



TRADITIONAL 'THON

Your love of spinning, walking, reading, or golfing can fuel lifesaving research.



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.

Thon Challenge

Do What You Love. Repeat. Raise Funds.

Your hobbies and interests become even more fun and meaningful when you're doing it to support a good cause. Champion research with every mile you walk, lap you swim, or cake you bake. Check out some of our favorite ideas below or even better, **create your own**.

Fitness Classes

ORGANIZE A DONATION CLASS

- Spin, yoga, Pilates, and other classes all make great options.
 - Recruit a favorite instructor and find a venue to donate the space.
 - Ask participants to give generously.
- Optional:** Make it an all-day event with multiple classes or participants participating in an activity throughout the day (or night!).

Walk-a-Thon

CLASSIC FOR A REASON

- Perfect for communities who are ready to come together to support someone impacted by a diagnosis.
- Form a planning team of 8-15 supporters who will work together on different aspects of the event (social media team, team recruitment, business sponsorship outreach).
- Choosing a private location like a high school track, campus, or state park will avoid city permit fees.

Personal Challenge

- Choose an activity that you love (or one that you're trying out) and challenge friends and family to pledge support for each milestone you accomplish.
- Invite supporters to contribute per milestone (\$1 per mile hiked, \$2 per book read, etc) or with a general donation.



All Day Relay

PARTICIPANTS TAKE TURNS RUNNING, WALKING, OR ANOTHER ACTIVITY

- Choose an activity that works for your group – whether it's running, all day yoga, or something else.
- Set the amount of time for your relay (6 hours, 8 hours, etc.)
- Fundraise in advance of the event. Cheer each other on and create friendly competition during the event.

Fundraising Tips

MAXIMIZE DONATIONS

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

GO VIRTUAL

Try a virtual 5k and share photos! Cheer each other on from across the country. Celebrate best photos, best location, top fundraiser, etc.

GET CREATIVE

Read-a-thon
Yoga-thon
Bake-a-thon
Hike-a-thon
Spin-a-thon
Music-thon
Pickleball-a-thon

CREATE YOUR OWN

Friends and family will be happy to support a challenge that is meaningful to you.

Ready to Get Started?



Ideal for
School Groups
College
Groups
Office
Wellness
Individuals

Every dollar matters, it all adds up. Whether you choose a personal challenge or host a group event, choose an activity that is motivational and works for you. Ready to recruit a group of friends to plan a community event? Organize a local walk in your community. Working to increase your number of daily steps? Set a personal goal to walk ___- miles in one month and challenge friends and family to pledge support for each mile walked. Thons can be group events or individual challenges. Create your own idea and customize your own event or challenge!

Step by Step: We're here to help

1

Choose Your Challenge

Will you pursue a personal goal (Walk 30 miles in one month? Read 50 books in one summer?) or host a group event such as yoga-thon or traditional walk?

2

Create Your Fundraising Page (Optional)

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

Share your site with family and friends. Invite all guests or participants to donate. If you host a group event, print 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 Date and Work Toward Your Goal

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 be cost efficient.



Gabby's Spin Event

You've Got This

4

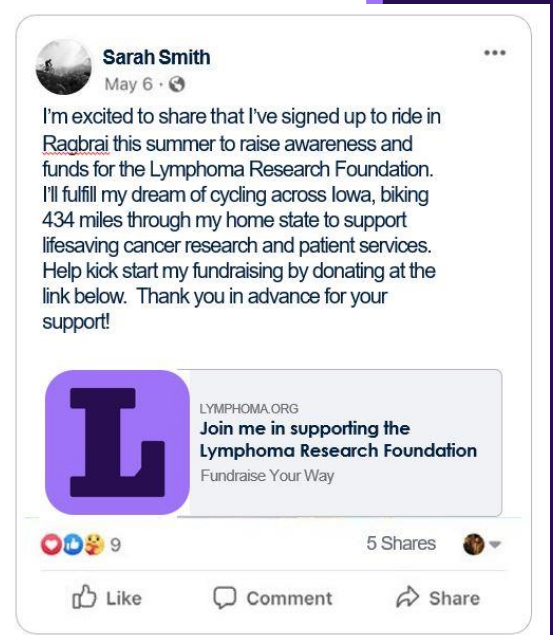
Fundraising Starts with You

Be your first donor and make a personal gift to your Fundraising page. Make a donation that is personally significant. It will inspire others to do the same. **Share fundraising pages to encourage friends and family to support. Post updates leading up to your event or personal challenge, as well as during.**

5

Get Social & Share Your Progress

- Reach your family and friends fast by posting your fundraising page link to social media networks. Remember to share why supporting the lymphoma community is important to you.
- Connect your fundraiser to Facebook through your fundraising center.



Pro Tips

- If you are hosting a group thon, boost fundraising by creating friendly competition between participants or create teams. Offer small prizes for top fundraisers.
- Keep it fun – create a celebratory atmosphere during group events. Cheer each other on, provide simple refreshments or play games during breaks.

Mix it Up

Have fun! Try a yard-game-a-thon, a comedy laugh-a-thon or any other creative activity that participants will enjoy. Honoring a family member? Consider baking their favorite cookie during a cookie-bake-a-thon or choosing an event location that is meaningful.

Success Spotlight

Team Ohana Relay

“Every dollar matters, and it all adds up. You never know which dollar will find a cure and Team Ohana is proud to raise funds to support the Lymphoma Research Foundation.”

- Chad, Team Ohana Leader



Team Ohana

Concept: Chad leads family and friends each year in a relay to support their favorite charity. Participants take turns running for eight hours. Everyone runs a distance of their choice and cheers on others as they run. When they're not running, participants play yard games, enjoy refreshments and challenge each other to share progress and boost fundraising by sharing their fundraising pages on social media.

Highlights: Participants fundraise leading up to and during the relay. Friendly competition boosts relay-day fundraising, as participants post updates on social media and encourage supporters to help them exceed fundraising goals.



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 educational 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 'THON INITIATIVE] 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 'THON INITIATIVE]. 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 organizing the inaugural Smith family walk-a-thon to raise awareness and funds – and will dedicate the event to supporting the lymphoma community.*

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:

Lymphoma Research Foundation

Wall Street Plaza

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!

