

#MyLungLife HOCKEY CHALLENGE

lung
health
starts
now

lung health
foundation



**GIVE LUNG HEALTH
YOUR BEST SHOT**

Fundraising Toolkit

Congratulations...

...on joining the **#MyLungLife Hockey Challenge** team!

Now that you've taken the first step, here are a few tools and tips to help you make the most out of your fundraiser!





#MyLungLife **Hockey Challenge** **Getting Started**

#MyLungLife Hockey Challenge

The #MyLungLife Hockey Challenge is the Lung Health Foundation's first ever peer-to-peer campaign based around Canada's signature sport. During summer 2020, we are encouraging Canadians to set goals related to their hockey skills – or their fitness skills in general – and create personal pages where their friends and family can show their support through LHF donations.

#MyLungLife

The Lung Health Foundation has recently launch the #MyLungLife fundraising series as a new virtual peer-to-peer fundraising platform for Canadians to turn their fitness passions into impact!

COVID-19 has changed the way Canadians can safely support their favourite charitable events. The Lung Health Foundation's #MyLungLife series will make peer-to-peer fundraising safe, self-serve and 100% virtual.



#MYLUNGLIFE

The rinks are closed. The season's cancelled. But hockey - like hope - lives on. Through our #MyLungLife challenge, you can help us reach our goals by shooting some goals of your own!

WHAT IS #MYLUNGLIFE HOCKEY CHALLENGE

The #MyLungLife Hockey Challenge is the Lung Health Foundation's first ever coast-to-coast fundraising campaign entirely based on Canada's favourite sport: the good ol' hockey game!

The Lung Health Foundation is challenging you to create their your very own fundraiser by using the time of physical distancing to show off your hockey skills or work on your personal fitness goals. We'll come together on August 22nd 2020 for a virtual LHF Cup Parade!

>DONATE NOW

Find a Participant or Team:

Participant Team

First Name

Last Name



> START FUNDRAISING NOW

[Participant Center](#)

EMAIL TEMPLATES

Congratulations on registering for the **#MyLungLife Hockey Challenge**

This guide will help you get your fundraising started and reach your fundraising goals!

Let's start from the beginning by sharing a little bit about the Lung Health Foundation

About

The Lung Health Foundation is dedicated to ending gaps in the prevention, diagnosis, and care of lung disease in Canada. We invest in the future by driving groundbreaking research, and we give patients and their families the programs and support they need today.

Vision

A world where everyone can breathe easier

Mission

Improving the lung health of Canadians

ABOUT THE LUNG HEALTH FOUNDATION

Our Focus

We help Canadians manage their health and well-being through our focus on:

Asthma

We're working to ensure that no one loses a loved one to asthma.

Chronic Obstructive Pulmonary Disease

We offer COPD patients programs and resources to keep them out of hospital, so they can live their lives to the fullest.

Lung Cancer

We're eliminating the barrier of stigma and giving those living with lung cancer a fighting chance.

Immunization

We work to ensure that older adults have access to the vaccinations they need to stay healthy and maintain their independence.

Smoking Cessation and Prevention

We provide support and education to ensure that future generations don't suffer the debilitating effects of lung disease caused by tobacco, cannabis, or vape products.



TOOLS & TEMPLATES

Don't forget to @ tag us!

**Follow along and tag us in your
#MyLungLife Hockey Challenge posts!**



@LungHealthFoundation



@LungHealthFdn



@LungHealthFoundation



SOCIAL MEDIA TOOLS

Can't come up with the perfect caption for your Instagram post? Not sure how to inspire your friends to donate to your page on Facebook? Trying to engage your network via LinkedIn?

Don't worry, we have a couple of helpful options below you can use. Just copy and paste into your favorite social media outlet. Don't forget to link your personal fundraising page and keep your network updated with your progress!

Templates

"I'm taking my best shot for lung health. I've recently signed up for the @LungHealthFoundation's #MyLungLife Hockey Challenge and need your help! For every \$15 I raise, I plan on working on my hockey skills. Help me raise funds for the programs and services that Canadians need most to protect their lungs!"

"The rinks are closed, and our teams have been cancelled for the year. But I am still playing Canada's favourite sport, despite our physical distancing challenges. I've recently joined the @LungHealthFoundation's #MyLungLife Hockey Challenge and am raising funds through driveway play to support the supports and services they provide to chronic lung disease patients across Canada. Every donation counts!"

"He/She Shoots, He/She Scores! I've started raising funds for the #MyLungLife Hockey Challenge with the @Lung Health Foundation. Follow my hockey skills development throughout the summer and support me in my fundraising. I promise to up the hockey skills difficulty, the closer I get to my fundraising goal! Donate [here](#)"

SOCIAL MEDIA TOOLS



#MyLungLife HOCKEY CHALLENGE

lung health starts now

lung health foundation

I'm taking the #MyLungLife

HOCKEY CHALLENGE
Please donate!

