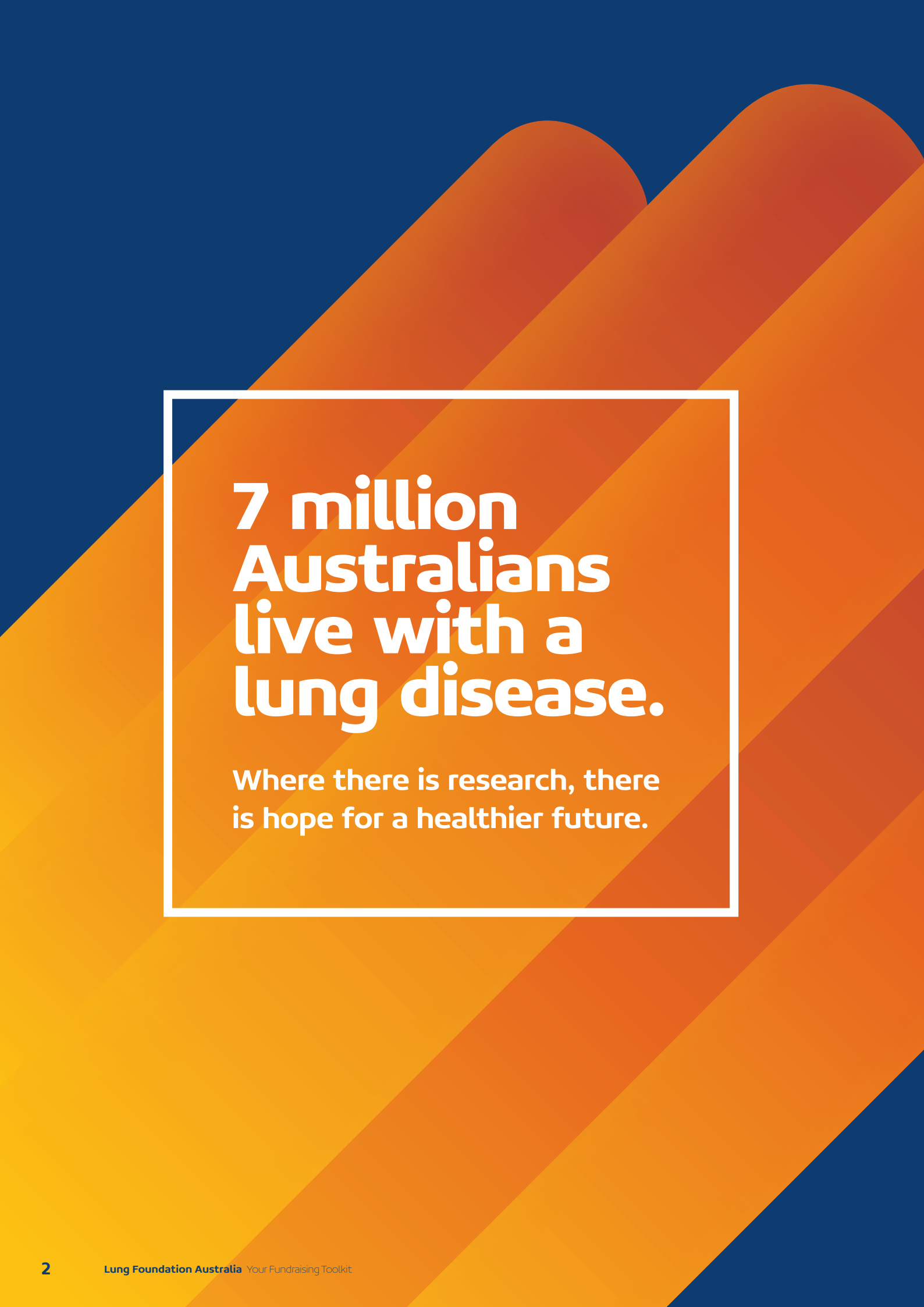


Your Fundraising Toolkit



**Lung
Foundation
Australia**
Hope in Every Breath



**7 million
Australians
live with a
lung disease.**

**Where there is research, there
is hope for a healthier future.**



Dear friend,

Thank you so much for deciding to raise life-changing funds and awareness for Lung Foundation Australia. We could not continue our valuable work to support the 7 million (almost 1 in 3) Australian's living with lung disease without you.

To make raising funds for Lung Foundation Australia as simple as possible, we have put together everything you need to know right here in this fundraising toolkit.

Your fundraising activity can be whatever you would like it to be, and no matter how big or small, we want you to enjoy the experience – so make sure you have fun!

Our fundraisers are fundamental to helping us achieve our mission – to improve lung health and reduce the impact of lung disease for all Australians. Thank you for playing a vital part in our work to improve lung health in Australia and fund research for prevention, treatment and a cure.

