



ELF EUROPEAN
LUNG
FOUNDATION

Fundraising Guide



Together, we can support the improvement of lung health and advance diagnosis, treatment and care.

Registered Charity (no. 1118930)



JustGiving™

Start your fundraiser today at [justgiving.com/europeanlungfdn](https://www.justgiving.com/europeanlungfdn)

Thank you for choosing to support European Lung Foundation

Thank you for taking the time to request your fundraising guide and support our fundraising efforts.

Your support is vital in helping ELF reach its goal to bring patients and the public together with healthcare professionals to improve lung health and advance diagnosis, treatment and care.

With your support, we will be better able to reach out to patients and bring them together with healthcare professionals and provide people in Europe with clear, reliable information that they can trust about lung health and disease in their own language.

Lung health is a challenge that is not solved alone. We need and value everyone's contribution. No matter how large or small your fundraising event is, you are helping to raise much needed funds for our work. For that, we are grateful.

We are a very approachable and supportive team at ELF, so do not hesitate to get in contact if you need anything.

Thank you,

ELF Chair, Kjeld Hansen



Need some inspiration?

#TakeTheActiveOption

Physical activity not only helps to improve your lung health, it is also a great way to raise money to support the work of ELF. Take a look at these fundraising ideas to help give you an idea. Remember to use the hashtag on your social media posts.



Exercise-a-thon

Challenge yourself as an individual or create a team to exercise for a specified amount of time.



Sponsored distance

Walk, run, swim, cycle or anything else you can imagine to reach a set distance and get others to sponsor you. Perhaps you want to do it on your own or as a team or with your colleagues.



Step challenge

Set yourself a steps challenge – look at how many steps you take in an average day using a pedometer or a step counter on your phone. How far will you get in one month?



Zumbathon

Get fit and have fun with your friends!



Sports competition

Start a sports competition with your friends, get local players to join in for a kick about and donate the proceeds to ELF.



A few more ideas



Sponsored sing-a-thon

Use your lungs to share some joy. Challenge yourself as an individual or create a band to sing for a specified amount of time. You could share some joy with your friends by singing a few songs to them. Perhaps you have that special someone to serenade. What ever you want to incorporate into your sing-a-thon is up to you but remember to take some videos or pictures and pop them onto social media with #ELFsingalong.



Cake bake sale

Bake some yummy treats that your friends and family will love. Sell them at work, sell them in the family or sell them at a yard sale. Invite your friends round for a spot of lunch and ask them to donate. (During COVID-19, please follow your local government guidelines). Are you creative enough to make them in the shape of a lung? Post your photos on ELF's social media pages.



Give up smoking/vaping

ELF wants to encourage you to give up smoking or vaping. Perhaps raising money for ELF will provide you that encouragement to #BeSmokeFree.



30 Day Challenge

Challenge yourself to take time for some mindfulness each day. Relax your mind, focus on your health and take control of your breathing. #Breathe



Go car free

Do you need to drive to where you are going? Can you give up your car for a day, a week or even longer? The more difficult it is, the more money you might raise. Try and find an alternative mode of transport and get your friends and family to sponsor you. Share your journey on social media #BreatheCleanAir



Sell unwanted items

Everyone has items they no longer want. Why not sell yours through a car boot/yard sale? ELF is a charity partner with eBay.com. So, sell your unwanted items on eBay and donate a portion of your sale to ELF? [Click here](#) to find out how.

These are just some ideas of how you could fundraise, but we look forward to seeing your ideas. When your ready, start your fundraiser at justgiving.com/europeanlungfdn

How will it support ELF?

You are not just supporting a charity, you are supporting more than **1 billion people living with respiratory conditions.**



“I was proud to be a patient speaker for ELF at the annual ERS International Congress 2020. It allowed me to give a patient perspective to healthcare professionals about the difficulties we live with daily.” – Mr. Flewett (UK).