The graphic features a young child wearing a blue and white hockey helmet with a metal cage. The background is a teal color with a subtle pattern of small white dots. A red banner at the top left contains the text '#MyLungLife HOCKEY CHALLENGE'. In the top right corner, there is a logo for 'lung health starts now' with a red leaf icon, and the text 'lung health foundation'. The central text is white and bold, with a row of ten small grey stars above the words 'HOCKEY CHALLENGE'. The bottom of the graphic has a red, jagged, paper-like border.

Share the #MyLungLife Hockey Challenge on Facebook

SOCIAL MEDIA TOOLS

Include #MyLungLife in your Instagram posts and stories



SOCIAL MEDIA TOOLS

#MyLungLife HOCKEY CHALLENGE

lung health starts now

lung health foundation

I'm taking the #MyLungLife
★★★★★★★★★★★★★★★★★★★★
HOCKEY CHALLENGE
Please donate!

The graphic features a close-up of a young child wearing a blue and white hockey helmet with a clear face mask. The background is a teal color with a subtle pattern of small white dots. A red banner at the top left contains the text '#MyLungLife HOCKEY CHALLENGE'. To the right of this banner is the 'lung health starts now' logo, which includes a red stylized lung icon. Further right is the 'lung health foundation' logo. In the center, a dark teal banner contains the text 'I'm taking the #MyLungLife' followed by a row of 18 small white stars, then 'HOCKEY CHALLENGE' in large, bold, white letters with a red outline, and 'Please donate!' in white script font below it. The bottom of the graphic features a red, stylized maple leaf graphic.

Tweet about #MyLungLife Hockey Challenge or share it with your network on LinkedIn

SOCIAL MEDIA TOOLS



Upload videos on YouTube shooting your goals

EMAIL TEMPLATES

Trying to come up with the perfect email to send to your network?

Below, you can find a couple of templates to get you started. Remember to tell your story. People will be more inclined to support your fundraising efforts if it is something meaningful to you!

Don't forget to include a link to your personal fundraising page and thank your donors as the donations start rolling in – or you can send an email right from your participant centre!

Template 1

“Dear _____,

The rinks are closed. The hockey season has been cancelled. But hockey - like hope - lives on. This summer, I have joined the Lung Health Foundation in the #MyLungLife Hockey Challenge, to help them reach their goals by showing off some of my goals!

All summer long, I will be raising funds for the Lung Health Foundation by taking to my driveway and practicing my hockey skills. We may not be able to come together with our sports teams this summer, but we can come together as a team of Canadians supporting lung health.

To donate to my fundraiser, click [here](#).

From the bottom of my lungs, thank you in advance for your generous support.”

EMAIL TEMPLATES

Template 2

"Dear _____,

I am taking my best shot at lung health! This summer, I have registered for the #MyLungLife Hockey Challenge and am joining a community of people dedicated to improving the lung health of Canadians.

With this challenge, I will be taking to the streets to practice my hockey skills all while raising critical funds needed to support the Lung Health Foundation in the expansion and delivery of support programs and services for chronic lung disease patients across the country.

Just like the good ol' hockey game, I can't do this alone. Please join me in this important work by challenging me to a new skills competition and donating to my [personal page here](#).

From the bottom of my lungs, thank you for your generous support."

FUNDRAISING 101

1. Mark the puck drop by making a self-donation of \$5 and then ask **1** person, you know would say YES, to match your donation
2. Reach out to your employer and ask if they match donations – you can make **2x** the impact!
3. Email **3** friends-ask them to support your fundraiser
4. Share pictures of the occasion, and hashtag **#MyLungHealth** via the **4** recommended channels – Facebook, twitter, email, and Instagram
5. Ask **5** friends to challenge you, suggest a \$10 contribution for each goal you achieve
6. Call **6** of your teammates and challenge them to join you by making a donation, or building a team
7. Lucky **#7**. We all have our game rituals. If these tips don't work for you, simply share **why** you've signed up and who you are doing this for, and let the magic happen



CORPORATE SHOOTOUT

Corporate Shootout

Looking for new ways to engage your employees? Did your summer league with co-workers get cancelled?

The #MyLungLife Hockey Challenge is a great way to keep your team spirit alive, while being 100% physical distancing friendly!

Get your corporate team registered [here](#).

Want an extra challenge?

The Lung Health Foundation family has teamed up to raise \$22,000 through 22,000. We are a small but mighty team and are challenging businesses across Canada to compete in our Corporate Shootout and match our goal in honour of the 22,000 breaths we take each day.

Corporate Matching

Want to double your impact? Click on the link below to see if your employer has a gift matching program.

[Gift Matching](#)

Still have questions?

We have answers...

You can reach us anytime, via breathingcrew@lunghealth.ca



