



Instructions for Pitching Program

Thank you for your interest in utilizing Free to Breathe's Paper Lung fundraising program to help us double survival by 2022!

This program was designed to be a visible fundraiser for businesses to heighten awareness of lung cancer and raise money to fund lung cancer research.

The Paper Lungs program is easy for businesses—large or small—to execute, so we made sure introducing the program to them was easy as well by packaging the program into a convenient kit consisting of:

- **Advocate Pitch Script**
 - Choose one of three provided scripts you feel most comfortable with and add your personal touch.
- **Paper Lung Template**
 - Paper lung files to print and cut (2 or 1 to a sheet). See if you can partner with a local printer to print and die cut the paper lungs as a tax-deductible in-kind donation. Reach out after a business commits to program so you can better determine quantity needed.
- **In-Kind Sponsorship Form**
 - To be filled out by printer if printing/die-cutting services are donated.
- **Instructions for Businesses**
 - Detailed information about how the program is executed (can also be used for explaining the program to business).
- **Proceeds Form**
 - Used for sending in proceeds once program has ended.
- **P.O.S./Register Signage**
 - File to be printed and cut and given to business to prominently display to promote the program.

We recommend downloading and printing all of the kit materials to familiarize yourself with them before reaching out to a business you have identified to be a potential candidate for the program. Once you are ready, make your appointment, and go get 'em!

Once you have successfully signed up a business for the program, be sure you tell your family and friends to come support the business and Free to Breathe. Share it on your social media outlets! We would appreciate you sending us pictures of the program in action as well.

Throughout the duration of the Paper Lungs campaign, check in periodically with the business to make sure they have enough lungs or to see if they need any additional guidance.

Upon completion of the campaign, collect any remaining paper lungs and the proceeds. Send the proceeds along with the Proceeds Form to Free to Breathe. If the business prefers to send proceeds directly to us, please provide them with the Proceeds Form and mailing instructions.

It's that simple! Remember, when you are passionate about the cause you are representing, a business can sense that. We have no doubt you will be successful in helping us get more businesses and organizations to participate in our Paper Lungs program to help everyone be FREE TO BREATHE!



Pitching Paper Lungs

Pitch #1

Hello, my name is _____ and I am an advocate for Free to Breathe, a partnership for lung cancer survival, (because...insert personal story here if desired). I would like to tell you about a very easy way for you and (BUSINESS/ORG NAME) to visibly support Free to Breathe's efforts in raising money to fund research for lung cancer...a cause that sadly stays hidden to most. Lung cancer claims more lives than breast, colon and prostate cancers combined, but these cancers receive proportionately more research funding than lung cancer. Free to Breathe is trying to change that and needs your help! **(GO TO A.)**

Pitch #2

Hello, my name is _____ and I am an advocate for Free to Breathe, a partnership for lung cancer survival (because...insert personal story here if desired). I would like to share a cause marketing opportunity for (BUSINESS/ORG NAME) that supports Free to Breathe. By participating in this program you will not only be helping Free to Breathe in its effort to fund research to double survival by 2022, but also showing your patrons you believe in the concept of giving for the greater good! Chances are lung cancer has affected the vast majority of your (PATRONS/CUSTOMERS /EMPLOYEES) in some way shape or form. Sadly, one in 13 men and one in 16 women will actually develop lung cancer. Help us change those numbers by taking part in our paper lungs program. **(GO TO A.)**

Pitch #3

Hello, my name is _____ and I am an advocate for Free to Breathe, a partnership for lung cancer survival (because...insert personal story here if desired). I would like to tell you about a cause marketing opportunity for you and (BUSINESS/ORG NAME) to support Free to Breathe's efforts in raising money to fund lung cancer research. Lung cancer claims more lives than any other cancer but receives the least funding for research. Sadly over the last decade, the five-year lung cancer survival rate in the US has only increased from 15% to 17%. We would be honored if (BUSINESS/ORG NAME) would visibly support our efforts to change those statistics and help us fund research by participating in our paper lungs program. **(GO TO A.)**

(A) The program is simple. We are asking (BUSINESS/ORG NAME) to offer your (PATRONS/CUSTOMERS/EMPLOYEES) the opportunity to purchase a paper lung for a \$2 or more donation to Free to Breathe. (PATRONS/CUSTOMERS/EMPLOYEES) who purchase a paper lung should then be encouraged to write their name or a loved one's name, or a message of hope or memory on the lung. Lungs should then be displayed prominently and proudly for all to see and you should feel amazing knowing you and your patrons/customers are making a difference in the lives of those affected by lung cancer.



i support
**LUNG CANCER
RESEARCH**



free to breathe
a partnership for lung cancer survival





In-Kind Sponsorship Form

Thank you for your support of Free to Breathe and our efforts to double survival by 2022!

