses, ask if they can help promote your event.
- Take advantage of other events in your area to hand out brochures/flyers.
- Ask local businesses about setting out brochures/flyers or getting a mailing list.

**Media Attention: Local Paper**
- Send details of your event to a local paper, be sure to follow up!
- Write a letter to the editor profiling your event.

**Media Attention: Local Television**
- Call local stations and ask where you can direct your request.
7. **Execute Your Event**
Have plenty of volunteers secured on event day to help set up, direct parking, hang signs, check people in at registration, distribute goody bags or t-shirts (if applicable), take photos, pass out food, and clean up. For the day of the event, make sure you post several signs so people can easily find the event site.

8. **Wrap Up Your Event**
Be sure to hold a wrap up meeting with your planning team to celebrate the successes and discuss ways to improve it in the future. Finalize all of your financial records and submit them to LCI’s office NO LATER than 10 days after your event. Official acknowledgement letters with tax information will be sent from the LCI office, however it is a great idea to personally thank your local sponsors and volunteers immediately after the event with handwritten notes.

**Accurate and Timely Financial Reporting**
Throughout the entire process of preparing for your event, make sure to keep accurate records. When sponsorships and registration sales begin to come in, keep track. If you secure products or in-kind donations, ask the contact person to complete a commitment form at the time the item is donated. The information on these forms is used to track donations and sponsorships for acknowledgements sent by LCI for tax purposes. It will be very time-consuming to go back after the event and contact everyone again.

For a commitment form, refer to page 9 of our toolkit.
**LCI Support**

We are so thankful for your support! As you are planning to host a DIY fundraising event, we wish we could offer all our labor to help but we have limited resources. We can assist you by providing the following support.

**LCI Staff Consultation:**
- Initial meeting with LCI staff member (recommended) for insight, Q&A, and more.
- Provide guidelines for access to either a fundraising webpage or an event webpage.

**Marketing Support:**
- LCI will send **ONE** email blast for your event to those in your area from our database (you can use this email and forward it to those outside of our network too), **OR** included in LCI’s newsletter under DIY Fundraising Events. We will list your event on LCI’s events page too.
- LCI materials to use at your event
  - We will send you LCI marketing materials that detail our mission and program.
  - Materials will include our brochure and lung cancer fact sheet.
  - We will send other LCI goodies like bookmarks, lung cancer awareness wristbands, pens, and more to help you have a fun event.
- Share our logo for use in your marketing materials and social media.
  - (We would then request that a draft of any promotional pieces, advertising, etc. with our name and logo associated with your event be shared with us in advance for review and approval/confirmation of the use of the brand, messaging, etc.)
- Social Media Post Examples

**Tools & Resources Available in the Toolkit**
- DIY Fundraiser Event Registration Form
- Fundraising Ideas
- Know Your Network Worksheet
- Sponsorship Request Letter
- In-Kind Request Letter
- Social Media Post Examples
- Sample Budget
- Event Waiver
- Participant Donation Form
- DIY Sponsor & In-Kind Commitment Form

*(Yogathon)*
Rules, Guidelines & Limitations

Thank you for your interest in organizing a DIY fundraising event to benefit LCI’s mission to advance survivorship and provide support to those affected by lung cancer through research, education, and access programs. As you can imagine, our staff and team members are fully engaged with our events and programs and we are not able to provide staff or volunteer labor for DIY fundraising events. For that reason, we greatly appreciate the individuals and organizations interested in organizing or sponsoring DIY fundraising events on behalf of LCI.

A DIY fundraising event is an event organized, sponsored, publicized and carried out by the DIY fundraiser organizer who is not employed with LCI, for the purpose of raising money or awareness of LCI’s mission, and where LCI has little to no staff involvement and has no fiduciary responsibility for the event.

Database

DIY fundraiser organizers will not have access to LCI’s database at any point; we keep that information confidential for the benefit of all our volunteers and donors.

Safety of Participants in Events

Any activities should be conducted with the safety of the participants in mind, particular attention should be paid to the safety of any participating minors. LCI is not responsible for the safety of participants in a DIY fundraising event. If any event poses any potential risk to the health or safety of a participant, the DIY fundraiser organizer shall obtain a written and signed waiver of liability from each participant as a condition of participating in the event. The waiver must release LCI from any claim for liability resulting from the individual’s participation in the event. See toolkit page 10 for a sample event waiver.

Legal Requirements

The host of the fundraiser agrees to comply with all federal, state, and local laws applicable to a DIY fundraising event. In the event Fundraiser organizes an in-person event such as a marathon, walk, ride, or other similar events (collectively, “Events”) fundraiser is solely responsible for such events, including but not limited to any participation requirements, obtaining any and all necessary permits and waivers, and ensuring such event complies with applicable law.

Disclaimer

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.

For additional information contact:

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