

LYMPHOMA  
RESEARCH • FOUNDATION

TEAM LRF  
JOIN THE TEAM. FIND A CURE.



# 2019 Lymphoma Walk Toolkit

*A step-by-step guide to being a successful Walker and fundraiser*



Dear Walker,

Thank you for taking the first step toward eradicating lymphoma! This year, thousands of lymphoma survivors and their loved ones, families, friends, as well as corporate and community teams will join together to participate in the 2019 Lymphoma Walks. Together, we will raise awareness, raise critical funds to support those affected by this blood cancer, and raise each other up.

The Lymphoma Research Foundation (LRF) depends on leaders like you to mobilize friends and family. Teams are the heart and soul of our Walks and we are excited that you are joining us this year! Whether this is your first or fifth walk, this guide is meant to help you grow your team and give you tips on how to raise funds and awareness.

This year, an estimated nearly 100,000 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 Lymphoma Walk program and the generosity of individuals like you. Every dollar you raise makes a difference.

Again, we thank you for joining us this year and look forward to taking steps alongside you at the Lymphoma Walk!

Sincerely,

*Dana Bork*

**Dana Bork**

Senior Manager of Active Lifestyle Events  
Lymphoma Research Foundation



# Step-by-Step Guide to Being a Successful Walker and Fundraiser

## Step One: Build Your Personal Page

## Step Two: Think Fundraising

- Make a donation to yourself. It is easier to ask friends and family to support you when they see you are passionate about the cause and willing to put your own money where your mouth is!
- Click “Progress” tab in your Participant Center to see how you are doing! This is the area to view your donation status.
- The Secure Donate feature ensures no personal information is shared. Online donors will receive an instate receipt for tax purposes and a thank you note from LRF.
- Think “Wrap-Around” events—these are a great way to have fun prior to walk day and bring your community together. Some great ideas are coins for a cure, dine & donate nights, yard sales and many more.

## Step Three: Get Social

- Social media is a great way to connect with friends and family and raise awareness of lymphoma, LRF and your Walk fundraising goal.
- Make sure to tag friends and family on posts promoting your Walk page and ask for donations.

## Step Four: Rounding the Bend

- Review all tool-kit suggestions. Have you missed any? Are there any worth repeating?

## Step Five: The Home Stretch

- Send last minute reminders – emails, voicemail, memos or postcards.
- Take a lot of photos and post on social media using #WalkWithTeamLRF!

## Step Six: Celebrate!

- Collect contributions not turned in at the walk and mail to LRF.
- Send a personal Thank You note to everyone who donated.

**Use the sample Donation Ask email on page 4 to send to donors!  
 For questions, please email [walks@lymphoma.org](mailto:walks@lymphoma.org)**

## Email Timeline

### First Donation Request

**When:** Within one week of joining the Lymphoma Walk

**What:** Send your first round of donation request emails

### Follow Up Ask

**When:** Within two weeks of First Donation Request

**What:** Send your second round of donation request emails to your friends and family who have not responded

### 3rd Time is the Charm

**When:** Within one month of Follow Up Ask

**What:** Studies show that typically it takes three requests to get a single donation; so ensure you send at least three donation request emails

### Thank You/Join Me

**When:** Two weeks before the Lymphoma Walk

**What:** Send an email encouraging friends, family and co-workers to join you at the local Lymphoma Walk



## Sample Email: Donation Ask

**Subject line: Join me as I help find a cure for lymphoma!**

Every five minutes, someone in the United States is diagnosed with lymphoma--the most common blood cancer. Despite this staggering statistic, most people have never heard of this disease. This year, I will be part of the cure by participating in the [LOCATION] Lymphoma Walk at [WALK LOCATION] on [DATE], and I hope you will join me as I rally for a cure!

I am participating in the Lymphoma Research Foundation's (LRF) [LOCATION] Walk because [EXPLAIN WHY YOU CHOSE TO FUNDRAISE. TELL YOUR STORY!]. My participation allows LRF to continue to exclusively fund innovative lymphoma research and serve the lymphoma community through comprehensive education, support and resources. To-date, LRF's Lymphoma Walk program has raised nearly \$20 million to support the Foundation's mission to eradicate lymphoma and serve those impacted by this blood cancer.

I ask for your support by donating to my fundraising page! Whether it is \$5 or \$500, every dollar counts. All donations made through my personal fundraising page are tax-deductible.

Again, your generous donation will help us get closer to a cure for lymphoma. Call me at [YOUR NUMBER] for more information on donating, or if you'd like to walk with me on [DATE].

