

yournextstepisthecure.org  
**WALK.RUN 2017**  
PARTICIPANT PLAYBOOK



BONNIE J. ADDARIO  
**LUNG CANCER**  
FOUNDATION

PATIENT FOUNDED. PATIENT FOCUSED.

The Bonnie J. Addario Lung Cancer Foundation (ALCF) is one of the largest philanthropies (patient-founded, patient-focused, and patient-driven) devoted exclusively to eradicating Lung Cancer through research, early detection, education, and treatment. The Foundation's goal is to work with a diverse group of physicians, organizations, industry partners, individuals, patients, survivors, and their families to identify solutions and make timely and meaningful change and turn lung cancer into a chronically managed disease by 2023.

The ALCF was established on March 1, 2006 as a 501c(3) non-profit organization and has raised over \$30 million for lung cancer research and related programs.





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*"This cause is very close to my heart and a wonderful way to honor my mom each year" -Lisa Myers, LA 5K participant*



# Dear Your Next Step Is The Cure Participants,

I want to personally thank you for stepping up and taking charge in our upcoming Your Next Step is the Cure 5K. It is people like you who make it possible for us to do all we do. When I was diagnosed with lung cancer in 2004, it turned my life around. I didn't know where to get information, I couldn't find resources and my family and I didn't have the support we needed.

I knew this must change—that is why I started this foundation.

Through empowering and educating patients, funding cutting-edge research, building strategic collaborations and raising public awareness, our goal is to transform lung cancer into a chronically managed disease by 2023. In order to do that, we need to raise funds to help with patient services, research and awareness—that's where you come in.

Our events team has put together this playbook to help you build your team and raise as much money as possible. Good luck, and again, from everyone at the Bonnie J. Addario Foundation,

**THANK YOU!**

xo,



# Your Sponsorship Helps Patients & Research



## RESEARCH

- Nearly 10 research grants, fellowships, and awards funded
- 3 major studies by the Addario Lung Cancer Medical Institute
- 6 studies currently in development

*"After some remarkable advances over the past decade, lung cancer researchers have a lot of optimism about where treatment is going. The Living Room is a space where patients can tap into that optimism and learn about what opportunities are out there to help them live well with lung cancer." - Geoffrey R. Oxnard, MD*



## PATIENT SERVICES/PROGRAMS

### Patient Education Handbook

- Our Patient Education Handbook, "Navigating Lung Cancer, 360 Degrees of Hope", is the first comprehensive, up-to-date patient resource for lung cancer. The handbook is free of charge to patients and their caregivers and is available in English, Chinese and Spanish.

### Lung Cancer Living Room Support Group – BRINGING HOPE HOME

- Our Living Room Support Group provides live presentations from lung cancer specialists, physicians and researchers covering all aspects of the disease. It also is a forum for patients to share their stories and interact with one another both online and in person.

### Patient Portal/ 1:1 Support

- Each patient is different, which is why we offer personalized guidance to each person who contacts us (whether you are the patient or a caregiver).

### Patient Registry

- The Lung Cancer Registry was created for ANYONE who has been diagnosed with lung cancer to help researchers better understand the disease and develop better treatments. The registry allows patients to be part of the solution.



## CENTERS OF EXCELLENCE

- ALCF is working with an elite team of specialists to create an unsurpassed paradigm for lung cancer treatment worldwide—a patient-centric, collaborative model that provides all patients access to the newest, most effective diagnostic and therapeutic techniques.
- The "standard of care" established at community hospitals is accompanied by a seal of excellence awarded by ALCF and ensures no lung cancer patient is left behind.

[www.lungcancerfoundation.org](http://www.lungcancerfoundation.org)

