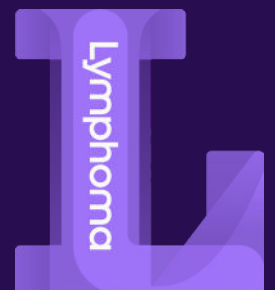




MAKERS MAKING AN IMPACT

Support the Lymphoma Research Foundation with your creations.



Research Foundation

The Impact You Make

The Lymphoma Research Foundation's mission is to realize the promise of science to eradicate lymphoma and serve those touched by this disease. We achieve this together – as one community – with confidence, compassion, and care. Supporting the Foundation helps ensure that we continue to fund the most innovative research and support lymphoma patients, survivors, and their loved ones when they need it most.

\$100

Could fund a patient aid grant for one family.

\$250

Could fund education resources for 50 newly diagnosed families.

\$1,000

Could fund an early career lymphoma scientist for one day.

\$5,000

Could fund the Lymphoma Research Foundation Helpline for one week.

\$15,000

Could fund one Foundation research scholar for one year.

The Foundation's Impact

Awarded more than \$80 million in lymphoma-specific research grants.

Served more than 2 million people through free programs, support services, and resources.

People in all 50 states and more than 50 countries access our digital resources.

We have more than 20,000 volunteers across the United States.

Makers Making an Impact

Create hope with whatever you make. Spread the word to family and friends – sales benefit the Lymphoma Research Foundation.

Craft for a Cause

CREATING HOPE

- Sell your creations to support the Foundation's mission.
- Consider in-person or virtual sales (promote both with social media).
- Highlight that sales will support the Lymphoma Research Foundation and include an option for supporters to add an additional donation in addition to their purchase.
- Great for all ages, all artists and all abilities!

Event Photography

CALLING ALL PHOTOGRAPHERS

- Donate fees for your photography services to support the Foundation's mission.
- Provide photographer services at your next celebration (family birthday, party or kids sports team) for free will donations.
- Donate proceeds to the Foundation (offer a QR code or Venmo or an easy payment option).

Growing Hope

- Sow the seeds of change by selling homegrown flowers. Showcase your green thumb by selling floral arrangements or vegetables at your own sale or your local farmer's market.
- Have plenty of space? Plant a 'pick your own bouquet' garden and collect donations from supporters who stop to create their own bouquet.

Chefs for a Cause

- Famous for a special recipe? Take orders from family and friends and contribute proceeds.
- Honor a loved one by creating a favorite or special recipe.
- Willing to ship? Promote your baked sweet, savory treats, or other tasty creations to friends and family across the country!



Fundraising Tips

MAXIMIZE DONATIONS

Encourage giving in meaningful increments. For example, If you're celebrating a 60th birthday, encourage donations such as \$60 or \$120.

GO VIRTUAL

Offer sales online via your fundraising website to provide opportunities from friends and family across the country to support your fundraiser.

GET CREATIVE

What's your art? Showcase your talent, whether it's printed art, home grown flowers, sweet treats, or something else.

MERCH SALES

Make the most of favorite images. Create and sell greeting cards, prints, t-shirts or other items that feature your original work.



Ideal for
All Artists

Ready to Get Started?

Let's plan your makers project! Remember to keep it simple and avoid unnecessary costs so you can contribute a meaningful amount. Your family and friends will love to help you support such a good cause!

Step by Step: We're here to help

1

Choose Your Project

Keep it simple and focus on your strengths. Love shooting photos or making original paintings? Sell prints or sets of greeting cards. Famous for your award-winning pies? Take orders for pies in advance of a holiday or special event. Do what works for you!

2

Create Your Fundraising Page

<http://support.lymphoma.org/fyw>

Share your site with family and friends. Use the site to both showcase your creations and accept donations for payment. Printing QR codes to display that link to your fundraising page.

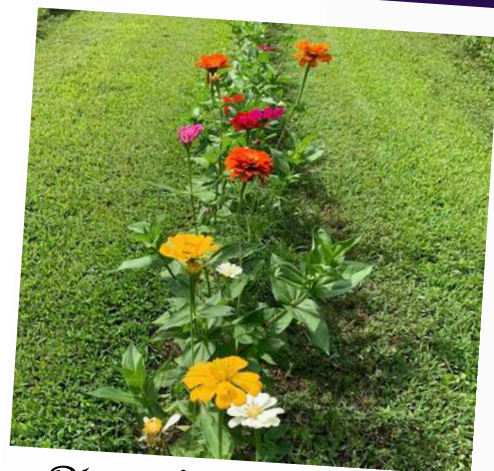
- Customize with a photo, video and set your goal.
- Share your story and why supporting research is important to you.

