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## **How to fundraise during a pandemic:**

Many of us are concerned about the particular vulnerability of the lung cancer community during today's Covid-19 crisis. We want to help, DO something, but wonder if it's okay to fundraise. The answer is YES!!

While we know many people's work lives and income have been impacted, many others' have not. We mustn't make assumptions about people's interest in or ability to support our cause, financially or otherwise.

With the world's focus on healthy lungs right now, supporting the direct ways GO2 Foundation is helping lung cancer patients, caregivers and health care providers navigate this health crisis is a perfect fit.

Asking someone to help support one of the most vulnerable populations is an invitation to break out of hopelessness and DO something meaningful and impactful.

That said, we can also adjust our thinking to set some non-financial goals too: perhaps number of donors, people to reach out to, and number of people to recruit to join us.

There are also non-financial ways others can help such as sharing your fundraising page on their social media channels and inviting others to join you!

When we make an ask, we can suggest smaller dollar amounts, like the price of the to-go coffee they didn't pick up today, or a dinner out they aren't having right now.

Individual gifts, no matter the size, make a big difference! In fact, they add up to create much of our funding each year.

Thank you for caring and stepping up to help spread awareness and invite others to help support our lung cancer community.

Empower Everyone.  
Ignore No One.

Below is a suggested message you are welcome to use:

*Join me in supporting GO2 Foundation for Lung Cancer, as they help alleviate some of the burden within the stressed health system by directly serving and supporting the lung cancer patient community. Help fund free support through their.. (choose a patient support service from the below list)*

**NEW! Lung Cancer and Coronavirus webpage:** This webpage includes lung cancer patient FAQs and the latest guidance and resources on the Coronavirus, as well as a video recording of the most recent Lung Cancer Living Rooms.

**Helpline:** 1-800-298-2436 or by email at [support@go2foundation.org](mailto:support@go2foundation.org): Their caring, specially trained helpline team is available to address patient and family needs, support, education, and referral.

**Phone Buddy:** Peer-to-peer support for people with lung cancer, provided by a trained volunteer “who has been there.” Phone Buddies lend support and share information and resources; contact the Helpline (1-800-298-2436) for more information.

**The Lung Cancer Living Room:** A Patient Education and Support Series group sessions BRING HOPE HOME to patients and their families. Through presentations by Lung Cancer specialists, physicians and researchers, this unrestricted forum is now exclusively focused on Coronavirus and offered weekly as a rapid response to the changing needs of our community.

**Online lung cancer community:** Through HealthUnlocked, they provide an online peer to peer support network; their Belong app provides patient and caregiver support and education on the world’s largest social network for cancer patients.

**Lung Cancer Registry:** Together patients and caregivers can build a knowledge base to enable researchers and clinicians to better identify and understand the disease.

If you have questions on fundraising, we are here to help!

[events@go2foundation.org](mailto:events@go2foundation.org)