



Empower Everyone.  
Ignore No One.

# Community Engagement Toolkit



# About Us

Founded by patients and survivors, GO2 Foundation for Lung Cancer transforms survivorship as the world's leading organization dedicated to saving, extending, and improving the lives of those vulnerable, at risk, and diagnosed with lung cancer. We work to change the reality of living with lung cancer by ending stigma, increasing public and private research funding, and ensuring access to care.

## GO2 in Motion

Our community engagement program, GO2 in Motion, offers multiple ways for you to raise funds to help GO2 Foundation continue providing resources and support for lung cancer patients, while also raising awareness for lung cancer. Join us locally for a walk/run or endurance event in your community, or start your own fundraising event through our community fundraising platform.

For more information, visit our [GO2 in Motion site](#) and join our [GO2 in Motion Facebook group](#)!

# Social Media Basics

Social media is a great way to connect with your community and raise funds and awareness for lung cancer. We encourage you to use the hashtags **#BeatLungCancer** and **#LCSM** in all social media posts. This will help us build momentum as one collective voice across social media platforms.

## FOLLOW US

Follow GO2 Foundation for news and updates.

**Be sure to tag us in your posts!**

 [@GO2Foundation](https://www.facebook.com/GO2Foundation)

 [@GO2Foundation](https://www.instagram.com/GO2Foundation)

 [@GO2Foundation](https://twitter.com/GO2Foundation)

 [GO2 Foundation for Lung Cancer](https://www.linkedin.com/company/GO2-Foundation-for-Lung-Cancer)

# Guidelines and Suggestions

- Include **@GO2Foundation** with all Facebook, Twitter, and Instagram posts.
- Retweet messages posted from the @GO2Foundation Twitter account.
- Share content from GO2 Foundation accounts that may interest your personal network.
- Check your event site for instructions on event-specific hashtags.

## GO2 FOUNDATION EVENT HASHTAGS

#beatlungcancer  
#go2summerjam

#myperfectmarathon  
#go2gala

# Sample Messaging

## Before event:

- Join me and @GO2Foundation in the fight against #lungcancer by supporting me at *[event hashtag]*. Together, we're making a difference. Donate today! *[insert link to personal fundraising page]*
- I'm joining forces with @GO2Foundation in the fight against #lungcancer, and you can too! Help end the #1 cancer killer through a donation today. #BeatLungCancer *[insert link to personal fundraising page]*

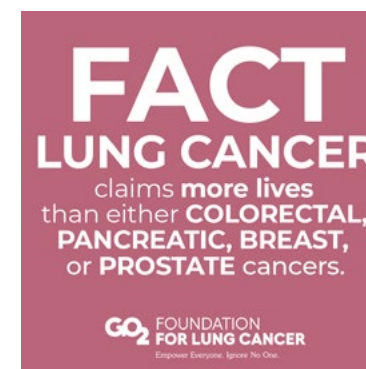
## During event:

- I've joined the fight against #lungcancer for *[insert name of loved one]* through @GO2Foundation's *[event hashtag]*. Thank you for helping me make a difference for others touched by the disease. Donate today! *[insert link to personal fundraising page]*
- Today, I'm proud to be a part of @GO2Foundation's *[event hashtag]* to raise awareness and funds for #lungcancer. You can support me through a donation! *[insert link to personal fundraising page]*

# Sample Graphics

[DOWNLOAD ASSETS](#) ↓

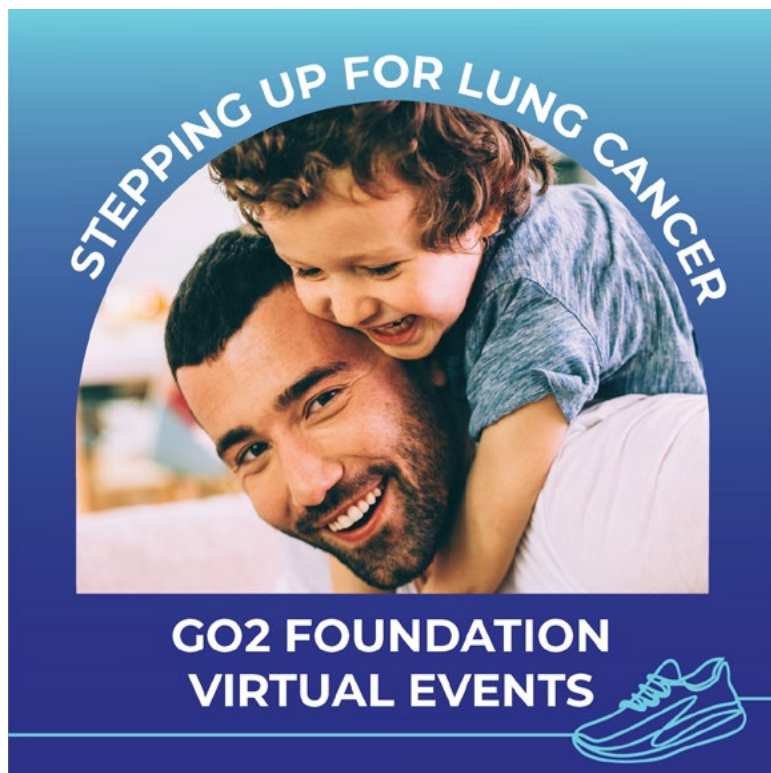
Add your own photo or one of our pre-made graphics to your social media posts. To download the full library of graphics, click the download assets button.



