



2017 Team LRF Fundraising Toolkit

Tools and tips for organizing a successful fundraiser



Dear Team LRF Host,

Thank you for taking the first step toward eradicating lymphoma! This year, many dedicated fundraisers will organize Team LRF events to support The Lymphoma Research Foundation's (LRF) mission. Together, we will raise awareness, educate the public about lymphoma, and raise critical funds to support those affected by this blood cancer.

LRF depends on leaders like you to mobilize friends and family. Whether this is your first or fifth Team LRF fundraiser, this guide is designed to give you the tools and tips to help you host the most successful event possible.

This year, it is estimated that nearly 80,000 people in the United States will be diagnosed with lymphoma. LRF is the nation's largest non-profit devoted exclusively to funding innovative lymphoma research and serving the lymphoma community. Our lymphoma research and educational programs are funded in large part through the Team LRF program and the generosity of individuals like you. Every dollar you raise makes a difference.

Again, we thank you for hosting a Team LRF fundraiser and look forward to seeing your event become a success!

Sincerely,



Sam Rogers

Donor and Community Relations Manager
Lymphoma Research Foundation



How To Host a Successful Fundraiser

- **Decide what type of fundraiser to host.** Whether you host a bake sale, participate in a sporting event, or have a completely unique idea, you can help raise awareness and funds to support the Lymphoma Research Foundation's mission.
- **Set a goal.** How much money do you want to raise? How many people do you want to recruit to participate and/or donate? Create a plan to reach your goal with a realistic timeline for organizing and planning your fundraising efforts.
- **Share your story.** Let people know why you are hosting an event and why you need their support. Sharing your personal story is the most effective way to fundraise. Utilize photos and personalized text on your fundraising page to help tell your story.
- **Educate your potential donors.** People feel more comfortable donating to a cause they understand. Give them helpful information and have them visit lymphoma.org.
- **Sponsor yourself.** Help inspire other donors by showing your personal commitment to the cause.
- **Spread the word.** You can only raise money if people know you're having a fundraiser. Email family, friends, and coworkers asking them to participate in your fundraiser or contribute to your cause. You can also share your fundraising efforts on social media (ie. Facebook, Twitter, Instagram) and have followers make a donation through your fundraising page.
- **Check to see if your employer or any donor's employers have a matching gift program.** Many businesses will match or double the amount their employees donate to charity. Ask your company about its matching gift program and remind potential donors to ask their employers as well.
- **Follow up with potential supporters.** Don't be afraid to remind people, via email or phone about your event.
- **Update donors on your progress.** Make sure to tell donors about your success. Keep people up to date with your fundraising efforts before, during, and after the event.
- **Remember to say 'Thank You.'** Don't forget to thank your donors for joining and helping your cause.

Fundraising Ideas



Test Your Endurance

- Basketball Tournament
- Bike Ride
- Bowl-a-thon
- Crossfit Challenge
- Golf Tournament
- Marathon
- Polar Plunge



Host a Party

- Birthday Celebration
- Dance Party
- Dinner Party
- Happy Hour
- Karaoke Party
- Trivia Night
- Wine Tasting



Sell Goods

- Bake Sale
- Car Wash
- Auction
- Craft Sales
- Garage Sale
- Homemade T-Shirts
- Tag Sale



Get Creative

Use your imagination!
Whatever your idea,
LRF is here to help
make your fundraiser
a success.



Matching Gift Program

Many companies offer Matching Gift programs to encourage employees to support charitable organizations. Employers will match charitable contributions made by their employees, helping to easily raise additional money. Remind donors to ask their employers if they participate in a Matching Gift program and for forms provided by their company.

Below is a list of some of the top companies that have actively worked with the Lymphoma Research Foundation in matching donations:

Top Matching Gift Companies

- | | |
|----------------------|-------------------------------------|
| 1. Bank of America | 11. JP Morgan Chase |
| 2. Union Pacific | 12. FM Global |
| 3. Merck | 13. Bristol-Myers Squibb |
| 4. Allstate | 14. Verizon |
| 5. Pfizer | 15. Xcel Energy |
| 6. GlaxoSmithKline | 16. Google |
| 7. Microsoft | 17. Goldman, Sachs & Co. |
| 8. Johnson & Johnson | 18. Boston Scientific |
| 9. General Electric | 19. John Hancock Financial Services |
| 10. Hewlett-Packard | 20. Argonaut Group, Inc. |



Key Facts and Stats

About Lymphoma

- Lymphoma is the most common blood cancer in adults and the third most common cancer overall among children.
- Every day, approximately 220 Americans are diagnosed with a type of lymphoma. That means that every 7 minutes someone is diagnosed with lymphoma.
- More than 700,000 people in the U.S are living with, or in remission from, lymphoma.
- Each year, more than 80,000 people in the U.S. are diagnosed with lymphoma.
- There are more than 70 subtypes of lymphoma.
- 1-in-5 cancer diagnoses among adolescents and young adults is lymphoma.
- Lymphoma is one of the most common cancers affecting children, adolescents and young adults.
- A cure for lymphoma can only be realized through advanced cancer research.



About the Lymphoma Research Foundation

- The Lymphoma Research Foundation's mission is to eradicate lymphoma and serve those impacted by this blood cancer.
- The Lymphoma Research Foundation is the nation's largest non-profit organization devoted to funding innovative research and serving the lymphoma community through a comprehensive series of education programs, outreach initiatives and patient services.
- To date, the Foundation has awarded nearly \$60 million in lymphoma-specific research.
- More than one million people access the Lymphoma Research Foundation's education programs, services and resources each year.
- People in all 50 states, including the District of Columbia, and 35 countries worldwide have been impacted by the work of the Lymphoma Research Foundation.



LYMPHOMA

RESEARCH • FOUNDATION



JOIN THE TEAM. FIND A CURE.

Participant's Name: _____
Event / Fundraiser Name: _____

I am making a onetime gift of:

\$500 \$250 \$100 \$50 \$25 Other Amt: _____

Please Make Your Checks Payable to Lymphoma Research Foundation

Name _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____

Country _____

Donor Phone _____

Email _____

To make your gift by credit card, fill out the information below:

Name (as it appears on card) _____

Credit Card Number

Expiration Date _____

Credit Card (circle one) American Express Discover MasterCard Visa

I authorize the Lymphoma Research Foundation to charge my credit card for the amount indicated above.

Signature _____ Date _____

Thank You So Much For Your Contribution!

Mail this form and your check to:

Lymphoma Research Foundation

Team LRF

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Contact Us

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