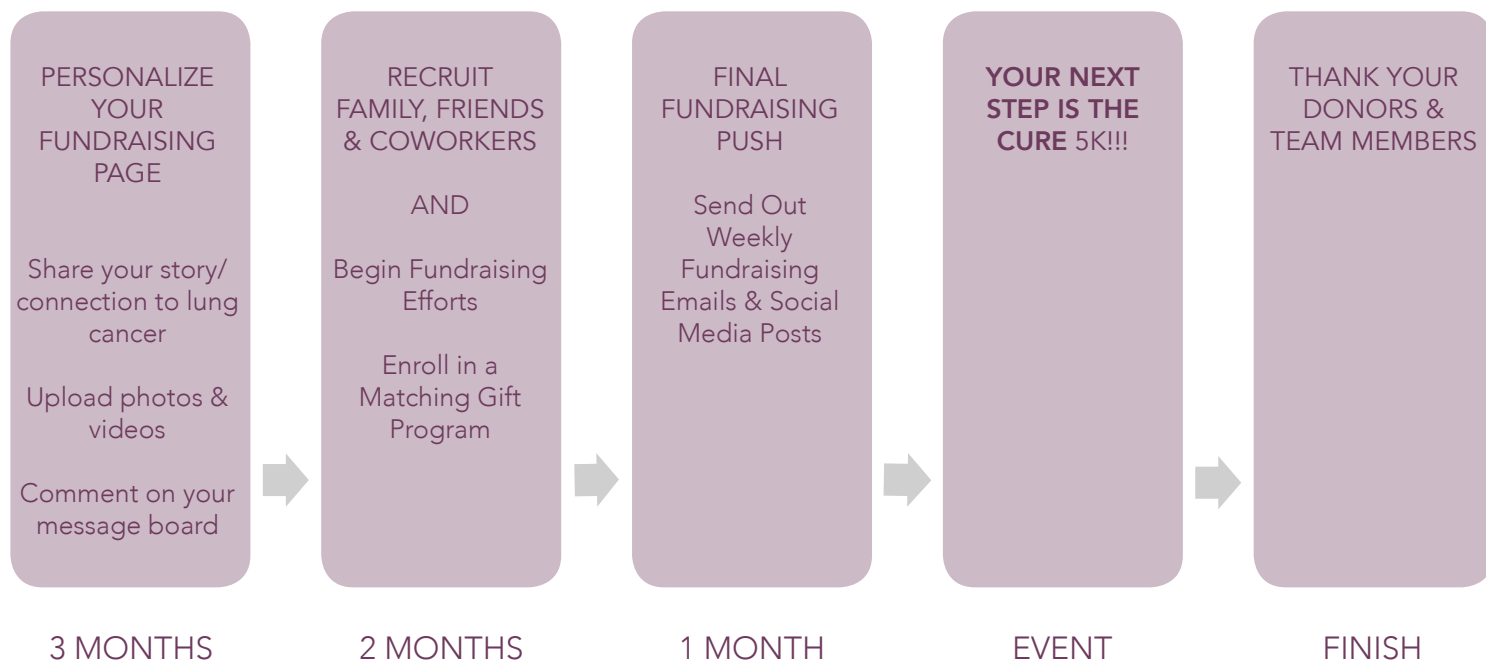
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# THANK YOU AGAIN FOR REGISTERING FOR ALCF'S **YOUR NEXT STEP IS THE CURE** EVENTS.

We are super excited to have you on board and appreciate all of your efforts to raise much needed funds for Lung Cancer Research and Patient Services & Programs.

Below, we have outlined a timeline that will hopefully help you get organized and stay on track to meet your 2017 **FUN**draising goals.



# PERSONALIZE YOUR FUNDRAISING PAGE

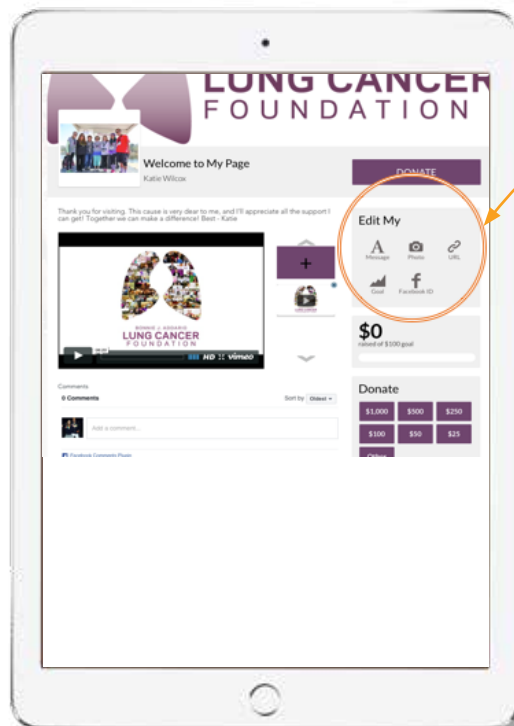
Each of you have a story, and for most of you, that story has lung cancer somewhere written in it. Now is your chance to express and share your connection to this horrible disease with those you know.

