

ALK+
POSITIVE

MORE RESEARCH = MORE DREAMS

2026 LUNG CANCER AWARENESS MONTH
FUNDRAISING TOOL KIT

What do you dream research will make possible?

THE CAMPAIGN

MORE RESEARCH = MORE DREAMS

THIS IS WHAT YOU'RE FUNDRAISING FOR.

Research can create another treatment option, more time, better-managed side effects and more opportunities to keep living the life you love. Help people understand what more research can make possible for people living with ALK-positive cancer.

MORE RESEARCH



MORE OPTIONS



LIVING LONGER + LIVING BETTER



MORE DREAMS

MORE RESEARCH

Research helps us understand why cancer changes and treatments stop working, identify promising new therapies, and move discoveries from the laboratory toward clinical trials.

MORE OPTIONS

New discoveries can move into clinical trials, where researchers learn whether they can become new treatment options for patients.

LIVING LONGER + LIVING BETTER

Research is not only about extending life. It can also help people feel better while living it by improving treatments and how side effects are prevented or managed.

MORE DREAMS

Another birthday. A graduation. A trip. Watching children grow. More options can create more possibilities for the moments and milestones people are dreaming about.

HOW ALK POSITIVE MOVES IT FORWARD

ALK Positive funds promising research, helps move scientific discoveries from the lab toward clinical trials, advocates for ALK-inclusive studies, and connects patients with clinical trial opportunities. We bring patients, physicians, researchers, biotech and pharmaceutical companies, and academic institutions together to identify opportunities and help move promising science forward.

MORE RESEARCH. MORE OPTIONS. MORE LIFE TO DREAM ABOUT.

FOUR SIMPLE STEPS TO MAKE AN IMPACT

Whether you're sharing your story online, reaching out directly to friends and family, or bringing your community together for an event, we've made it easy to start raising funds for ALK Positive.

Your fundraiser supports the work and mission of ALK Positive Incorporated, a 501(c)(3) nonprofit dedicated to seeking a cure for ALK-positive cancer while improving quality of life and life expectancy worldwide.

1

TELL US YOUR DREAM

Complete the campaign form and tell us what you dream research will make possible. Upload your photo directly in the form, or email it to networking@alkpositive.org.

We'll use it to create your personalized More Research = More Dreams story card.

2

BUILD YOUR FUNDRAISING PAGE

Create your personal fundraising page and make it yours. Add your story card, include other photos if you'd like, and share a few sentences about your story or simply why you're fundraising. Then set a fundraising goal.

From your page, you can email up to 250 people, track donations and access your personalized fundraising link to use throughout your outreach.

3

INVITE YOUR NETWORK

Start with the people closest to you. Send a personal text or email, share your fundraising link on social media, or bring people together through a community fundraiser or event.

A direct ask is powerful. Tell people why this matters to you and give them an easy way to be part of it.

4

KEEP SHARING

One post is only the beginning. Share campaign graphics and research updates, celebrate progress toward your goal, thank your donors and remind your community why you're fundraising throughout November.

WHAT WOULD YOU GIVE TO MAKE ONE MORE DREAM POSSIBLE?

More research can create more options. More options can create more possibilities.

Your fundraiser helps move that work forward.

Questions?

We're here to help. Reach out to us at fundraising@alkpositive.org.

MAKE THE CAMPAIGN YOURS

READY-TO-USE FUNDRAISING MESSAGES

Once you've created your fundraising page, you'll have a personalized link to share with your community. Pair that link with your More Research = More Dreams story card and make the campaign your own.

Use the messages below as a starting point for social media, texts, DMs and email. Add your story, your dream and your personalized fundraising link, then share with your friends, family and community.

We've made the messaging easy so you can focus on what matters most: sharing why this campaign matters to you.



SOCIAL POST

Research has already changed what is possible for people living with ALK-positive cancer. It continues to create new treatments, clinical-trial opportunities and better ways to live with treatment. This November, I'm fundraising for ALK Positive to help move that work forward and make more dreams possible. [Add your personal connection or dream.] [LINK]

TEXT / DM

I'm fundraising for ALK Positive this Lung Cancer Awareness Month. Research creates options, and options create more possibilities for people living with ALK-positive cancer. If you'd like to support me, here's my page: [LINK]

EMAIL

Subject: Help me make more dreams possible

This November, I'm raising support for ALK Positive during Lung Cancer Awareness Month. Research is creating more treatment options, clinical trials and better ways to manage side effects.

This matters to me because [YOUR STORY / DREAM]. I hope you'll consider supporting my fundraiser and helping move more dreams within reach. [LINK]

ADDITIONAL CONTENT TO ELEVATE YOUR CAMPAIGN READY-TO-SHARE CAMPAIGN GRAPHICS

Use our campaign graphics throughout Lung Cancer Awareness Month to share facts, research updates and the More Research = More Dreams message with your community.



FACTS TO SHARE

FACTS ABOUT ALK-POSITIVE LUNG CANCER

These are concise, source-approved talking points to help in understanding why more research matters.

LUNG CANCER IS THE LEADING CAUSE OF CANCER DEATH WORLDWIDE.

Lung cancer causes more deaths than breast, prostate, and colorectal cancers combined.

YET LUNG CANCER RESEARCH REMAINS THE LEAST FUNDED.

Despite its enormous impact, lung cancer receives far less research funding than other major cancers.

ALK-POSITIVE LUNG CANCER OFTEN AFFECTS YOUNGER PEOPLE.

The median age at diagnosis is 52, and about 50% of patients are diagnosed between ages 20 and 50.

