Lung Cancer: It's Personal

2021 Lung Cancer Awareness Month Toolkit
About Us

Founded by patients and survivors, GO2 Foundation for Lung Cancer transforms survivorship as the world’s leading organization dedicated to saving, extending, and improving the lives of those vulnerable, at risk, and diagnosed with lung cancer.

Lung Cancer Awareness Month
This is a critical time of year for the lung cancer community as we unite to raise awareness and funds, educate, and spread hope. There are countless opportunities for you to step up and make a difference this November. We’ve put together this toolkit to help you discover simple ways to get involved.

For more information, visit our Lung Cancer Awareness webpage and join our community today!
Take Action!

It is easier than you think to take your message straight to our nation’s policy makers. Take advocacy action by sending an email, tweet, or snail mail. One of the best ways to raise awareness for lung cancer is by sharing your personal story and only you can do that.

There are two simple ways to take action:

- Send a pre-written email and tweet to your legislators through [Voter Voice](#).
- [Click here](#) to send a pre-written letter to your local newspaper editor.
Social Media Basics

Social media is a great way to connect with your community and raise funds and awareness for lung cancer throughout the year. We encourage you to use the hashtags #GO2LCAM and #LCSM in all social media posts. This will help us build momentum as one collective voice across social media platforms.

FOLLOW US

Follow GO2 Foundation for news and updates.

Be sure to tag us in your posts!

@GO2Foundation

@GO2Foundation

@GO2Foundation
Guidelines and Suggestions

- Include @GO2Foundation with all Facebook, Twitter, Instagram, and LinkedIn posts.
- Retweet messages posted from the @GO2Foundation Twitter account.
- Share content from GO2 Foundation accounts that may interest your personal network.

EXAMPLES OF WHAT TO SHARE ONLINE

- Your story! Make lung cancer personal by sharing your own story on social media.
- Interesting facts, blogs, articles, and stories that might resonate with others.
- Ways for others to get involved!
Sample Messaging

Social media is an easy and effective tool for raising awareness. Here are some sample messages to get you started:

- Lung cancer is personal to me because [your connection]. Share this post to help raise awareness. #LCSM #GO2LCAM
- No more stage 4! Get the facts, support, and information you need to help save lives. #LCSM #GO2LCAM >> https://bit.ly/34w3Id7
- November is Lung Cancer Awareness Month! Join @GO2Foundation and me in the fight to raise awareness and funds for lung cancer. #LCSM #GO2LCAM
- Don't guess, screen and test. Help raise awareness and save lives during November for Lung Cancer Awareness Month. #LCSM #GO2LCAM >> https://bit.ly/34w3Id7
- I’m teaming up with @GO2 Foundation to take ACTION in the fight against lung cancer during Lung Cancer Awareness Month. Join us! #LCSM #GO2LCAM >> https://bit.ly/34w3Id7

**TIP!** Pair your message with an eye-catching graphic. Use your own photo or download our pre-made graphics (pg. 7-8).
Lung Cancer: It's Personal Graphics

DOWNLOAD "IT'S PERSONAL" GRAPHICS

Add your own photo or one of our pre-made graphics to your social media posts. Click the button above to download the full library of shareable "Lung Cancer: It's Personal" graphics.

REMINDER! Don’t forget to use #GO2LCAM and LCSM to contribute to the broader social media conversation!
Fact Graphics

DOWNLOAD FACT GRAPHICS

Most people don’t realize that lung cancer is the leading cause of cancer death for men and women and across all ethnicities. But now more than ever, there is hope with early detection, better treatments, and an engaged community demanding change.

Click the button above to download the full library of shareable lung cancer facts graphics to share with your social media network.

REMINDER! Don’t forget to use #LCSM to contribute to the broader social media conversation!
Facebook Frame

Raise awareness and show support for the lung cancer community by applying a GO2 Foundation for Lung Cancer Facebook frame!

**HOW TO APPLY A FACEBOOK FRAME:**
- Log in to your Facebook account then follow [this link](#)
- Search for “GO2 Foundation for Lung Cancer”
- Once the frame is selected, adjust the frame as needed
- Under the photo, select the duration of time for the frame to be applied then click “Use as Profile Picture”
Zoom Backgrounds

Take advantage of your next video call! Use an eye-catching Zoom background to raise awareness.

HOW TO APPLY A ZOOM BACKGROUND:

- Click here to download background images and save to your computer
- In the bottom left pane of Zoom, click the up arrow next to the video icon
- Click "Choose Virtual Background"
- In the "Choose Virtual Background" window, click the "+" icon then click "add image"
- Select one of the images above from your saved file and click "open"

* If your background is displaying backwards, uncheck the "mirror my video" option in the virtual background pane
Video Guidelines

One of the easiest ways to put a face to this disease and make lung cancer personal is to share your own story in a selfie video! This spreads awareness while also educating others on the impact of lung cancer in a very meaningful way. We’ve put together some video guidelines to help you create a selfie video to share on social media.

In your short 60 second or less video, here’s what you should cover:

- Your name
- Your diagnosis, including stage and diagnosis date (if applicable)
- Message: *Lung cancer is personal to me because ___________ ______________. Join me in raising awareness and demanding change.*
Share Your Story!

Sharing your lung cancer story gives a face to the disease. Not only will your story help raise awareness, but it will bring comfort to others and let them know they are not alone.

If you are a lung cancer survivor, you have a unique opportunity to inspire hope and strength in others battling the disease. Consider sharing your story as a Survivor Spotlight!

Click here to submit your story.
More Ways to Support

Thank you for raising awareness for lung cancer. Your efforts help further our mission to save lives, advance research and empower millions living with and at risk for lung cancer. Our work depends solely on the interest and support of people like you! Additional ways to support GO2 Foundation include:

- Donate
- Monthly Giving Club - LungSAVERs
- Legacy Club
- Workplace Giving

How does your support help? Click here to learn about our impact.