**CHECK IT OUT!** Below we share with you how easy it is to add/edit your fundraising goal, images, text and videos to personalize your fundraising page and connect with potential donors.

## REMEMBER:

Make it Personal = More Funds Raised = More Research Dollars & Patient Programs/Services

- Log-in
- Click "My HQ" (top right corner)
- Click "View My Page" (top left corner)
- Begin Personalizing!!!



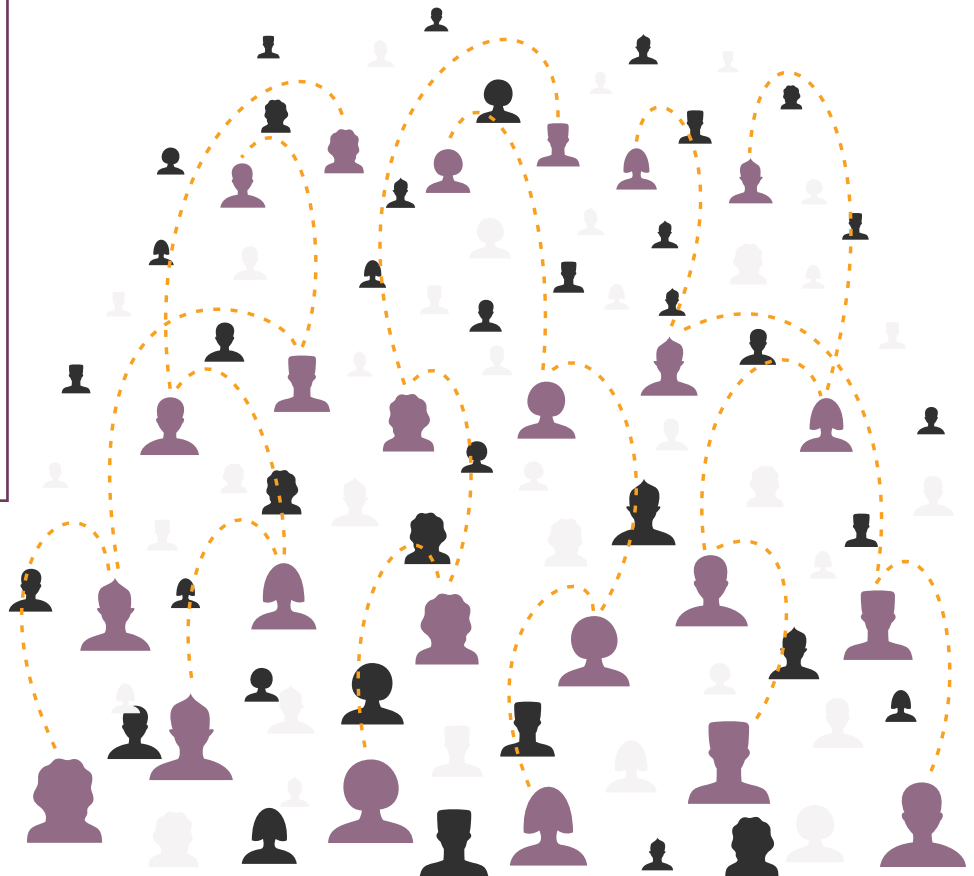
Click on any icon here in the "Edit My" section and start editing.

# RECRUIT, RECRUIT, RECRUIT

Each of you have your own social spheres made up of family, friends, coworkers etc. that only you can tap into for help. We ask that you rally as many of those people and ask them to join you in the **Your Next Step is the Cure** Walk.Run and help us spread the word about our goal to make lung cancer a chronically manageable disease by 2023.

**TO GET STARTED,** use the list below of places you can recruit from  
(feel free to add more categories as you think of them):

- Friends
- Extended Family
- Neighbors
- Work place
- Medical office
- School
- Service Club
- Support group
- Health Club
- Place of Worship
- Surrounding Neighborhood
- Local Businesses



**NEXT,** think of who you know from each of those places and write their name(s) in next to each category. You will find that your social sphere is a lot bigger than you think.

**LASTLY,** connect in-person or via email, a hand written letter, a phone call, text or social media asking your list of people to join you in your efforts to fight lung cancer.