3

Set a Timeline and Plan Your Project

This is the fun part – every little bit counts!

- Recruit friends and family to help.
- Spread the word: announce your project and provide updates on social media.
- Keep it simple and be cost efficient.



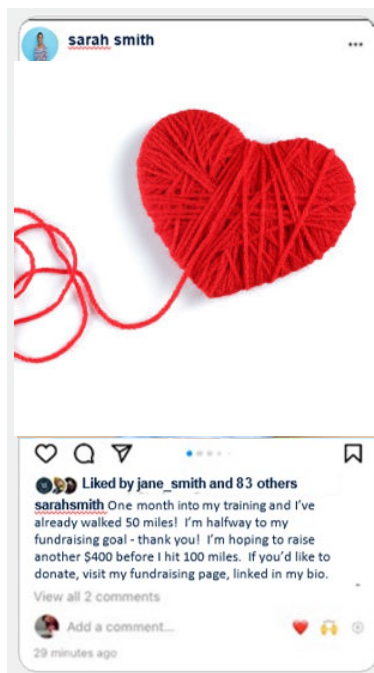
*Dianne's Pick & Donate
Zinnia Field*

Every Dollar Counts

4

Get Social & Share Updates

- Give your project a social media boost!
- Let friends and family know about your sale or project – include a link to your fundraising page for easy online donations.
- Thank donors via social media shoutouts.



Success Spotlight

Paul's Derby Pies

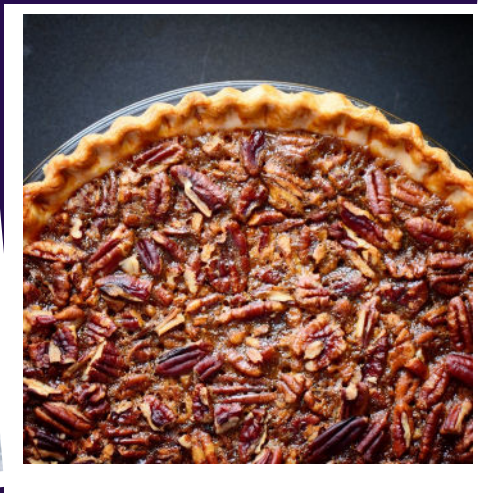
Story: Known for his delicious homemade pecan pies, Paul rebranded his famous pies as 'derby pies,' a nod to his love for the Kentucky Derby. He advertised his sale to family and friends, but specifically targeted colleagues at his law firm, who contributed generous amounts to secure a pie of their own.

Highlights: Paul coordinated his derby pie sale to celebrate his remission anniversary (as well as the Kentucky Derby) and included this in his messaging the family and friends.



Pies for Research!

“Not only did I get to see my colleagues get to enjoy their very own Derby Pie, I had a lot of fun baking. While together, we raised awareness and a significant amount of funds to donate to lymphoma research.” - Paul



Did You Know? Share Why Support Matters to You

About Lymphoma

- Lymphoma is the most common blood cancer in adults and the third most common cancer overall among children.
- Every five minutes, someone in the U.S. is diagnosed with lymphoma.
- Nearly one million Americans are living with or in remission from lymphoma.
- Cures can only be realized through advanced cancer research.

About the Lymphoma Research Foundation

- 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 more than \$80 million in lymphoma-specific research.
- The Lymphoma Research Foundation served more than two million people last year alone through education programs, support services, and resources.

Sample Messaging

Share your fundraising story on your social media pages to encourage your friends and followers to donate. Use our sample Facebook, X (formerly known as Twitter), and Instagram posts below as a reference.

Sample Social Media Messages:

TIP: Include some of the ‘Did You Know?’ facts from the previous page.

Facebook

- I'm [DESCRIBE YOUR MAKERS FUNDRAISING INITIAIVE] to support cancer research. This is a personal effort for me because [SHARE YOUR 'WHY']. You can support my fundraising efforts for the Lymphoma Research Foundation by donating at [insert page URL]. [#LymphomaCommunity](#)
- I'm raising money for the [@LymphomaCommunity](#). You can support my fundraising efforts for the lymphoma community by donating at [insert page URL]. [#LymphomaCommunity](#)
- 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. You can support my fundraising efforts for the lymphoma community by donating at [insert page URL]. [#LymphomaCommunity](#)

X (formerly known as Twitter) & Instagram

- I'm raising money for the [@LymphomaCommunity \(Instagram\)](#) and [@Lymphoma \(X/Twitter\)](#) [SHARE YOUR PROJECT]. You can support by donating at [insert page URL]. [#LymphomaCommunity](#)
- I support the [Lymphoma Research Foundation](#) because the Foundation is committed to serving those whose lives have been impacted by a lymphoma diagnosis. You can make a difference by donating today at [insert page URL]. [#LymphomaCommunity](#)



Sample Sponsor Request Letter

Boost your fundraising impact by asking your employer or a local business to sponsor your efforts – invite them to be part of your success story. Think about who you know – a family member’s employer, a neighbor or local businesses you frequent.

