

Your Support Helps Lung Transplant Recipients Thrive

The Lung Transplant Foundation is a resource for patients before, during and after their lung transplants. With a growing footprint around the country, the Lung Transplant Foundation strives to improve the lives of lung transplant patients by raising awareness about organ donation, supporting research to improve long-term outcomes and providing mentoring services for lung transplant recipients and caregivers. We work tirelessly to bring the issues of post-transplant rejection to the forefront through networking and activism with government agencies, the medical community, pharmaceutical and medical technology companies.

Welcome to Lungaversary®!

We're so glad you decided to join us as we work together to create a world where lung transplant patients live long, healthy lives.

What is Lungaversary®?

Lungaversary® is the Lung Transplant Foundation's online fundraising experience to help improve the lives of lung transplant patients and families.

When is Lungaversary®?

Every organ transplant recipient remembers the day they got their donated organ. Like a birthday, it is a day for celebration, reflection and gratitude. A Lungaversary®! Ask your family and friends to commemorate the date of your lung transplant by making a gift to the Lung Transplant Foundation.

How does the money I raise support lung transplant patients and families?

The Lung Transplant Foundation invests the money raised through your Lungaversary® campaign on research and programs that improve the health of lung transplant patients. By participating and raising money, you help us:

- Support research advancing treatments and solutions for patients experiencing rejection after lung transplant
- Fund programs such as the Joseph J. Carter Mentorship Program offering free peer-to-peer mentorship for lung transplant patients and caregivers
- Provide information and education to patients and families going through lung transplant, as well as for health professionals and the public
- Advocate for constructive public policies that support lung transplant patients and their families for funding and research to discover new technology and cures

How do I participate in Lungaversary®?

Just visit <https://www.justgiving.com/campaign/Lungaversary2020> to sign up. You can raise money online as an individual or start a team with your family, friends and co-workers. Simply set a goal and raise money – ask for donations, have a virtual challenge – there are countless ways to fundraise.

Is there a fundraising minimum to participate in Lungaversary®?

There is no minimum required to participate in Lungaversary®. We encourage each person to set a goal of at least \$250 to keep motivated throughout your campaign.

What if someone wants to donate by check rather than online?

Checks can be recorded on your donations page, then mail them to the Lung Transplant Foundation at 1249 Kildaire Farm Road, Suite 323, Cary, NC 27511. They will be deposited and credited towards your Lungaversary® campaign.



Sign Up

Go to <https://www.justgiving.com/campaign/Lungaversary2020>. Create an account to get started.

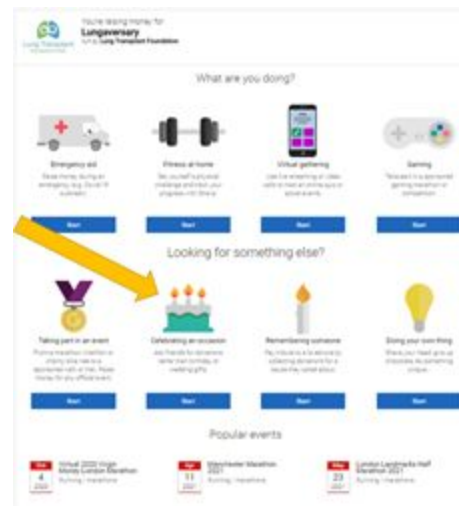
Getting Started

Choose the **“Start Fundraising”** (orange box on the right side of the page) to set up your fundraising page.

Click “Start on the **“Celebrating an Occasion”** option and follow the simple step-by-step instructions. Note: If you would like to celebrate with a different type of ‘event,’ choose the option that best fits your idea for engaging family and friends.

Personalize your page

Add a picture of you and include a personal message (or you can keep the default picture and message). Tell the story of your lung transplant journey or another reason why you are participating.



Spread the word

Copy the link and include in emails and social media posts to make it easy for people to sign up.

Communicate, Communicate, Communicate

Send invites to your kick-off, progress announcements and updates.

Ask your family & friends to help you raise money

Having your family and friends sign up to raise money online for your team makes your job easier.

How It Works

- Create a personalized fundraising page
- Tell your story and share your passion to help raise awareness and critical funds for LTF
- Post updates, photos and videos to your page
- Use our social media optimized, mobile-friendly fundraising tool to reach out to family, friends, co-workers & colleagues in your personal network
- Invite your network of family, friends, co-workers & colleagues to spread the word through their social and personal networks
- Use our easy donation page with the option for donors to pay processing fees
- Donations are processed securely and deposited in the LTF account
- A list of supporters is available on your page
- If you prefer, you may set up a fundraiser on your Facebook page. If you do this, please be sure to select the Lung Transplant Foundation as your nonprofit beneficiary.