**BOOM!** Just like that you inspired 10 people to register and they inspired 10 more and it goes on and on!!!



## EFFECTIVE FUNDRAISING STRATEGIES

- Set your fundraising goal  
(refer to Page 5 in this Playbook to see how to edit your fundraising goal)
- Import your contacts, select the people you would like to email, draft up your very own personal message then hit send...it's that easy!

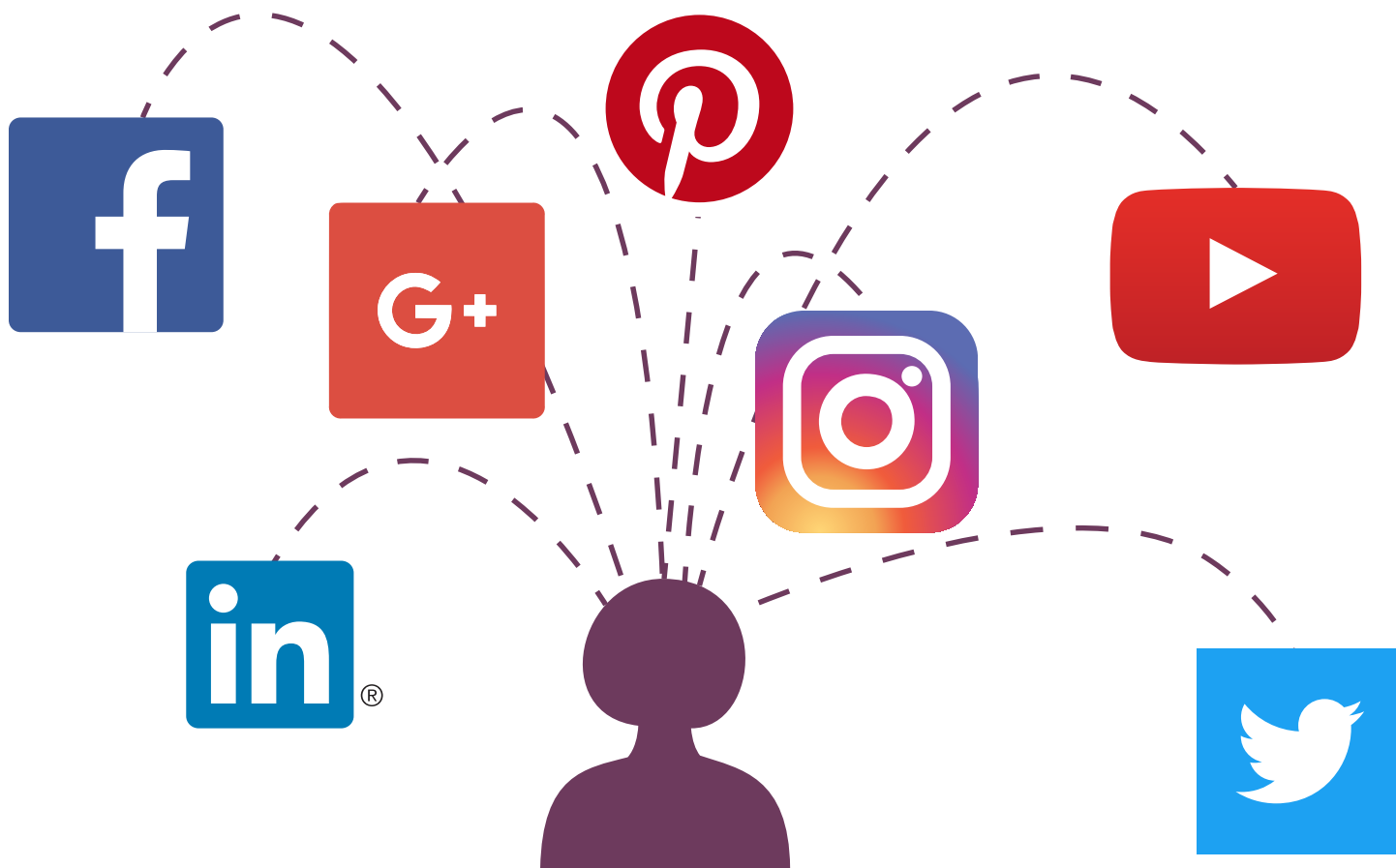
## MATCHING GIFTS

- Make your donation go twice as far by checking to see if your company participates in a matching gift program. It's super easy; go to <http://www.lungcancerfoundation.org/contribute/matching-gifts/> and enter your company name in the search box.



