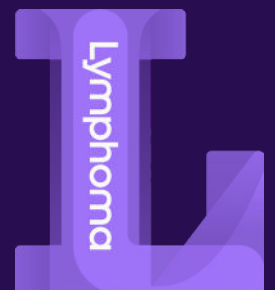




NEXT GENERATION FUNDRAISING

Neighborhood and school initiatives for young philanthropists



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.

Next Generation

Neighborhood Fundraising Ideas

Choose your adventure! Decide what works for your community and have fun. Check out some of our favorite ideas below or **create your own**.

Car Wash

WARM WEATHER FUN FOR ALL AGES

The Basics

- Weekends ensure busy traffic.
- Choose a busy location with visibility.
- Ensure a close water supply.
- Promote with signs and social media.
- Sell concessions to boost fundraising

Supplies: Hose, buckets, sponges, soap, dry towels, posterboard.

Roles: Car washers, sign holders, payment collectors, concession vendors.

Dog Walking

FUNDRAISE WITH FURRY FRIENDS

The Basics

- Owners pay to have you walk their dog, their payment is their donation.
- Advertise in neighborhood newsletters and with posters and fliers.
- Stay safe and recruit a parent or older sibling to help.
- Older kids could try pet sitting

Go Big: Set a goal of walking x-miles.

Art Sale

SELL ANY ORIGINAL CRAFT

The Basics

- Consider simple frames.
- Promote with social media: include relatives in any location (**remember grandparents!**).
- Consider printing art on stickers, magnets, or mugs.
- Optional: boost fundraising by using an online platform to create an auction.



Lemonade Stand

GO FOR THE CLASSIC OR MIX IT UP WITH A BAKE SALE OR GARDEN VEGGIES

- Include hashtags on signage to showcase the cause.
- Price it right, but encourage additional donations.



Fundraising Tips

TOMORROW'S PHILANTHROPISTS

Fundraisers – no matter how small – cultivate important life skills such as event planning, self-reliance, and a sense of compassion.

CONSIDER AGE

Younger kids might enjoy creating art for an art sale, while older kids could organize a car wash.

GET CREATIVE

Bake Sale
Flower Sale
Raking Leaves
Yard Sale
Book Sale
Duck Race

CREATE YOUR OWN

Popsicle Stand
Dog Walking
Parade
Face Painting
Pumpkin Contest
Flamingo Flock
Silent Disco

Next Generation

School Fundraising Ideas

Choose your adventure! Decide what works for your school and have fun. Check out some of our favorite ideas below or **create your own**.

Game Tournament

FRIENDLY COMPETITION FUELS FUNDRAISING

- Organize an Uno, Monopoly, Scrabble, Chess, or Checkers tournament
- Raise funds without spending too much (parents and staff can lend games).
- Participants pay an entrance fee and see who becomes the game day champion.
- Fun for all ages and especially popular with middle school students.

Teachers vs. Kids

KICKBALL GAME

- Classrooms complete in a friendly fundraising competition.
- Top fundraisers participate in a teachers vs. kids kickball game. All students watch and cheer as part of a field day.
- Small prizes are provided to top fundraisers.

Mix it up: Try dodgeball or a parent vs. students game.

Penny Drive

IT ALL ADDS UP

- Classrooms or grades compete to collect change to fill jars
- Consider student art sales, band concerts, or plays as possible fundraisers
- Students are challenged to think creatively and form fundraising teams
- Top fundraisers will a special prize



Spirit Week

PAJAMA, BOOK CHARACTER & OTHER FUN DRESS UP DAYS

- Students and teachers each pay or fundraise a small amount to wear pajamas or other themed clothing.
- Top raising classes earn a prize.



Fundraising Tips

PRINCIPAL CHALLENGE

Recruit the principal or teachers to complete a challenge (dye hair, dunk tank, etc) if a fundraising goal is met.

REWARD SUCCESS

Add more fun with prizes such as letting students watch a movie during lunch, a popcorn party, or try 'Principal for a Day.'

GET CREATIVE

Non-Uniform Day
Scavenger Hunt
Ice Cream Social
Pancake Feed
Silent Auction
Talent Show
Father/Daughter Dance

Parents Night Out
Band Concert
Board Game Tournament
Spelling Bee
Guessing Jar
Field Day
School Dance
Create Your Own!

Ready to Get Started?



Ideal for Kids

Every dollar matters, it all adds up. Kid-friendly initiatives allow young fundraisers to have fun, explore their community, and learn about the importance of giving back. Participants may participate individually or form a giving club.