Kind regards,

Mark Brooke
Chief Executive Officer

To find out more contact:
Fundraising and Donor Engagement Manager
07 3251 3651
fundraising@lungfoundation.com.au

Who we are

The trusted source of guidance and support for patients at every stage of their journey.

Lung Foundation Australia is the only charity and leading peak body of its kind in Australia that delivers life-changing research and programs to support and provide hope to people of all ages with a lung disease, and their families, at every stage of their journey.

Our aim is to ensure lung health is a priority for all – from promoting lung health and early diagnosis, to supporting people with lung disease and championing equitable access to treatment and care.

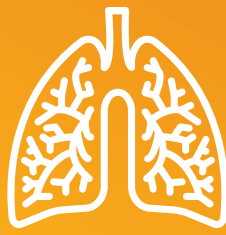
Our work is centred on the needs of those living with lung disease, and underpinned by the values of compassion, respect and collaboration.

How you're making a difference

Anyone can get lung disease. It impacts men, women and children, all who are equally worthy of care and support. No one deserves lung disease.



Lung disease impacts
7 million
(almost 1 in 3)
Australians



Lung disease accounts for
10%
of the total health
burden in Australia



Almost 50%
of all Australians
rarely or never think about
the health of their lungs

1 in 7



Australians
over the age of
40 has Chronic Obstructive
Pulmonary Disease (COPD)

In 2018, it is estimated over



will be diagnosed with lung
cancer in Australia.

That's 34 people a day



**The current
survival rate of
Idiopathic Pulmonary
Fibrosis (IPF)**
is as low as some of the
most devastating cancers

**Pulmonary
Arterial
Hypertension
(PAH)
diagnosis**



is delayed on
average 3.9 years



**The prevalence of
bronchiectasis**

continues to increase worldwide,
disproportionality affecting
Australian Indigenous children.



**In Australia there is currently
very limited, if any
information, support,
treatment and research**
available for children diagnosed
with a rare lung disease

Meet our Inspiring Fundraisers



Brittany Riordan

"When mum was diagnosed I felt really helpless. I took it upon myself to find something that would help with research into her type of cancer. The Sydney Blackmores Run - the half marathon - was a few months away. I thought, this is it, this is what I want to do."

Brittany's mum, Carolyn, a mother of four beautiful daughters and a Japanese language high school teacher, was diagnosed with stage IV lung cancer in the week of Mother's Day in 2018. Brittany raised over \$7,000 for research into lung cancer.



Alex and Joanne

"Living with lung cancer, we often have times where we feel alone, but the amount of people who all came together and supported us when we shaved our hair, is a true testament to how incredible our friends and community are." Alexandra, Joanne's daughter.

Alex's mum, Joanne, was diagnosed with lung cancer three years ago. To show her love and support, Alex promised her mum that if she started losing her hair after chemotherapy she would shave off her hair in solidarity. Joanne and Alex chose to shave their heads together in front of their family and friends and raised an incredible \$3,000 for lung cancer research.



Bill van Nierop

"If you are truly passionate about something, you can achieve the extraordinary."

Bill a 65-year old husband, father of three and grandfather to five was diagnosed with Idiopathic Pulmonary Fibrosis (IPF) in March 2015. Since then, and despite having just 53% lung capacity, Bill has taken on two gruelling physical and mental challenges of a lifetime, sharing his inspiring story with communities along the way.

In 2017 Bill completed The Long Walk for Lungs, a 15-day, 700-kilometre fundraising walk across central New South Wales which raised more than \$100,000 to fund research and support services. Last year, he completed The Long Kayak for Lungs - a 42-day, 2,200-kilometre kayaking journey along the Murray River which raised an incredible \$94,000 to support Australians living with lung disease.

Fundraising ideas

There are lots of ways you can make a genuine difference in the fight against lung disease. Your event or activity could be in memory of a loved one, to mark a special occasion or simply taking on a personal challenge.

Here are some ideas to help you get started at home or at work:



BBQ or sausage sizzle



Trivia night



Gala ball



Cake stall



Fun run or walk



Triathlon



Stair climb



Personal challenge
a long walk or shaving your hair



Give something up



Gold coin donation



Movie night



Raffle

Lung Foundation Australia has plenty of different options for you to get involved including:

- [Shine a Light on Lung Cancer](#)
- [Run for Lungs](#) - from 5km to 21km while raising funds for Lung Foundation Australia
- [Funds for Lungs](#) (Activities that range from a lamington drive to gala ball will all benefit from a fundraising page)
- [Dedication in memory of a loved one](#)

Contact us to find out more or visit
lungfoundation.com.au

Fundraising Checklist



Here are step-by-step points to help you get started with your fundraiser.

1

Decide how you want to raise funds for Lung Foundation Australia

No matter how big or small your event or fundraising goal may be, we're here to help you with the inspiration and tools to make your fundraiser a success. Whether you are organising a gala ball, or you want to shave off your dreadlocks in return for donations – deciding on your event or activity is the first step to success.