**REMINDER!** Don't forget to use **#BeatLungCancer** and **#LCSM** to contribute to the broader social media conversation!

# Facebook Frames

Raise awareness and show support for the lung cancer community by applying a virtual events Facebook frame!



## HOW TO APPLY A FACEBOOK FRAME:

- Log in to your Facebook account then follow [this link](#)
- Search for **“Step Up for Lung Cancer with GO2 Foundation”**
- Once the frame is selected, adjust the frame as needed
- Under the photo, select the duration of time for the frame to be applied then click “Use as Profile Picture”

# Fundraise on Facebook

After you have registered for a GO2 Foundation event or campaign, you can easily connect your fundraising page to Facebook in just one click.

## FOLLOW THESE STEPS:

1. Log in to Facebook
2. Log in to your Fundraising Headquarters
3. Click on the 'Fundraise on Facebook' button on the home page and follow the prompts to complete the connection



▶ **VIDEO RESOURCE:** Watch [this video](#) for a quick walkthrough.



# Instagram Donate Sticker

It's easy to encourage others in your network to donate to the lung cancer cause. Post an Instagram story with a GO2 Foundation donate sticker and it's only a few clicks!

## FOLLOW THESE STEPS:

1. Open Instagram and click "Add to Your Story"
2. Once you've selected a story background image, go to stickers and click "Donation"
3. Search and select GO2 Foundation
4. Write your own personal message in the donate box (optional)
5. Post to your story!



# Video Guidelines

One of the easiest ways to put a face to this disease and make lung cancer personal is to share your own story in a selfie video! This spreads awareness while also educating others on the impact of lung cancer in a very meaningful way. We've put together some [video guidelines](#) to help you create a selfie video to share on social media.

## **In your short 60 second or less video, here's what you should cover:**

- Your name
- Your diagnosis, including stage and diagnosis date (if applicable)
- Message: ***I'm committed to increasing lung cancer survival by raising awareness and funds for critical lung cancer research, patient support services and direct federal advocacy through GO2 Foundation for Lung Cancer. Join me in changing the future of this disease!***

# Other Content to Share

Wondering what else you can share with your friends, family and broader network to help raise funds and awareness for lung cancer? Here are some ideas:



## **Before event:**

- Fundraising goals and updates
- Photos and/or videos of your fundraising efforts
- The story behind your fundraising efforts

## **During/after event:**

- Your own photos and/or videos from your event
- GO2 Foundation's social media posts (including Facebook Live video) from the event
- Thank you messaging to those who supported you

# Share Your Story!



Sharing your lung cancer story gives a face to lung cancer. Not only will your story help raise awareness, but it will bring comfort to others and let them know they are not alone.

Add your story and a picture of who inspires you to your fundraising page to help inspire and educate others.

If you are a lung cancer survivor, you have a unique opportunity to inspire hope and strength in others battling the disease. Consider sharing your story as a Survivor Spotlight as well to further your message! [Click here](#) to submit your story.

# More Ways to Support

Thank you for raising funds for GO2 Foundation for Lung Cancer. Your efforts help further our mission to save lives, advance research and empower millions living with and at risk for lung cancer. Our work depends solely on the interest and support of people like you! Additional ways to support GO2 Foundation beyond fundraising include:

- [Monthly Giving Club - Lungsavers](#)
- [Legacy Club](#)
- [Workplace Giving](#)

**How does your support help?** [Click here](#) to learn about our impact.