“As a Healthy Lungs for Life partner, we were able to reach a remote community in Kilimanjaro, Tanzania to educate them about their lung health. We had a constant stream of people wanting a spirometry test and those with abnormal lung function were referred to the local hospital.” – Ms. Zurba (South Africa)

Fundraising at work

Ask your colleagues and friends at work to support you in raising funds and awareness of the work of ELF. Here are a few ways you can fundraise at work:



Cake bake

Everyone loves cakes! Make your colleagues day by selling homemade cakes. Are you creative enough to make them in the shape of a lung?



Dress down day

We all like to relax sometimes. Maybe select a casual top instead of your usual smart shirt!



Raffle

Hold a raffle at work or at a local event by asking local businesses to donate prizes. A raffle can be an excellent way to raise funds but it does come with some restrictions. For details, please contact robert.pearce:



Sponsor a colleague

Whether it is taking part in an external event or just doing the tea run all week, we are sure your colleagues will support you.



Quiz night

Whether it is virtual or face-to-face, everyone loves a quiz. Especially if there is a prize. It is a good way to build team morale and cohesion too.



...and remember to post your efforts onto social media.

Final fundraising ideas



Wedding and funeral collections

In the joyful event of getting married or the tragic need to plan a funeral, it can be the perfect time to ask for monetary gifts in order to support a charity that is important to you or your loved one.



Street and shop collections

These are both great ways to fundraise, but also to raise awareness for ELF. Plus, they are simple. All you need to do is take some time to plan where you are going to stand with your fundraising bucket and information.

However, there are rules on this type of fundraising:

- For street collections, you must get permission from your local authority to do so.
- For shop collections you must get permission from the person who owns the premises (or store manager).
- Let ELF know and we will provide you with collection resources and official proof.



Leave a legacy

How do you want to be remembered when you are no longer here to support ELF in person?

Will you leave a gift in your Will? Any size gift will make a massive contribution to the work of ELF and the lives of people affected by lung conditions. For more information, please visit our Leave a Legacy page (www.europeanlung.org/support-us/leave-a-legacy).



Birthdays

Are you ever unsure of what you want for your birthday? Maybe you are the person who says they do not want anything and mean it! Well, why not ask your friends and family to donate to ELF in your honour. You can use our [Facebook Donate](#) button to help if you wish.



Things to consider

Advice - Remember that we are on hand to give advice and help, including sponsorship forms, marketing and promotional materials. Contact us via email at robert.pearce@europeanlung.org or call us on (+44)114 3220635.

People – Whether it is planning, taking part or sponsoring you, ask your friends and family to help out. Make sure everyone knows what they are doing. The more people involved, the more fun the day will be!

Publicity – Word of mouth is the best form of free advertising and it will also raise awareness of ELF. Tell everyone about what you are doing. Social media platforms such as Facebook and Twitter are a great way of getting the word out. Why not register your event on Facebook and let everyone know about it. Do not forget to tag our social media handles too.

Press releases – Do you think your event is press worthy or of special interest to your local area? Tell us in advance and we might be able to help you promote your event. However, do not be afraid to contact your local media for coverage.

Online fundraising – Set up a JustGiving page for your event to collect sponsorship. There are many easy tools to help you spread the word to everyone you know. The best way to maximise your efforts is to personalise it with photos and updates about your journey.

- It is quick, easy and secure for people to sponsor you while they are in the mindset. There is always someone who says they will and then forgets!
- It saves you time after the event so you do not have to chase up donations.
- It is efficient for ELF as your sponsorship money is sent directly to our bank account immediately after being donated on JustGiving.
- To set up your page, please visit JustGiving and follow the links or you can download our easy-to-follow guide available on our website.

Keep it legal – Fundraising is controlled by law and regulation. You as a fundraiser and ELF can be fined for breaking the rules. Rules differ from country to country, so please get in touch with us before you start your fundraising activities if you need any advice.

Keep it positive – We know you will not do anything intentionally but, some activities could cause harm to our reputation and credibility. Please see our T&Cs.



Thank you



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