## GET SOCIAL

- Whether you are on Facebook, Twitter, Instagram, Snapchat or any other social media sites out there today, we encourage you to use each of these platforms mentioned above as an additional resource to help with your fundraising efforts.
- All you have to do is click the "Promote via Social Media" button once you're logged into your personal fundraising site.



# FUNDRAISING TOOLS/RESOURCES

The next five pages are meant to be additional resources for you to get your fundraising off the ground. We have provided you with sample fundraising letters/emails, the ALCF Fund Allocation document to show where each donation goes, a resourceful infographic to help you Raise \$1,000 in 11 Days, 2017 Sponsorship Packet (including \$100 Business Card Sponsorship Form) and some / creative **FUN**draising Event Ideas. Check it out!

Sample Fundraising Letter/Email -

\*Note: It's always best to include a photo in your fundraising letter/email

Sample Letter/Email 1:

Hi {NAME},  
I am participating in an amazing event and I wanted to ask for your support. This year I am raising money for the Bonnie J. Addario Lung Cancer Foundation to raise awareness and make a measurable difference.

Please consider donating to my cause here:  
{{Fundraiser.Fundraising\_Page}}

If you are feeling extra generous, please consider sharing my page with your network. Thank you for your support!

Sincerely,  
{{Fundraiser.First\_Name}}



Send

To...

All Contacts

Cc...

Subject:

Sample Letter/Email 2:

Hey {NAME},

I'm getting ready to participate in the Your Next Step is the Cure 5K.

Not only have I been stepping up my training, but more importantly, I'm leveraging all that hard work to help raise money for the Bonnie J. Addario Lung Cancer Foundation, and it would mean so much to me if you could support my run with a donation.

Please Click Here [\[LINK TO YOUR FUNDRAISING PAGE\]](#) to give.

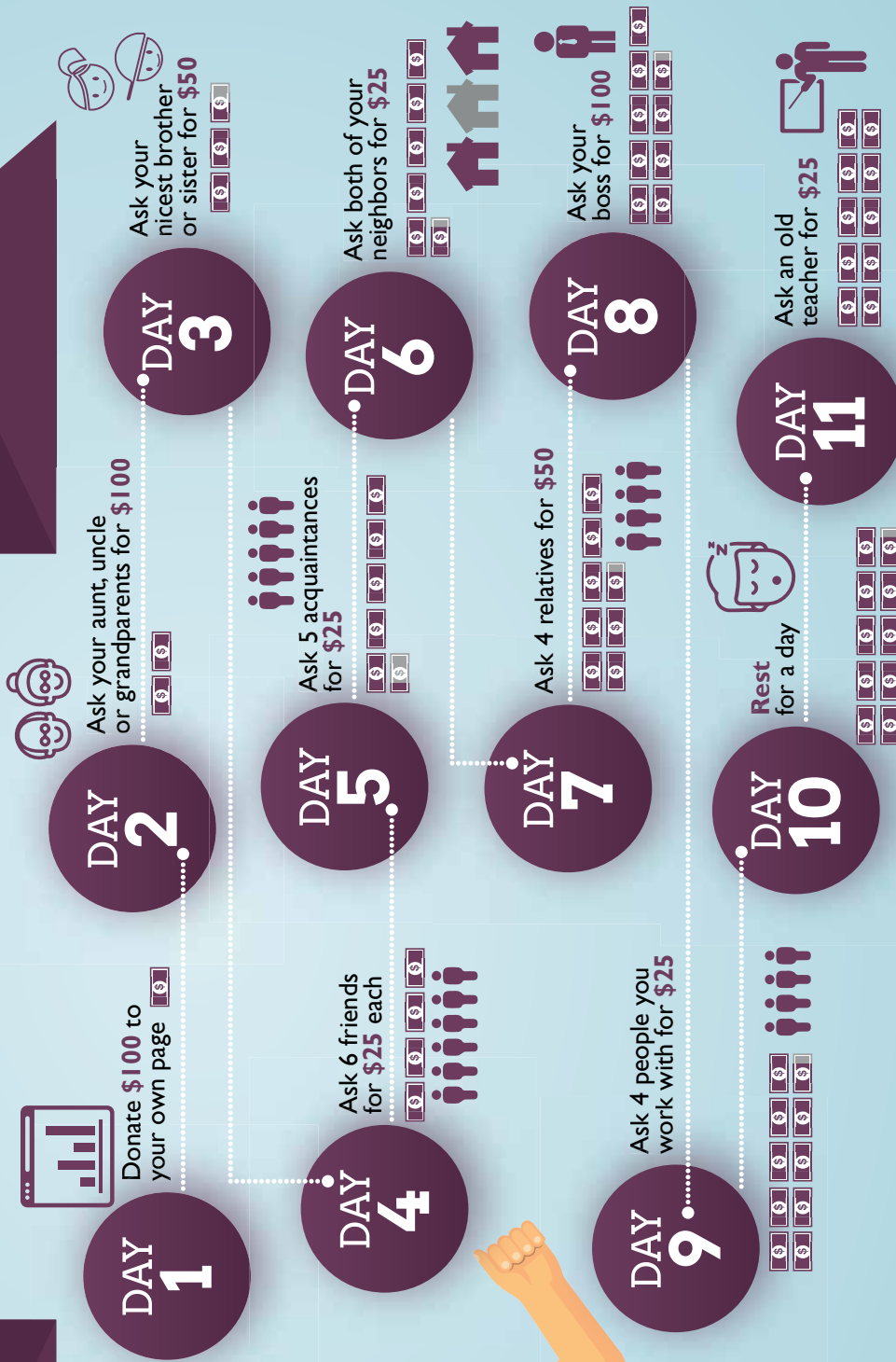
It is a very simple process and any donation, large or small is appreciated.  
The reason I have chosen to fundraise for this Foundation is because...