Dear Business Leader or Community Member:

The Lymphoma Research Foundation is the nation’s largest non-profit organization devoted to funding innovative research and serving the lymphoma community. The Foundation’s mission is to realize the promise of science to eradicate lymphoma and serve those touched by this disease. Approximately 200 Americans are diagnosed daily with lymphoma, the most common blood cancer.

[DESCRIBE YOUR FUNDRAISING INITIATIVE AND WHY THIS IS IMPORTANT TO YOU – SHARE YOUR ‘WHY’] Example: *I am proud to share that I am fundraising for the Lymphoma Research Foundation, a cause that is very important to me. As you know, my brother was diagnosed with lymphoma last summer. Thanks to recent strides in research, he’s in remission now. Our family experienced firsthand, the critical importance of research and that it can save lives. To support my brother and help everyone impacted by a diagnosis, I’m excited to announce that I’m hosting a limited time photography sale of some of my favorite images. All proceeds will benefit the Lymphoma Research Foundation.*

I’m writing to ask you to consider sponsoring my fundraising efforts by making a donation. Together, we’ll help fund both lifesaving cancer research as well as educational resources for everyone impacted by a diagnosis.

The Foundation has funded more than \$80 million in lymphoma-specific research. Our goal is to change the future for everyone whose life has been impacted by a lymphoma diagnosis.

If you have any questions, please feel free to contact me directly. Thank you for considering my request – together, we will make a real difference in the lives of those touched by lymphoma.

Sincerely,

YOUR NAME

Volunteer
Lymphoma Research Foundation
Your Email
Your Phone Number

PS – [Check out my fundraising page or donate here \[INSERT LINK\]](#).

The Lymphoma Research Foundation is a registered 501(c)(3), federal identification #: 95-4335088

Logo Usage



Lymphoma
Research
Foundation

Thank you for starting your fundraiser and supporting the Lymphoma Research Foundation. If you'd like to use our logo on your event materials and promotions, we respectfully request that you follow a few simple guidelines.

Please [click here to review our user guide](#). For any clarifications or to request a logo file, please contact Dana at dbork@lymphoma.org or 612-968-3757.

We're Here for You

Thank you for fundraising in support of the Lymphoma Research Foundation – we couldn't fulfill our mission without great supporters like yourself. We can't wait to see what you do and we're here to help.

Questions?

Contact Dana Bork

Associate Director, Leadership Giving

Lymphoma Research Foundation

dbork@lymphoma.org

612-968-3757

Frequently Asked Questions

What is Fundraise Your Way?

Fundraise Your Way is a way to support the Lymphoma Research Foundation through individual fundraisers. Each year, thousands of volunteers across the country turn their talents and interests into unique fundraising events to support the Foundation's mission of eradicating lymphoma and serving all those impacted by this blood cancer. Fundraisers can range anywhere from social events such as bake sales and parties to Facebook fundraisers. Whatever your idea is, we are here to help.

Who should checks be made payable to?

Lymphoma Research Foundation

Can I mail a check?

Yes! Please mail to:

Wall Street Plaza

Lymphoma Research Foundation

88 Pine Street, Suite 2400

New York, NY 10005

Does the Foundation cover any expenses for my fundraiser?

No, the Foundation will not provide financial assistance and will not be responsible for any expenses incurred by the event. The Foundation shall be entitled to 100 percent of the charitable portion raised by the event. This amount is equal to the total proceeds less any direct expenses generated by the fundraiser. In the event that multiple charities are being supported, please ensure it is clear on all promotional materials. All net funds should be submitted to the Foundation within 30 days after the conclusion of the event. If you cannot meet the deadline, please contact us.

Is there a registration fee or minimum fundraising requirement?

There is no registration fee or fundraising requirement for fundraising your way. We suggest you set a realistic goal for your fundraiser and increase your goal each time you meet it. The Foundation is grateful for all donations and no fundraising effort goes unnoticed.

I need help!

Call us! We're happy to discuss your ideas and help create a plan that works for you. We can also match you with an experienced fundraiser who can share what's worked for them.

Thank you for your partnership in supporting our mission!