Why it Works

Who can resist a young philanthropist? Whether it's from a lemonade stand, art sale, car wash, or donations from their community. Don't forget to ask grandparents and neighbors to support your efforts!

Step by Step: We're here to help

1

Choose Your Adventure

Decide if you'd like to host a neighborhood event or a school event. Fundraising at school will require permission from the administration, so make sure to seek approval when appropriate – parent/teacher organizations may also be great resources.

2

Create Your Fundraising Page (Optional)

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

Kid-friendly fundraising may be cash, but consider starting an online fundraising page to boost donations or make it easy for family members across the country to donate. If you have a donation page, consider printing QR codes 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 Date and Plan Your Event

This is the fun part – all fundraising helps!

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

“Inspired by a Lymphoma Research Foundation event, my daughter Elena, who was then 7, created a group called the ‘Money Jar Club.’ She recruited her siblings and neighbor friends to collect donations and organize events, including kid art sales and door-to-door campaigns to fill up the jar.” - Paolo



The Money Jar Club

Every Dollar Counts

4

Get Social & Share Your Progress

- Recruit a grown up to give sales a social media boost!
- Let friends and family know about the Money Jar Club – include a link to your fundraising page for easy online donations.
- Have a grown up promote fundraising initiatives on neighborhood networking sites or newsletters.
- Thank donors via social media shoutouts!

Pro Tips

- Don't forget to ask grandparents!
- Frequent your local ice cream shop? Ask if they'll display a jar for donations to support your efforts. Even better, ask if they'll support with a 'Round it Up' campaign for a month.
- Recognize kids' efforts with a special treat or awards ceremony.



Stay Safe

Ask a grown up for help sharing your project on social media.

Success Spotlight: Team Kueny

Story: Team Kueny participates each year in the Lymphoma Walk to support their dad, a survivor. The youngest members of the team organized a lemonade stand as a kid-friendly project to support team fundraising.

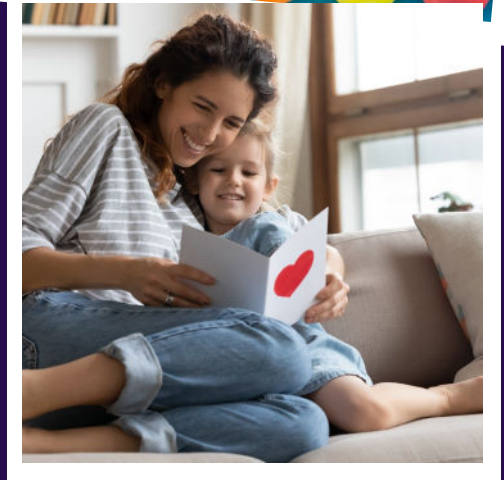
Highlights: A driveway sale on a hot day featured popsicles, cookies and lemonade.

Secrets to Success: Who can resist a homemade glass of lemonade to support cancer research?



Lemonade for Research!

“Our children got involved this year and hosted a lemonade stand yesterday. It was quite amazing and they raised \$154.00 by themselves.” – Katie



Empowering Young Philanthropists: Suggestions for talking with kids about cancer

Be open and honest.

Use words they will understand.

Encourage kids to ask questions and share feelings.

A lemonade stand or other project is a great way to channel energy and allow children to help.

Find a balance between too much information and too little. A few ideas for getting started:

- Lymphoma is a type of cancer and the third most common cancer overall among children.
- The Lymphoma Research Foundation helps scientists work to discover better medicines and also helps families who are taking care of someone who is sick.
- When a young person has cancer, they face unique challenges. The Foundation has created a special group of scientists and doctors, who form the AYA (Adolescent and Young Adult) Consortium, and are working hard to help all people, including young people, with a lymphoma diagnosis.

Sample Letter:

Family to School Administration

Recruiting school leadership is the first step in launching a school-based fundraising initiative. Start with a conversation with the school principal, your child's teacher, or parent-teacher organizations. Remember that many schools host their own fundraising programs to support the school. Be open to creative partnerships or programs that might allow for fundraising for the Lymphoma Research Foundation, while also respecting and celebrating school needs and goals.

Dear [PRINCIPAL NAME/PTO LEADERS]:

As you might know, cancer touched our family this year. [SHARE YOUR STORY – BRIEF IS OK].

Thanks to lifesaving investments in research, patients with a lymphoma diagnosis have hope. As a family, we decided we wanted to be part of this hope and want to do something to support everyone impacted by a cancer diagnosis.