Thanks so much for your support.

Best,

{{Fundraiser.First\_Name}}

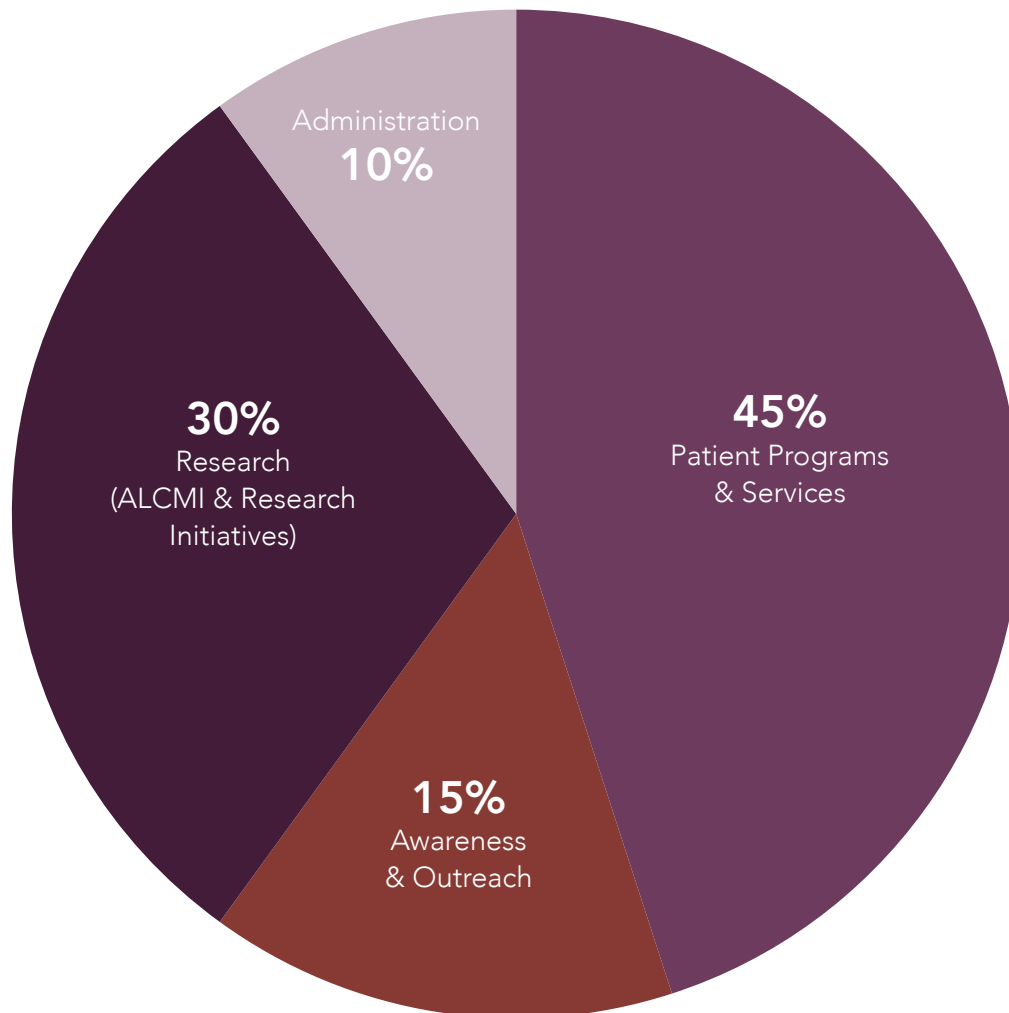
# Raise \$1,000 in 11 days





# FUND ALLOCATION

90% of every dollar donated supports programs, services, outreach and research



## 45% Patient Programs & Services

Five Key Components:

- Bring Hope Home Living Room Support Group/Speaker Series
- Patient Education Handbook, *Navigating Lung Cancer: 360° of Hope*
- Mobile APP
- Education Library (Video Archive)
- Community Hospital Centers of Excellence

## 10% Administration

## 30% Research (ALCMI & Research Initiatives)

- CASTLE; INHERIT T790M
- Genomics of Young Lung Cancer Study
- Scientific Advisory Board Grants

## 15% Awareness & Outreach

- Website
- Newsletter
- Patient Education
- Resource Centers at National Race Series
- Print and Social Media Campaigns

## Your Impact Has A Far Reach...



\$30 million + raised to save lives since 2006



150,000 lives touched in 2016



39,000 National Facebook likes

## Each Dollar Has An Impact...



\$500: Our foundation can provide personalized 1:1 support to newly diagnosed lung cancer patients and their family members.



\$1,000: Our foundation is able to fund the educational material at the Patient Education Resource Center tent at our **"Your Next Step is the Cure"** National Walk/Run Series locations.



\$250: Our foundation can provide 10 comprehensive patient handbooks, "Navigating Lung Cancer, 360 Degrees of Hope", to newly diagnosed lung cancer patients and or their family members

**Lung Cancer claims more US lives than breast, prostate and colon cancers COMBINED.**



In the U.S, 1 in 13 men and  
1 in 16 women will develop lung cancer



1 in 3 people know someone  
