



A Breath
of Hope
LUNG FOUNDATION

YOUR SOCIAL MEDIA GUIDE



General

1. Post about your challenge to start off November: set your \$ and step goal, why it's important to you, and how your network can support you.
2. Post weekly updates: consider videos, photos, and uploading your step or fundraising count.
3. Post a weekly leaderboard update (we'll post and send one to you!)
4. Consider creating a bonus challenge for your own followers!
5. Tag other followers to get them to register for our challenge or to support you!
6. Repost/share ABOH's posts throughout the month!

Facebook



- Create a Facebook fundraiser for the month to donate directly to ABOH—contact ABOH with any questions.
- Consider going live! Followers are often interested in being able to interact directly with a challenge!
- Always @A Breath of Hope Lung Foundation and #ABOHLCAM



Instagram

- Utilize stories and Reels! Use these two features to hold polls, host lives, post photos and videos that aren't permanent on your page, and keep others updated more often. Include how close you are to your goal, what you've accomplished, and more.
- Always @abohlung and #ABOHLCAM

Twitter/X



- Post extra often—and extra interactive. Twitter is perfect for posting more frequently utilizing memes and replying to followers.
- Always @ABOHLung and #ABOHLCAM



LinkedIn

- Interact with your professional colleagues and followers—LinkedIn is an important platform for posting educational content about ABOH and LCAM while including your Climb For Hope Challenge.
- Always @A-Breath-Of-Hope-Lung-Foundation



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FUNDRAISING GUIDE



Fundraising can seem intimidating, but with our quick and easy fundraising guide, you'll be reaching new heights in no time!



Phone/Text

Phone calls and text messages are an easy way to generate interest in your campaign. Text and call your contacts!



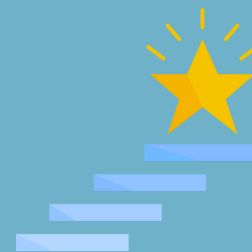
In-Person

Are you going to be with your colleagues, family, or friends during the month of November? Show your potential supporters your My Challenge page or give a little background about your challenge!



Social Media

Social media is a favorite way to fundraise for many. Post about your challenge using our social media guide!



Create a Challenge

One way to raise fundraising dollars moving is to create a challenge beyond reaching your goal. Challenge your network to support you by creating a friendly competition. Contact LCAM@abreathofhope.org for more ideas.



Messaging Prompts

Hi! I am joining A Breath of Hope's (ABOH) Lung Cancer Awareness Month Challenge: Climb For Hope. As a Hope Climber, my goal is to climb X steps in the month of November to help spread awareness about the world's deadliest cancer. You can support me by donating to my challenge on my Challenge page: [insert link]. This challenge is especially important to me because...

Hi! I am joining A Breath of Hope's Lung Cancer Awareness Month Challenge: Climb For Hope. As a Hope Fundraiser, my goal is to fundraise \$X in the month of November to support the important work ABOH is doing to improve lung cancer survival. You can support me by donating to my challenge on my Challenge page: [insert link]. This challenge is especially important to me because...

Join me in my challenge to improve lung cancer outcomes in A Breath of Hope's Lung Cancer Awareness Month Challenge: Climb For Hope. I'm hoping that you'll support me by donating to my Challenge page at [insert link] or joining ABOH's challenge to become a climber like me!



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LCAM: Climb For Hope



Lung Cancer Awareness Month (LCAM) is the worldwide month dedicated to spreading awareness, education, and resources about lung cancer, the world's deadliest cancer. At A Breath of Hope Lung Foundation, we're dedicated to inspiring hope in the lives of all those impacted by lung cancer. Participate in LCAM by joining ABOH's Climb For Hope!



Hope Climber

Hope Climbers: You will participate in the stair step challenge (or steps on an incline), allowing you to experience a small bit of discomfort in your lungs to help you empathize with lung cancer survivors while improving your own lung function and health. **Participation is easy!**

- Register on our page: <https://p2p.onecause.com/abohclimbforhope>
- Set your goal for the number of stair steps during November
- Promote your challenge by email, social media, and texts!
- Send weekly updates each Thursday to ABOH for the # of stairs you've climbed (LCAM@abreathofhope.org) and win prizes!



Hope Fundraiser

For those who cannot or would prefer not to participate as a Hope Climber, **help us raise awareness about lung cancer during LCAM and drive donations from your own network** to support ABOH Research and Patient & Family Support Programs. Make it personal by remembering or honoring a loved one!

- Register at <https://p2p.onecause.com/abohclimbforhope> (for free!)
- Set your fundraising goal for the month
- Promote your goal, Lung Cancer Awareness Month, and why this challenge is important to you!
- Help us reach and educate more people and win prizes!



What Can You Win?

- First place Climber: \$200 gift card
- Second place Climber: \$100 gift card
- First place Fundraiser: \$250 gift card for Continental Diamond
- Second place Fundraiser: \$100 gift card
- Participant Raffle (all registered participants entered): A Thanksgiving Gift Basket

Win by earning the most points!

- Recruiting Others to Join - 10 points/participant
- Fundraising - 1 point/every dollar donated (the only points Fundraisers are eligible for)
- Social Media - Post a Video or Photo - 10 points/post
- Steps - 1 point/every step (must be submitted by each Thursday)