2

Let us know about your activity

Let us know about your fundraising activity so we can help spread the word. Email our Fundraising Team at fundraising@lungfoundation.com.au

We will then review your activity and provide you with a Letter of Authority to fundraise. This is a formal letter which basically authorises you to collect donations on behalf of Lung Foundation Australia. You can show this letter to potential donors of cash or when sourcing 'goods in kind' such as sausages and bread so they know your request has the consent of Lung Foundation Australia.

Remember, we are here to help.

Our team can help you with tips to get started, guidance with event logistics, key messages and statistics as well as collateral including:

- T-shirts • Posters • Wristbands • Awareness pins

3

Set up your online fundraising page

Whether you are raising funds through gold coin donations from a sausage sizzle, raffle tickets or selling tables for a quiz night or gala ball, you can always raise extra money by setting up an online fundraising page. This can be set up as an individual page or as part of a bigger group such as your whole family, team at work or sporting club so everyone can access it.

Why set up an online fundraising page?

- Donation receipts are emailed directly to the donor
- You can track your progress in real time
- You can share your progress and thank your donors publicly on all social media sites such as Facebook, Twitter, LinkedIn and Instagram.

Don't forget to personalise your online fundraising page by uploading photos and sharing what inspired you to fundraise for Lung Foundation Australia.

4

Plan your event

Here's a few points to consider:

- Discuss your overall goals e.g. key messages and objectives
- Decide on a date and location
- Invite family and friends to join you on the journey
- Share the workload e.g. logistics, volunteer coordination and promotional materials
- Make decisions on refreshments, music, tributes, materials, speakers and AV requirements etc
- Decide on speakers for your event e.g. appoint your Master of Ceremonies and someone living with lung disease or their carer to share stories of hope
- Invite a health professional to attend e.g. nurse, oncologist, radiologist, lung surgeon or researcher.

5

Promote your event

Once your online fundraising page is set up, share it on your social media pages and encourage people to support your cause. Ask your friends and family to share it with their networks as well.

If any of your friends, family, colleagues can't attend your event, they can still show their support - be sure to direct them to this page and ask them to donate instead.

Here's a few promotional ideas:

- Set up a Facebook event page
- Create event posters using Lung Foundation Australia's poster template and put them up in your local community e.g. bulletin board at your GP clinic/surgery, local businesses, work area, library, schools and church groups
- Contact your local medical centre, specialist, pharmacy and hospital and ask them to spread the word using the poster
- Tell your local newspaper or radio station about your event and ask about a photo or interview opportunity
- Write a 'letter to the editor' or to your local Member of Parliament
- List your event on online community event calendars.

Top 10 tips to help boost your fundraising

1. Tell your story.

Upload photos and videos to your page and write about why you are fundraising. Passion is contagious – share yours, through personal and heartfelt messaging.

2. Donate to your own page.

Be the first to donate to your supporter page. By doing this you are showing you are committed to your fundraising and setting the benchmark for your community of friends, family and colleagues.

3. Provide updates.

Keep your family, friends and colleagues updated with your fundraising progress. Tell them how close you are to reaching your target, what obstacles you may have and what you are enjoying about it.

4. Tell people how their donation will make difference.

Ensure your supporters know how Lung Foundation Australia is supporting those in the community living with lung disease.

5. Share your page on social media

And ask people to support you. The number one reason people give is because they were asked to, so don't forget to contact your friends, family and colleagues via email too.

6. Ask more than once.

People often need reminding. If you asked them once and they haven't donated – ask again. They may have just forgotten and won't mind a friendly reminder.

7. Thank your donors.

Let them know their donation has been noticed and appreciated. The simple act of saying thank you goes a long way, especially if you plan on asking them again to help you reach your fundraising target.

8. Allow anonymity.

Allow people to make anonymous donations.

9. If you reach your target, or get close, increase it.

If your support network see that you are close to meeting your goal, they may not donate the amount they were intending to.

10. Give it your all.

Please don't be shy to ask for support. Be proud of your achievements. The very pillars of organisations like ours are built on the hearts of people like you.

Once your fundraiser has finished

To maximise fundraising success, we encourage you to combine online and offline fundraising opportunities. Your online donations will arrive directly into our bank account and a tax-deductible receipt will be automatically emailed to the donor.

Whilst we encourage everyone to fundraise online, we understand you may have some cash donations which will need to be banked as soon as you can. Contact our Fundraising and Donor Engagement Manager via fundraising@lungfoundation.com.au to source our bank details.

Thank you again for inspiring hope and helping us to raise life-changing funds and awareness for research into lung disease. We could not drive quality research, campaign for change, promote lung health or provide education and support for the seven million Australians living with lung disease without you.



Proudly supporting



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