who has lung cancer



If you have lungs  
**you** can get lung cancer

**THE BONNIE J ADDARIO LUNG CANCER FOUNDATION  
BUSINESS CARD SPONSORSHIP PROGRAM**

Please fill out this form and submit via:  
Fax: Attn. Katie Wilcox to 650-598-0282  
Email: [katie@lungcancerfoundation.org](mailto:katie@lungcancerfoundation.org)  
OR

Mail: 1100 Industrial Road #1 San Carlos, CA 94070

FULL SPONSOR NAME

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

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I/We would like our \$100 Business Card Sponsorship to support the following event: \_\_\_\_\_

I/We would like our \$100 Business Card Sponsorship to support the following team/participant: \_\_\_\_\_

I/We would like a team at the Your Next Step is the Cure 5K this year: YES or NO \_\_\_\_\_

\*\*\*PLEASE NOTE: Your business card must be received 2 weeks prior to the event to ensure its inclusion in the event program.

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PAYMENT INFORMATION

☐ **NAME AND ADDRESS SAME AS ABOVE**

Name: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Checks payable to ALCF or Credit Card (Circle one):                      AMEX                      VISA                      MC

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC #: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



Please mail this form along with the donor's payment and their business card:  
Bonnie J. Addario Lung Cancer Foundation, 1100 Industrial Road Suite 1, San Carlos, CA 94070  
Or fax form to (650) 598-0282 - Tax ID: **20-4417327**  
[www.lungcancerfoundation.org](http://www.lungcancerfoundation.org) // [katie@lungcancerfoundation.org](mailto:katie@lungcancerfoundation.org)



