



## ***Free to Breathe*<sup>®</sup> National Walk November 7, 2009**

### **Tips for participating in the National Walk:**

- 1. Set up a personal fundraising page.**  
When you register for the event, you can set up a personal fundraising page. You'll receive your own web address to send to friends and family. You can include the web address on your own web pages, in your email signature, or send it out over listservs you belong to. Ask for donations and tell your personal story of why raising funds for lung cancer is important to you.
- 2. Wear your *Free to Breathe*<sup>®</sup> t-shirt.**  
On November 7, wear your t-shirt and wristband on your run/walk so people know that you're participating in an event. (Remember that registration closes on October 16.)
- 3. Plan out your route for your walk/run.**  
Choose a place where people might see you, such as a busy park or busy walking trail.
- 4. Publicize your participation in the National Walk.**  
Keep reading to see our strategies to publicize your participation in the National Walk.
- 5. Take photos to share.**  
Email the photos you take that day to [FreetoBreathe@NationalLungCancerPartnership.org](mailto:FreetoBreathe@NationalLungCancerPartnership.org) and we will post them on the website for other lung cancer advocates to see.

### **Publicize your Participation!**

#### **Spread lung cancer awareness in your community!**

Tell your community about the National *Free to Breathe*<sup>®</sup> Lung Cancer Run/Walk and Lung Cancer Awareness Month. You may find that your neighbors, colleagues, friends and family want to participate or donate to your cause. Here are four simple ways to get the word out.

- 1. Write a Letter to the Editor or an OpEd.**  
Write a letter to the editor or OpEd (opposite editorial) for your local newspaper announcing Lung Cancer Awareness Month, the facts about lung cancer, how lung cancer has touched your life, and how you've decided to make a difference. Keep reading to see a sample letter to the editor and to get tips on placing an OpEd.
- 2. Contact your local radio station.**  
Ask if one of the radio shows would let you have a few minutes to talk about lung cancer awareness and how you've decided to make a difference. Ask if your local radio station would consider playing the Partnership's *Look Deeper* public service announcement during the month of November.
- 3. Contact your local television station.**  
Ask if they would publicize lung cancer awareness month, and how you've decided to make a difference.

4. **Community calendars.**

Search for local calendars to post the event. You might find them online or in local publications.

**Remember it is never too early to start working on publicity!**

**Questions about the National *Free to Breathe*<sup>®</sup> Lung Cancer Run/Walk?**

Contact us at [FreetoBreathe@NationalLungCancerPartnership.org](mailto:FreetoBreathe@NationalLungCancerPartnership.org).

**Tips on Placing an Op-Ed**

1. **Find a news hook.** Editorial desk editors can receive hundreds of op-eds a week on a variety of issues. The challenge is finding the right time to submit your op-ed. Knowing what your target newspaper has covered can give you insights into the kinds of issues they report on.

You should try to write about an issue that is important to you and your community but hasn't been covered extensively by your targeted newspaper. Also, if you can pin your story to a new development such as new data or an upcoming event, that can improve your chances of being printed.

2. **Know the word limit.** Most newspapers post their op-ed word count on their Web sites but you can find it in the paper as well. You should determine the word count before writing your piece. In general, 750 to 800 words will do, but check to make sure.
3. **Draw the reader in, but get to the point.** Your first paragraph should draw the reader in by using a dramatic vignette or a well-stated argument. If you choose to open with an anecdote or other device, make sure you get to the point quickly.
4. **“Humanize” your article.** Sharing a personal story is a powerful approach you can incorporate in your op-ed and it can help illustrate a complex issues.
5. **Make a specific recommendation.** This is an opinion piece. State your opinion on how a situation can be improved from your perspective.
6. **Avoid jargon.** Simple language ensures that all readers, even non-experts, can understand your point. Write simply and clearly.
7. **End with a bang.** Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph.
8. **Follow up.** Most op-ed editors, if interested, will respond within a week to verify authorship of the op-ed. If you haven't heard anything in that time frame or if your piece is particularly time sensitive, you can make one follow-up phone call to ask about its status. Also, if you haven't heard back from your first target paper, you may want to consider submitting your op-ed to another paper. You should avoid submitting the same op-ed to two different outlets at the same time - newspapers hate to run the same information and you could jeopardize your relationship with media.

## Example OpEd Template

Lung Cancer: the invisible killer

Breathing is such an important part of our lives. Yet, how often do we really think about our lungs? We don't have to do much to take care of them. They just do their job keeping us alive, invisibly. Lung cancer is the leading cancer killer among men and women in the U.S. Lung cancer kills more people every year than breast, prostate, and colon cancers COMBINED. And while raising awareness of and funding research for all types of cancers are important, I believe that lung cancer is a disease that has been greatly overlooked. It's a fact that 1 in 13 men and 1 in 16 women will get lung cancer in their lifetime, and sadly, only 15% of those people will survive five years beyond their diagnosis.

Approximately 215,000 people are diagnosed with lung cancer in the U.S. each year. However, lung cancer research is drastically underfunded. The stigma around lung cancer and the low survival rates have forced lung cancer to remain below the nation's radar.

### ***INSERT PERSONAL STORY***

Recently, more is being done to raise awareness about lung cancer and funding for research. The National Lung Cancer Partnership ([www.NationalLungCancerPartnership.org](http://www.NationalLungCancerPartnership.org)) has started a run/walk program called **Free to Breathe**<sup>®</sup> to raise awareness and fund research. During November, Lung Cancer Awareness Month, I will be participating in National Lung Cancer Partnership's **Free to Breathe**<sup>®</sup> National Lung Cancer 5K Run/Walk to raise awareness and funding for lung cancer research. If you are interested in joining me, please visit [www.FreetoBreathe.org](http://www.FreetoBreathe.org), or if you're interested in donating to this cause, visit ***INSERT YOUR PERSONAL FUNDRAISING PAGE URL.***

## Sample Letter to the Editor Template – National Walk Participation

*Replace bolded, italicized words below with local information:*

***Date***

***Name of Editor***  
***Name of Newspaper***  
***Address***  
***City, State***

To the Editor,

Lung cancer is the leading cancer killer of both men and women in the United States; it kills more people than breast, prostate, colon, liver, kidney, and melanoma cancers combined. Despite these statistics, research funding for lung cancer is inadequate.

During November, lung cancer awareness month, I will be participating in National Lung Cancer Partnership's **Free to Breathe**<sup>®</sup> National Lung Cancer Run/Walk to raise awareness and research funding. I encourage everyone in the ***Chicagoland-area*** to get involved by participating or donating. More information is available at [www.FreetoBreathe.org](http://www.FreetoBreathe.org). 1 in 13 men and 1 in 16 women will get lung cancer in their lifetimes. Working together we can change these numbers for the better.

Sincerely,  
***Your Name***  
***Your Address***