



LUNG CANCER INITIATIVE
of North Carolina
A NETWORK OF HOPE AND ACTION

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

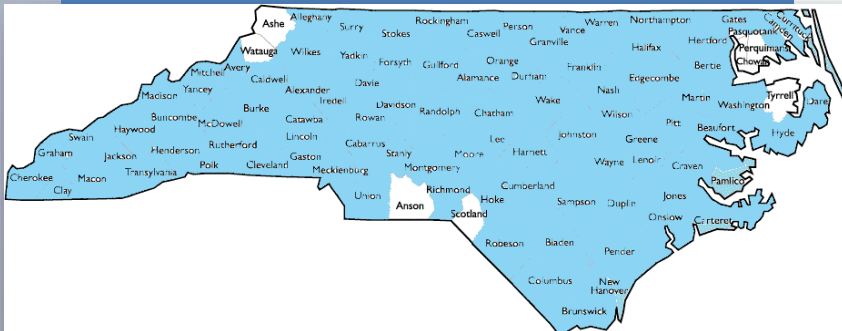
Research



Survivorship



Access



Education



Lung cancer doesn't discriminate.
Lung Cancer Initiative Summit 2019

Thank you to all of the advocates who attended this year's event. We look forward to sharing videos from the Summit online in the coming weeks.



2020 Shift and Questions

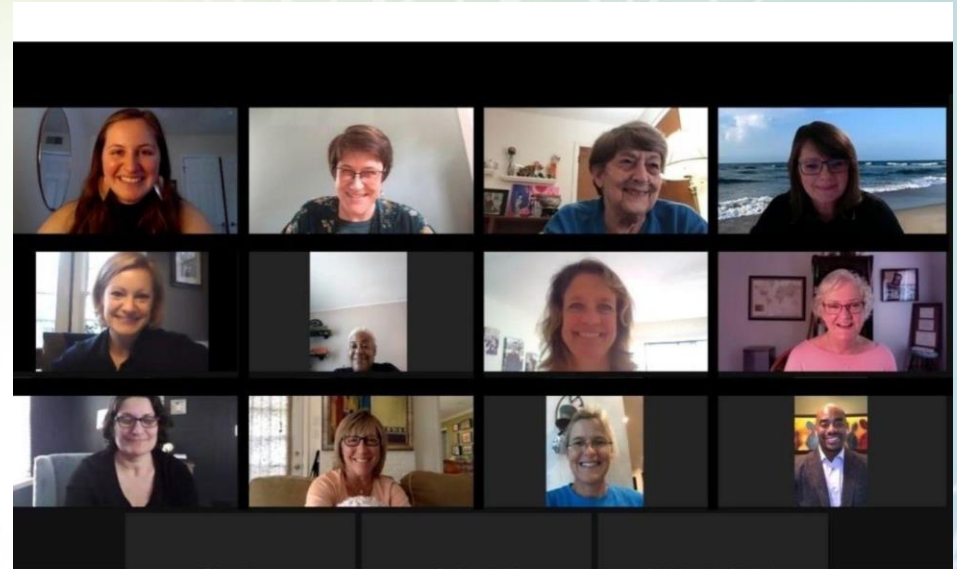
- How do we stay connected to our community
- How do we continue our programming
- How do we support our community
- How do we stay mission focused

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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