



“HOW TO” SHINE A LIGHT YOUR WAY

WHY SHINE A LIGHT YOUR WAY

By **Shining a Light Your Way** you are helping us reach our vision of tripling survivorship by the end of this decade.

Saving Lives and Advancing Research by Empowering
Those Living With and At Risk for Lung Cancer.

Shine a Light Your Way is your opportunity to make a **personal** and **creative** impact in bringing HOPE to those touched by lung cancer. You can host an awareness event to educate your loved ones and community! The opportunities for fundraising events are endless! Does your school club want to host a bake sale? Is your office fundraising for a Casual Wednesday? Do you want to host a restaurant night with your friends and family? Any event is possible, so get ready to Shine a Light Your Way!

Shine a Light Your Way allows individuals to fundraise through a personal fundraising page. For example, you can collect donations for the jewelry or hand-made cards you craft. You can compete in a triathlon and fundraise for LCA while doing so. This year, you can ask your loved ones for donations, rather than birthday or retirement gifts. No opportunity is too small!

Your efforts will contribute to the growing momentum surrounding the national movement for lung cancer. Your fundraising or awareness event will play a crucial role in raising critical funds to advance research, serving those currently living with lung cancer and in ending the stigma associated with lung cancer.

Look to this guide for help and advice, and remember, we are here to help every step of the way!

GETTING STARTED

The first step is to identify what type of fundraiser or event you'd like to organize or participate in. On www.shinealightyourway.org there are six categories: Athletic Events, Inspired by You, School & Workplace Events, Milestones, Go to the Extreme and Honor a Loved One. Once you identify the best fit, you can either create an event or fundraise for an existing event.

If you are participating in an existing event (like a 10k or triathlon) and want to raise awareness and funds while doing so, choose: **START FUNDRAISING**. If you are interested in hosting an event in your community that others can attend and fundraise for, choose: **CREATE AN EVENT**. Not sure which to choose? Check our [FAQs](#) for more information.

After you enter your information, we will grant you access to template documents, fundraising tips, and other resources to support your efforts. Your page will be active to share with friends, family and colleagues. Don't forget to edit and personalize the picture and text on your page before sharing!

Questions regarding your event or which Shine a Light Your Way category you should select: Events@lungcanceralliance.org or 202.742.1893.





SHINE A LIGHT YOUR WAY IDEAS

Athletic Events

- Marathon
- Triathlon
- Yoga Class
- Swim Meet
- Mud Run
- 5k
- Glow Run
- Zumba Class
- Golf Tournament
- CrossFit Challenge
- Tennis Tournament
- Bowling Tournament
- Motorcycle Ride
- Cycling/Bike Race
- Soccer Tournament
- Volleyball Scrimmage
- Football Game
- Basketball Shoot Out
- Relay Race
- Ropes Course

Go to the Extreme

- Shave Your Head
- Mountain Climb
- Cross-Country Bike Rides
- Dive with Sharks
- 24-hour Dance-a-Thon
- Rock Climbing
- Sky Diving
- Ski from Great Heights
- Ultramarathon
- Ice Climb

Honor a Loved One

- Collect donations in honor of a lung cancer survivor or someone currently battling
- Memorialize the life of a loved one lost to lung cancer

Inspired By You

- Happy Hour
- Networking Event
- Barbeque
- Comedy Night
- Garage Sale
- Picnic
- Wine Tasting
- Quilting
- Art Auction
- Movie Screening
- Musical Performance
- Paint & Sip Night
- Collections at Faith-based organization
- Fashion Show
- Battle of the Bands
- Car Show
- Succulent Sale
- Bingo Night
- Casino Trip
- Scrapbooking
- Candle Fundraiser
- Jewelry Sales
- Greeting Cards
- Restaurant Fundraiser
- Clothes Sale
- Karaoke Night
- Poetry Reading
- Poker or card game tournament
- Car Wash
- Cake Walk
- Pancake Breakfast
- Pizza Night/Dinner Party
- Bake Off
- Holiday Caroling
- Gala
- Board Game Tournament
- Gift Wrapping Service
- Pumpkin Sales
- Super Bowl Party
- Canine Event





Milestones

- Birthday
- Wedding
- Anniversary
- Cancerversary
- Retirement
- Graduation
- Bar/Bat Mitzvah

School & Workplace Events

- Field Day
- Bake Sale
- Walk-a-thon
- School Dance
- Flash Mob
- Penny Wars
- Talent Show
- Pajama Day
- Handmade Cards
- Spelling Bee
- Scavenger Hunt
- Principal Challenge
- No Uniform Day
- Read-a-thon
- Bottle & Can Drive
- Book Sale
- School Planner/Calendar Sales
- Dorm Decorating
- Dorm Snack Deliveries
- Lunch Sales
- Midterms/Finals Coffee Sales
- Sell Nap Vouchers at Work
- Matching Donations Program
- Pay to Take Your Dog to Work
- Workplace Raffle
- Office Happy Hour
- Team Building Event
- Office Donation Jar
- Office Lunch
- Pay for Jeans Day at Work
- Holiday Office Party
- Inter-departmental Challenges
- Charity Birthday Cakes
- Jail the Boss





“HOW TO” SHINE A LIGHT YOUR WAY

PROMOTION

It's important to give yourself ample planning time for your fundraiser! We encourage you to make a timeline. Do you need to send out a “Save the Date” for your event? Do attendees need to register for your event by a certain deadline? Don't forget to include the ***Proceeds Benefit Lung Cancer Alliance*** logo on all promotional materials!

