Staying Connected in the Virtual World

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Mission

Advance survivorship and provide support to those affected by lung cancer through research, education and access programs.
What We Do

Access

Research

Education

Survivorship

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2020 Shift and Questions

• How do we stay connected to our community
• How do we continue our programming
• How do we support our community
• How do we stay mission focused
Community Education

• Shift to virtual events
• Quickly learned Zoom
• Positives:
  – Speakers/experts from anywhere
  – People could attend from anywhere
  – All events recorded
  – Held more frequently
  – Addressed issues more timely
Survivor Programs

• Monthly Survivor lunches
• Mailing to survivors
• Newsletter for survivors
• Virtual Retreat
• Utilized Survivor Steering Committee
Advocacy Summit

2 day educational event for anyone impacted by lung cancer

- Used Zoom meetings
- Encouraged interaction
- Used breakout rooms
- Some prerecorded, some live presentations
Virtual Fundraisers and Events

- Video production company
- Write a script
- Plan plenty of time ahead
- Have more people with short videos instead of less people and longer videos
- Leave time for edits
Lessons Learned

• Be flexible
• Continue virtual component
• Know that virtual events don’t work for everyone
• Get creative
• Videos
• Golf is the only in person fundraiser to survive the pandemic!
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