Company/Organization Name (If applicable): _____

Contact Name & Title: _____

Mailing Address (check one: Home Business):

City: _____ State: _____ Zip: _____

Phone Number: () _____ Fax Number: () _____

Email: _____ Website: _____

Sponsorship Level

In-Kind - Description of items/services donated and quantity as well as fair market value of the items/service:

Fair Market Value: \$ _____

Additional Contribution (optional): \$ _____

Donation Enclosed Charge My Credit Card (see below)
Please make all checks payable to Free to Breathe

Credit Card Details: Visa Mastercard AMEX Discover

Name on Card: _____

Card#: _____ CVC Code: _____ Expiration Date: _____

Billing Address: _____

Signature: _____ **Date:** _____

Mail or fax COMPLETED form to:

Free to Breathe

Attn: Paper Lungs Awareness Program

1 Point Place, Suite 200, Madison, WI 53719

Fax: 608.833.7906 / Phone: 608.833.7905

Or scan and email to: sgoetz@freetobreathe.org



Instructions for Participating Businesses

Thank you for helping Free to Breathe build awareness of lung cancer and raise research funding to double lung cancer survival by 2022!

How the program works:

- Promote the program by prominently displaying the color point-of-purchase signs.
- Offer patrons/employees the opportunity to purchase a paper lung by asking: "Would you like to donate \$2 to support lung cancer research?" Additional donations can be encouraged as well.
 - Paper lungs have a unique UPC that can be programmed into a POS system so that donations can be tracked in a POS rather than a separate cash box, if preferred.
- Encourage patrons/employees purchasing a paper lung to write their name or a loved one's name, or a message of hope or memory on the lung before the lung is displayed.
- Display the completed lungs through the entire month or duration of the promotion.
- Submit the total funds collected to your Free to Breathe contact or submit directly to Free to Breathe within 10 days of the end of the promotion via check (no cash please) to:
 - Free to Breathe, Attn. Paper Lungs Program
1 Point Place Suite 200
Madison, WI 53719

Additional tips and ideas

- Offer employees the option of participating.
- Include the program in your organization newsletter, emails, social media posts, etc.
- Take pictures of the displayed lungs and send them to your Free to Breathe contact. Or tag us on Instagram (@free2breathe), twitter (@freetobreathe) or Facebook (@ Free to Breathe) – or use hashtag #freetobreathe. We retweet!
- Offer an incentive to the employee/volunteer who raises the most through the program. If you would like a Free to Breathe branded incentive item to offer, please visit the Free to Breathe store at freetobreathe.org/shop
- Offer customers a coupon off a future purchase if they purchase a paper lung.

Talking Points about Free to Breathe and Lung Cancer

- Lung cancer claims more lives than breast, colon and prostate cancers combined, but these cancers receive proportionately more research funding than lung cancer.
- Over the last decade, the five-year lung cancer survival rate in the US has only increased from 15% to 17%. Over the next decade, Free to Breathe is striving to double this rate.
- To double survival, Free to Breathe will focus on funding research and helping patients understand treatment options, including molecular tumor testing and clinical trials.
- To increase lung cancer survival, scientists must conduct research to improve detection methods and develop new treatments.
- Since 2005, Free to Breathe has funded over \$4 million of research.
- One in 13 men and one in 16 women will develop lung cancer. People who have never smoked account for between 20,000 and 30,000 lung cancer diagnoses every year.
- Donate to help everyone be FREE TO BREATHE!



Proceeds Form

Thank you for your support of Free to Breathe and our efforts to double survival by 2022!

Company/Organization Name (If applicable): _____

Contact Name & Title: _____

Mailing Address (check one: Home Business):

City: _____ State: _____ Zip: _____

Phone Number: _(____) _____ Fax Number: _(____) _____

Email: _____ Website: _____

Amount Raised \$ _____

Additional Donation (optional): \$ _____

Total Proceeds to Free to Breathe \$ _____

Proceeds Enclosed (Check# _____) Charge My Credit Card (see below)

Proceeds will be sent directly from this Retailer/Company: _____

Please make all checks payable to Free to Breathe

Credit Card Details: Visa Mastercard AMEX Discover

Name on Card: _____

Card#: _____ CVC Code: _____ Expiration Date: _____

Billing Address: _____

Signature: _____ Date: _____

Mail or fax COMPLETED form to:

Free to Breathe

Attn: Paper Lungs Awareness Program

1 Point Place, Suite 200, Madison, WI 53719

Fax: 608.833.7906 / Phone: 608.833.7905

Or scan and email to: sgoetz@freetobreathe.org

you can help

DOUBLE LUNG CANCER SURVIVAL

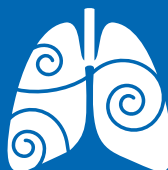
Lung cancer claims more lives than breast, prostate and colon cancers COMBINED. You can help save lives!



1. **Donate \$2 or more** to Free to Breathe to fund research and help patients.
2. **Customize your paper lungs** and show your commitment to doubling lung cancer survival by 2022.
3. **Encourage friends and family** to do the same!

Free to Breathe is a 501(c)3 non-profit organization. Find an event near you or your own way to join the movement to double lung cancer survival at

freetobreathe.org



free to breathe
a partnership for lung cancer survival

you can help

DOUBLE LUNG CANCER SURVIVAL

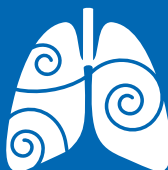
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