



Shine a light on lung cancer

Thank You for choosing to fundraise for Shine a Light.

Supporting Shine a Light on Lung Cancer and Lung Foundation Australia is a fun & exciting way to support life-changing services & groundbreaking research into lung disease & lung cancer.

The aim of this kit is to provide tools along with tips & tricks on how to enlist your friends, family, colleagues and community in to helping to make your fundraiser a success!

If you have any questions, want a brainstorming buddy or need any support please don't hesitate to email supporters@lungfoundation.com.au or call 1800 654 301.

I can't wait to see what challenge you take on!
Happy fundraising.

William Ho
Community Fundraising Specialist
Lung Foundation Australia

GETTING STARTED



1 Here are some top ways you can fundraise

Do something active: Run, swim, cycle, lift, climb or play your favorite sport or a gaming challenge.

Hold an event: Have an activation in the lead up to your main event, whether is a barbie, morning tea, pot luck dinner or good old trivia night.

Do something with your hair: Be bold or bald! Make a statement with a quirky or cool haircut, style or colour, or go all the way and shave it!

Do yourself some good: Give up alcohol, smoking or sweets or something else you love

Hold a sale: Create your own garage sale, auction or raffle.

Gifts as gifts: On your special occasion, consider giving the gift of a donation and ask people to donate instead.

Join a community walk: Check out the events page to see if there is a community walk near you.

2 Set up your fundraising page

The best way to fundraise is by creating a personal online fundraising team or page here: <https://lungfoundation.funraisin.com.au/shinealightonlungcancer> From here you can add the finishing touches like your photo, video and description telling people what you are doing and more importantly, what has inspired you to Shine a Light on Lung Cancer.

3 Tell your personal story

Why is this important to you? Tell your story about why you are fundraising to connect with your supporters.

4 Shoot for a target

Pages with a target raise 46% more. You can always start small and update it as you go, to then achieve your next goal. Shoot for the stars!

5 Encourage others!

Convince your friends to join in, it can make the experience more fun with a team!

6 Don't be afraid to share

Share your fundraising page on across all forms of social media. Be creative! How about a Reel on Instagram, videos on Facebook or Tik Tok, or progress updates on LinkedIn or Twitter. Don't be afraid to, people want to hear about the good things you are doing and everyone can appreciate a reminder!



7 Don't forget about email

There are lots of your friends, colleagues and networks who are not on social media, but would love to hear about your progress.

8 Update your page

Let supporters know how you are doing by updating your page often. Are there fun things they could get involved with to support you further? They will enjoy following your progress.

9 Enjoy Yourself

Now that you're all set up enjoy your challenge & the rewarding sense of making a difference.

10 Don't forget your Thank You's!

Reach out to your supporters or give them a shout out on social media! No matter how big or small every dollar makes a difference.

Hot Tip

Reach out to all your communities you relate to for support for donations, including your family and friends, workplace or social groups. Everyone has a connection somewhere.

Hot Tip

Share your posts on social media with the hashtag #ShineALight or tag @lungfoundationaustralia so we can show off all the amazing work you're doing! Consider using a video of yourself to engage your audience and connect with others.

Hot Tip

It's not over till it's over!
20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did and thank those who donated to you fundraiser.