ALK-POSITIVE LUNG CANCER OFTEN AFFECTS PEOPLE WITH NO TYPICAL RISK FACTORS.

Patients are often younger, have little or no smoking history, and may not experience symptoms until the cancer is advanced.

ALK POSITIVE HAS INVESTED \$10.8 MILLION IN RESEARCH SINCE 2017.

That investment includes 24 research grants supporting discoveries aimed at improving treatment and advancing progress toward a cure.

RESEARCH HAS CHANGED WHAT'S POSSIBLE, BUT WE AREN'T DONE.

Multiple ALK-targeted therapies have helped people with advanced ALK-positive lung cancer live longer. Treatment resistance and side effects remain major challenges, making continued research essential.

AFTER THE GIFT

A thank-you goes a long way.

The people who supported your fundraiser chose to be part of something that matters to you. Take a moment to let them know how much that means. They'll receive an official gift acknowledgement from ALK Positive for their records, but this is your opportunity to personally thank them for their generosity and support.

SAMPLE THANK-YOU

Dear [First Name],

Thank you so much for supporting my Lung Cancer Awareness Month fundraiser for ALK Positive.

Your gift supports the work of a patient-driven organization advancing research, clinical-trial opportunities, education, advocacy and resources for people living with ALK-positive cancer.

For me, this campaign is personal because [YOUR WHY]. I'm grateful you chose to be part of making more possibilities and more dreams possible.

With gratitude,
[Your Name]

WAYS TO SAY THANK YOU

- Send a quick personal text or email.
- Post a short video update and thank your community.
- Celebrate progress toward your goal, not just the final total.
- Tell supporters what their participation means to you.



Pro Tip:
Add a link to ALK Positive's website so your donors can learn more about the organization and other ways to get involved.
www.alkpositive.org

QUESTIONS

FUNDRAISING FAQS

Practical details to make fundraising easier for you and your supporters.

HOW DO PEOPLE DONATE TO MY FUNDRAISER?

Share your personal fundraising link by email, text, social media or QR code. Gifts made through your page will be reflected in your online total, and donors will receive an acknowledgement after giving.

CAN SOMEONE DONATE BY CHECK?

Yes. Make checks payable to ALK Positive Incorporated and **Mail to PO Box 24960, New York, NY 10087-4960**. Ask the donor to include your fundraiser or team name in the memo so we can connect the gift to your fundraiser.

CAN I COLLECT SEVERAL GIFTS AND SEND ONE CHECK?

Whenever possible, have each donor give directly to ALK Positive so the organization can properly acknowledge each gift and donor. If you have questions about offline gifts, contact the fundraising team by email at fundraising@alkpositive.org.

WHAT ABOUT FACEBOOK / META FUNDRAISERS?

You're welcome to fundraise on Facebook. However, Meta gifts may arrive without the donor and campaign details needed to connect them to your personal fundraising total. If tracking on your page matters, share your ALK Positive fundraising link in your Facebook post.

CAN MY EMPLOYER MATCH MY GIFT?

Yes. Matching gifts are always welcomed. Email fundraising@alkpositive.org with the company name, donor name and gift details so the team can help connect the match to your fundraiser.

WILL DONORS RECEIVE A GIFT ACKNOWLEDGEMENT?

Online donors receive an acknowledgement after giving. Eligible offline gifts are acknowledged once received. ALK Positive Incorporated is a 501(c)(3) nonprofit; EIN 85-2221062.

WHERE DOES MY LUNG CANCER AWARENESS MONTH GIFT GO?

92¢ of every dollar donated to ALK Positive directly supports programs advancing research, support and progress for the ALK-positive community.

Your support helps advance ALK-positive research, expand clinical trial opportunities and education, provide trusted treatment information, advocate for progress, and connect patients and care partners with programs and resources designed for life with ALK-positive cancer.

Your gift helps turn research into more options, more possibilities and more dreams.

USE THE FUNDRAISING MARK

Thank you for helping spread the word about ALK Positive!

Whether you're hosting a fundraiser, creating a T-shirt or finding another way to show your support, we want to make it easy.

Our approved fundraising mark is designed for community-led fundraisers and materials. Let people know that your activity is in support of ALK Positive while keeping our official organizational logo reserved for ALK Positive communications.

Supporting
ALK+
POSITIVE 

[Download Fundraising Mark](#)

[Shop ALK Positive Swag](#)

NEED ANOTHER FILE FORMAT?

Contact fundraising@alkpositive.org

PLEASE DO

- Use one of the approved fundraising marks provided.
- Keep the mark in its original colors, proportions and design.
- Use it on fundraising materials, event signage, T-shirts and other items you create to support your fundraiser.
- Reach out if you have an idea or aren't sure what to use. We'd love to work with you.

PLEASE DON'T

- Use the official ALK Positive organizational logo on independently created materials.
- Change the colors, wording or design of the fundraising mark.
- Stretch, crop or alter the mark.
- Use the mark in a way that suggests your fundraiser, event or product is officially produced by ALK Positive.

YOU'RE READY.

Share your story. Invite your network in. Make more dreams possible.

CAMPAIGN RESOURCES

START OR SHARE YOUR FUNDRAISER

secure.qgiv.com/event/moredreams/

OPEN

LEARN MORE ABOUT ALK POSITIVE

alkpositive.org

OPEN

QUESTIONS

fundraising@alkpositive.org

OPEN

MORE RESEARCH =
MORE DREAMS

Fund the research. Make more dreams possible.