Sincerely,



## Sample Email: Thank You

**Subject line: Thank you for donating!**

Thank you so much for supporting me at the Lymphoma Research Foundation’s (LRF) [LOCATION] Lymphoma Walk! Donations from supporters like you are the reason why LRF has funded nearly \$60 million in lymphoma-specific research, to-date, thus getting us one step closer to a cure.

Your generous gift helped me raise [AMOUNT] this year. [TALK ABOUT YOUR EXPERIENCE AT THE WALK/or if before the walk TALK ABOUT YOUR PLANS FOR THE WALK].

Although the walk is over [or coming to a close], there are still many ways to help:

- Ask your employer if they participate in a matching gift program. Many businesses have philanthropic foundations or programs that match their employees’ donations. Inquiring about those programs not only supports LRF; but, also raises much-needed awareness about lymphoma. To learn more about matching gift programs, visit page 8 of this tool kit.
- My personal Walk page is still live and accepting donations. If you’d like to encourage friends and family to donate, or if you have donations you forgot to bring to the Walk, feel free to donate online!

Thank you again for your commitment to funding a cure and to my fundraising efforts.

Sincerely,



## Fundraising Event Ideas

Many of our most successful Walkers have hosted separate events to involve their friends, family, and community in their fundraising efforts. Events that have worked for others range from full-scale cocktail parties to a bake sale at a local school. It's important to remember that no event or donation is too small!

### Parties

- Invite friends, neighbors and co-workers over for a fun social event and raise money at the same time. A dinner or dessert event, a theme party such as a luau, or an activity centered party such as a movie night are all great ideas.
- Keep it simple and either sell tickets or just encourage guests to make a donation; or set-up other ways to raise money such as raffles, bingo, or a Chinese-style auction.
- Work with a sales company to host a fundraising party. As the host of the event, the company will typically donate a percentage of sales from the night to your cause.



### Tournaments

- Turn a day of your favorite sport into a fundraiser! Golf or miniature golf, snowboarding, basketball, softball, croquet or pool - it all works. Organize a tournament, charge an entry fee and donate the fees.
- Enjoy your favorite game, such as poker, dominos, or Trivial Pursuit and charge an entry fee. Based on the nature of each game, devise additional ways people can make donations.



### Other Ideas

- Organize dress down day where co-workers make a set donation in order to wear jeans.
- Provide homemade or purchased back goods in the break room with a box for donations.
- If you know people who want to help; but don't walk, set up another type of activity that works for the whole group -- a bowl-a-thon or spin-a-thon are just two examples. Participants will raise funds by asking their friends, family, and coworkers to support them - just like you are doing as a walker in the Lymphoma Walk.





## Boost Your Donation with a Matching Gift from Your Employer

Many employers offer Matching Gift programs and will match charitable contributions made by their employees. This means you could be responsible for doubling or even tripling the amount received by LRF! Be sure to spread the word to your donors about the possibility of receiving a Matching Gift from their employers.

Below is a list of top companies that have actively worked with LRF in matching donation gifts. If your company is not listed, you can always reach out to your human resource department to discuss the possibility of starting a matching gifts program.

### Top Matching Gifts 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 275 Americans are diagnosed with a type of lymphoma. That means that every 5 minutes someone is diagnosed with lymphoma.
- More than 1,000,000 people in the U.S are living with, or in remission from, lymphoma.
- Each year, more than 100,000 people in the U.S. are diagnosed with lymphoma.
- There are more than 100 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 1 million people access the Lymphoma Research Foundation's education programs, services and resources.
- 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.



## Request Walk Supplies / Contact Us

To help with your fundraising efforts, we can send you any or all of the supplies listed below. Contact the Lymphoma Walk team at [walks@lymphoma.org](mailto:walks@lymphoma.org) to request materials.

Lymphoma Walk postcards - Help raise awareness about the event by placing postcards in your office and local businesses such as your grocery store, gym or medical center.

Donation forms - Helpful way to keep track of donors you have already asked to support you.

Walker collection envelopes - If you receive checks from donors, collect them and mail to:

**Lymphoma Research Foundation**  
**Attn: Lymphoma Walks**  
**Wall Street Plaza**  
**88 Pine Street, Suite 2400**  
**New York, NY 10005**

Please be sure to include your team name and Walk location. Donations can also be turned in on the day of the Walk.

**For questions regarding volunteering or your local Walk Planning Committee, please contact:**

Dana Bork  
 612-968-3757  
[dbork@lymphoma.org](mailto:dbork@lymphoma.org)

**For questions regarding the Walk website or to give feedback, please contact:**

Cat Aracil  
 646-465-9121  
[caracil@lymphoma.org](mailto:caracil@lymphoma.org)