Spreading the Word

Be sure to communicate consistently about your fundraiser at every opportunity

How you can help promote your fundraiser:

- Include the URL link on all communications: emails, social media, etc.
- Share the information with family, friends, co-workers & colleagues
- Invite family, friends, co-workers & colleagues to spread the word through their social and personal networks
- Post about your fundraising progress on social media
- Thank your supporters

Step-by-Step to a Great Fundraiser

Step 1: Get Organized

- ❖ Use the **Lungaversary®** name for your fundraiser. This will appear on your personal page.

- ❖ Establish a campaign goal: This allows you and donors to see your progress.
- ❖ Determine the length of your fundraiser. How long will it take to reach your goal?
- ❖ What are the start and end dates of your fundraiser?
- ❖ Do you want donors to be able to send in offline donations? Checks received can be manually added to your page.
- ❖ How would you like supporters to fundraise in your event? (as individuals and/or teams)

Step 2: Kick-off Your Event

- Share information about your fundraiser with family, friends, co-workers & colleagues; ask them to donate
- Invite family, friends, co-workers & colleagues to spread the word through their social and personal networks
- Ask vendors and associates to support your fundraiser
- Post your fundraiser on Facebook and other social media
- Post regular updates about the progress of your fundraiser
- Include web link in emails and social media posts to make it easy for people to donate

Step 3: Raise Funds

- Encourage your supporters to recruit additional donors by contacting their friends and families and inviting them support your fundraiser
- Promote friendly competition between donors to raise more funds
- Offer incentives to encourage donations

Step 4: Organize Final Stretch

- Send last-minute reminders by email and social media to encourage donors to help meet/exceed your fundraising goal

Step 5: Share Your Appreciation

- After your event, send a thank you email to all donors with fundraising result

Are you ready to start fundraising for your Lungaversary® today?

Sample email template:

Hi, [FIRST NAME]!

You might know that I am a lung transplant recipient. What you may not know is that I am celebrating the [NUMBER OF YEARS] anniversary of my transplant on [DATE]. My Lungaversary®!

While the number of lung transplants is on the rise, lung transplant patients do not do as well as recipients of other organs. Lung transplant recipients have the worst long-term outcomes of all organ transplants due to chronic rejection. That's why I'm raising money for the Lung Transplant Foundation for my Lungaversary®.

Would you please support me by donating to my Lungaversary®? The money we raise will help advance awareness, support research to improve long-term outcomes and provide services for lung transplant recipients and their families. If you can donate, you can do so right here on my personal page. If you can't donate, would you please share my page with others who might?

Together, you and I can help improve the lives of lung transplant patients and families. Thank you! #lungaversary

Sample Tweet

Help me celebrate my Lungaversary®! Please donate to the Lung Transplant Foundation [INSERT LINK TO PERSONAL FUNDRAISING PAGE] and help improve the lives of lung transplant patients and families. #lungaversary

Sample Social Media post:

Did you know that more than 1000 people are on the waiting list, but only 20% of lungs donated in the U.S. can be used for transplantation? Lung transplant recipients have the worst long-term outcomes of all organ transplants and there are no FDA approved treatments for due chronic rejection. That's why I'm raising money for the Lung Transplant Foundation for my Lungaversary®. Join me in helping improve the lives of lung transplant patients and families. Please donate to my fundraising page. Together, we can accomplish so much! #lungaversary

Don't forget to download and personalize your Lungaversary® sign:



Story example for your fundraising page

As you know, I was diagnosed with [NAME OF DISEASE] [XX year(s)] ago. I was lucky to beat the odds by receiving a double lung transplant on [DATE]. Before I got sick, I was not aware of the impact that a lung transplant can have on a person and their family. I still face the possibility everyday that my body will reject my new lungs. Now I feel a special connection to the mission of the Lung Transplant Foundation (LTF) and this makes me want to raise as much money as I can, so that others may have the same benefits from treatments and research as I do.

To learn more about why this is so important to me, please watch my video. (OPTIONAL)

I'm very excited to share with you that as I am celebrating my XX-year "Lungaversary®." I will be working to raise money and awareness for LTF and their mission to improve the lives of lung transplant patients and families. My personal goal is to raise [\$GOAL] between today and [DATE]. It's a lofty goal, but I am willing to work hard to reach it. I can't do it alone. I need your help.

There are a few ways you can support my fundraising efforts:

- Donate via my personal [fundraising page here \[INSERT LINK TO PERSONAL FUNDRAISING PAGE\]](#). Please, remember to check if your company has a corporate matching program!
- Share my message and fundraising link with your contacts via email or social media.

Not only is this campaign a great way to support LTF and their work, but it's a great way to help me make a difference in the lung transplant community. Thank you for your generosity and support. Your donation truly makes a difference and with your help, we're one step closer to creating a world where all lung transplant patients live long, healthy lives.

I am excited to share updates over the next few weeks with you. Stay tuned to see what my team and I are able to accomplish!

Sincerely,
[NAME]