[EXPLAIN YOUR FUNDRAISING PROJECT, FOR EXAMPLE: We're so proud that Olivia and Ryan have hosted a bake sale in our neighborhood to raise funds for the Lymphoma Research Foundation. The Foundation is the nation's largest non-profit organization devoted to funding innovative research and serving the lymphoma community.

[SCHOOL NAME] is such an important part of our lives and community, we'd like to partner with the school to raise even more funds to support cancer research and to help more families touched by a diagnosis.

I'd like to share my idea with you and would welcome your feedback in designing a program that could involve our entire school community. Fundraisers – no matter how small – cultivate important life skills such as event planning, self-reliance and a sense of compassion. I'd be honored to lead this in partnership with the PTO and look forward to discussing this opportunity.

With your support, I'd like to schedule an initial conversation to explore the idea and see how [SCHOOL NAME] can be a leader in paving the future of cancer research. Thank you for your consideration and for your leadership in our community.

Sincerely,

[YOUR NAME]

Volunteer, Lymphoma Research Foundation
Your Email
Your Phone Number

PS – [Learn more about our current bake sale for cancer project \[INSERT LINK\]](#).

The Lymphoma Research Foundation is a registered 501(c)(3), federal identification #: 95-4335088. Learn more at www.lymphoma.org.

Sample Letter:

School to Community

Boost your fundraising impact by working with school administration and parent-teacher organizations to establish a school-wide fundraising initiative. Send letters home (plus include in school e-newsletters) to announce the project.

Dear [SCHOOL NAME] Families:

We're excited to share that our school community is coming together to raise funds to support the Lymphoma Research Foundation.

As some of you know, cancer touched our school family this year. **[DESCRIBE THE FUNDRAISING INITIATIVE AND WHY THIS IS IMPORTANT– SHARE YOUR 'WHY']** Example: *We were proud of our 4th graders who rallied together to support a classmate impacted by a lymphoma diagnosis. We couldn't be happier that the student is in remission, thanks to lifesaving investments in research. It's our turn to pay it forward. Our parent-teacher organization is pleased to announce that we've chosen the Lymphoma Research Foundation to be the beneficiary of our annual school carnival. All carnival proceeds will be given to the Foundation. Donations may be made in person at the carnival, as well as in advance at our [fundraising website](#).*

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.

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 supporting this important initiative and showing support to our community.

Together, we'll help fund lifesaving cancer research and also educational resources for everyone impacted by a diagnosis.

Sincerely,

PRINCIPAL/PARENT TEACHER ORG LEADERS

Volunteer, Lymphoma Research Foundation
Your Email
Your Phone Number

PS – [Support our fundraising page or donate here \[INSERT LINK\]](#).

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

School Fundraiser FAQs

Recruiting support from school families will maximize fundraising and build community. Establishing clear and frequent communication will help promote the fundraiser.

Samples FAQs

Is my child required to participate?

No – participation is completely voluntary. We hope that you'll consider supporting our efforts to support everyone impacted by a cancer diagnosis. Participating in a fundraiser helps children build leadership skills, self-reliance, and a sense of compassion.

I would like to personally donate (or my business would like to sponsor). Can I do this?

Absolutely! Donations may be made online here [INSERT FUNDRAISING LINK]. Great benefits are available for sponsors, contact [PRINCIPAL/PTO LEADER NAME] to learn more.

Who should checks be made payable to?

Lymphoma Research Foundation

Can I mail a check?

Yes! Please mail to:

Lymphoma Research Foundation

Attn: Fundraise Your Way

88 Pine Street, Suite 2400

New York, NY 10005

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:

Facebook

- I'm [DESCRIBE YOUR NEXT GENERATION FUNDRAISING EVENT] 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 FUNDRAISING 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](#)

Stay Safe

Recruit a grown up to help with social media and tell friends and family about your project.



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: Our family is proud to share that we are fundraising for the Lymphoma Research Foundation, a cause that is very important to us. 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, we’re excited to announce that our kids are hosting an art sale on September 15, Worldwide Lymphoma Awareness Day. Custom creations will be available for purchase at our home, as well as online (we’ll share on social media).*

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

The Lymphoma Research 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

Incentive Resources

Click [here](#) to download reward certificates to recognize young philanthropists and celebrate success. For additional resources or questions, please contact Dana at dbork@lymphoma.org or 612-968-3757.



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:
Lymphoma Research Foundation
Wall Street Plaza
Attn: Fundraise Your Way
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!