Once you have created your personal fundraising page or event page, be sure to utilize the e-mail tool to share your page with all your personal contacts! Personalizing your page with a picture and story will make your loved ones feel even more connected to your mission. Ask friends and family to help you spread the word! Be sure to set your fundraising goal high and when you meet it, make it even higher!

Social Media: You can share your Shine a Light Your Way page directly to your social media accounts including Facebook and Twitter. This is a great way to reach your entire network! If you are organizing a fundraising event, you can also consider creating an “event” on Facebook or other mediums to encourage more attendees.

Use the Shine a Light Your Way Hashtag so we can track and share any updates, photos or announcements leading up to and during your event!

#ShineYourWay

EVENT LOGISTICS

Registration and Accounting: If your Shine a Light Your Way is an event that participants can attend, consider how you plan to raise the majority of your funds. Is there an entry fee? Are you asking all attendees for a flat donation? Are you encouraging each of your teammates or event attendees to reach a personal fundraising goal?

Important Accounting Guidelines:

- Consider having two people collecting and counting money at all times
- Be sure to collect donations in a cash box or contained space
- Take note of donor names and amounts so participants can be properly credited for their contributions on your Shine a Light page
- All checks can be made payable to: Lung Cancer Alliance
- Send donations to:
Lung Cancer Alliance
Attn: Shine a Light Your Way Event
1700 K Street NW, Ste. 660
Washington, DC 20006
- We do not recommend mailing cash donations. Please consider mailing a check or making a credit card donation for cash donations collected at your Shine a Light Your Way
- When mailing offline donations, please include the Shine a Light Your Way Donation Form with your name/event name so we can properly credit your event!



“HOW TO” SHINE A LIGHT YOUR WAY

Budgeting: Lung Cancer Alliance realizes there may be additional costs associated with hosting a Shine a Light Your Way event. For this reason, we encourage all organizers to get as much donated to their event as possible including the venue. As a non-profit, Lung Cancer Alliance is unable to cover costs associated with your fundraiser. We have sample donation letters for you to customize and in-kind contribution forms to assist you in reaching out to the community for support!

Event Site:

If you are hosting a fundraiser at an outside venue, consider the following and if you are unsure, contact us for help:

- Is the venue large enough to accommodate your attendance level?
- Does the venue provide the type of sound or technical equipment will you need?
- Are tables, chairs, podium, etc. provided?
- If outside, does this venue have a “rain out” policy? Don’t forget to account for the weather.
- Will this space itself be donated or will it have costs? Are there any costs associated with this space (i.e. permits, insurance, parking, cleaning, etc.)?
- Is there free parking near the venue? Is it handicap accessible?

Other Details to Consider:

- Are you serving any food or refreshments at your event?
- Will there be an event speaker or opening remarks?
- Do you know a survivor or caregiver that can share their story?
- How will you collect donations at your event?
- Do you need to recruit volunteers to help you carry out your Shine a Light Your Way?
- Will there be music or entertainment?
- If you’re expecting a large number of attendees, how will you check in your guests?
- Are you providing your attendees with give aways?
- Are you incorporating a raffle or silent auction into your event?
- Do you plan on selling Shine a Light t-shirts?

Community Outreach

You’ve dedicated a great deal of time to your Shine a Light Your Way event. Now, it’s time to share it with your community so you can make the greatest impact!

- Look for local community boards where you can post your event flyer!
- Ask local coffee shops and store fronts if you can hang a poster or event flyer in their window or break room.
- Do you belong to any clubs or organizations who may be able to share your event in an e-blast?
- Utilize school and workplace newsletters to share fundraising updates and your Shine a Light Your Way! (Example: flyers home in all backpacks at school!)
- Invite local officials and organizations to your event, i.e. Kiwanis, Rotary Club, City Council, State Officials, Police Department or Fire Department.
- Contact your local radio stations, newspapers and broadcasting stations
 - Questions regarding a media inquiry? Contact Chris at cdavis@lungcanceralliance.org
- Make announcements at meetings, i.e. PTA, workplace, classroom, or faith-based services.
- Contact local hospitals





“HOW TO” SHINE A LIGHT YOUR WAY

IN-KIND DONATIONS

In-kind donations are a great way to engage local stores, restaurants and shops in your Shine a Light Your Way event. Instead of donating direct monies, they can donate a gift or service to support your fundraising efforts.

Examples:

- Food
- Beverages
- Printing
- Equipment Rentals
- Venue Space
- Raffle items
- Gift Certificates
- Photography Services
- Give Aways for Attendees

LCA SUPPORT

Once you sign up to host a Shine a Light Your Way or to fundraise for an existing event, you will receive an e-mail with many fabulous resources!

- Sponsor/Donation Letter Template
- Thank You Letter Template
- Flyer Template
- Social Media Instructions
- Proceeds Benefit LCA Logo
- Donation Form
- Sample Fundraising Page
- Fundraising Tips

You'll also receive your Shine a Light Your Way kit in the mail that includes educational materials and fun giveaways to utilize at your event!

There will also be an added incentive for organizers to complete a post-event survey to let us know more about your Shine a Light! We'd love to hear how your event went and see pictures of the way you shined in your community!

If you have any questions regarding your Shine a Light Your Way, reach out any time!

Contact: Maggie Walsh at MWalsh@lungcanceralliance.org or 202.742.1893.

Thank you for shining a light and making a difference in your community!