# FUNDRAISING EVENT IDEAS (ALPHABETICAL ORDER)

- Ask your local service groups to sponsor your team
  - Lion's Club
  - Rotary Club
  - Veterans of Foreign Wars USA
- Bake Sale
  - Ask your local hospital to set up a table in front of/near the cafeteria and sell baked goods.
- Bingo Night
- Book Club
- Bunko Night
- Cake Walk
- Car Show
- Car Wash
- Casino Night
- Free Dress Friday
  - Ask your company to participate by allowing employees to have free dress if they donate to your fundraiser (\$10 minimum).
- Garage Sale
- Holiday Gift Wrapping
  - Ask your local mall to set up a gift wrapping station during the holidays.
- Lemonade Stand
- Matching Gifts
- Orangetheory Fitness
  - Ask your local Orangetheory Fitness location to pick a day or two to donate a penny for every calorie burned during a particular class.
- Paint Nite
- Restaurant Give Back Nights
- School Wide Yard Sale
- Yoga





## TEAM INCENTIVES

2017 Gala

2017 Gala

\$10,000

Receive two tickets to the 12th Annual 'Simply the Best Dinner & Gala', Saturday, Nov 11, 2017 at the Fairmont San Francisco.



\$5,000

Receive a Team Tent on race day. Your tent will include pre-pulled event shirts and race bibs for all pre-registered team participants.

## INDIVIDUAL INCENTIVES



\$2,500

Men's/Women's Endurance Jacket



\$1000

Water Bottle



\$500

Compression Socks

Bonnie J. Addario Lung Cancer Foundation reserves the right to substitute a gift of equal or greater value or to change the recognition gift(s) at any time. Incentives will be mailed on a bi-weekly basis up until 1 week prior to the event. Incentives earned the week of the event can be picked up at our Patient Resource Center.



# VOLUNTEER WITH THE BONNIE J. ADDARIO LUNG CANCER FOUNDATION

We are looking to grow our volunteer program and could use your help. If you are interested or know someone that might be interested, please contact Kendall at [kendall@lungcancerfoundation.org](mailto:kendall@lungcancerfoundation.org) for more information.



*"I think bringing people together to support those who have suffered, are suffering, or survivors of lung cancer is humbling and I would be interested in volunteering for this foundation again."*

## PRE-EVENT:

- Passing out flyers: Going into local shops to inform them of our event and try to get locals to participate, sponsor, and/or participate in the 5k.
- Community outreach: Reaching out to local shops, schools, chamber offices, etc. to inform them of our event and try to get locals to participate, sponsor and/or participate in the 5k.
- Event preparation/Team captain box stuffing: Sending materials to Team Captains.

## DAY-OF EVENT:

### Before registration starts:

- Event set up: Helping set up patient resource tent, registration, lifting boxes (up to 50 lbs.), etc.
- Unloading boxes
- Setting up team banners
- Setting up team tents: bringing shirts/food/water
- Parking assistance

### During registration:

- Registration assistance: Helping participants fill out registration forms, taking money/checks, etc.
- Pre-registration check-in: Checking people off of our list and directing them to the right location.
- Greeting participants/ helping direct them to team tents

### T-shirt hand out:

Distributing t-shirts to individuals as they check in.

### During the run:

- Food/drink hand out: Along the course, handing water/ fruit to participants
- Medal organization: making sure all medals are organized before they are announced to participants
- Course monitoring: Making sure people are going the right way and that the course is marked clearly.
- Participation encouragement: Cheering for participants as they run
- Timing company coordinator: Getting the timing company registration forms and helping them with getting numbers to participant registered.

### After the run:

- Medal hand out: After winners are announced, getting the medals to the right participants, standing on stage with the announcer.
- Event break down: Taking down banners, cleaning up trash, lifting boxes (up to 50 lbs.), etc.

## POST-EVENT:

- Write thank you letters to participants



## ALCF EVENT'S TEAM CONTACT INFORMATION:

If you have any questions leading up to the Your Next Step is the Cure event, please email [walk@lungcancerfoundation.org](mailto:walk@lungcancerfoundation.org). Our event's team (mentioned below) is ready and happy to help you!



Jennifer Hughes  
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[jhughes@lungcancerfoundation.org](mailto:jhughes@lungcancerfoundation.org)  
650.598.2857 ext. 212



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Sr. National Events Manager  
[Katie@lungcancerfoundation.org](mailto:Katie@lungcancerfoundation.org)  
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Kendall Dempsey  
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