
FUNDRAISING IDEAS

FUNDRAISING AT HOME

YOU CAN TURN ANYTHING INTO A FUNDRAISER! THE LIGHT THE NIGHT STAFF IS HERE TO HELP WITH ANY TOOLS, TIPS, OR IDEAS TO HELP BRING YOUR **FUNDRAISER** TO LIFE!

- **Online fundraising:** The most effective way to fundraise. Let everyone know how they can help and support your efforts by sending mass emails, posting on social media, etc. Ask us for tips!
- **Social networking:** Use sites such as: Facebook, Twitter, Instagram, and LinkedIn. Post a shortened version of your fundraising letter on your site with a link to your personal fundraising page. Challenge friends to “Like” and “Share” your page to hit new audiences!
- **Personal letter writing/email campaign:** Ask the LTN staff for sample letters/emails.
- **Restaurant night or Happy Hour:** Invite friends and coworkers to have dinner with you at a restaurant that will donate a percentage of the profits to LTN. Or work with a local favorite bar to host a fundraising Happy Hour. Ask your LTN staff for a list of participating restaurants and bars
- **Paper balloon sales:** Sell Light The Night (LTN) paper balloons for \$1 - \$5. Ask businesses in your community if they would like to sell balloons to hang in their business or see if you can sell and hang them in a high traffic area in your town like the town hall or local library.
- **Have a party!** Wine and cheese tasting, costume party, a BBQ. You can turn any party/gathering into a fundraiser! Suggest a minimum donation and request food/wine donations from stores or restaurants. Ask your LTN Staff for tools and ideas!
- **Wine Cellar:** Host a get together at home and have your guests each bring a bottle or two of their favorite wine. Have multiple raffles or one big raffle for all of the bottles!
- **Host a tournament (Basketball, Golf, Tennis, Bowling, or Fantasy Football):** Suggest a minimum donation to enter and offer a prize to the winning team. Ask a local business to donate a prize!
- **Get kids involved:** Suggest a lemonade stand, baking goods or making crafts to sell to friends and neighbors. Have them write letter to friends asking them to get involved. Or ask their teacher if they can put a donation jar in the classroom and have kids bring in their change to help out the cause.
- **Live, silent or online auction, 50/50 raffles or sports pool:** Ask the LTN staff for helpful hints and suggestions. 50/50 Raffles are easy to hold at parties, sporting events, or with groups of friends and Family.
- **Special event:** If you have a birthday or anniversary approaching, host a party and ask that guests make a donation to your LTN team in lieu of gifts.
- **Scavenger hunt:** Suggest a minimum donation to enter and have prizes for the winner.
- **Game Night/Poker Night:** Suggest a minimum donation to enter and/or a donation to compete in each game.
- **Special skills:** Know how to knit? Cook? Speak another language? Fix computers? Offer your services for a donation to your team (tutoring, coaching, cooking, cleaning, accounting, whatever!)
- **Garage/Ebay sale:** Need to get rid of some stuff? Hold a garage sale and sell your things for a donation. Have Light The Night signs displayed to make sure donors know the proceeds go to Light The Night.
- **Car wash:** Suggest a minimum donation.
- **Host a date auction:** Suggest a minimum donation to attend and auction off dates with all of your eligible single friends/coworkers.

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FUNDRAISING AT WORK

- **Matching Gifts/Matching Grant Programs:** Ask if your company has a matching gifts program. Make sure your donors ask their companies as well! Or you can check here: www.matchinggifts.com/search/lls
- **Email signature:** Insert the link to your fundraising page on your email signature. Explain that you are participating in Light The Night for LLS, and encourage your contacts to visit your webpage and donate!
- **Cook-off or bake-off:** Charge an entry fee and have everyone vote for their favorite dish
- **Happy Hour:** Hold a LTN benefit employee happy hour with specials, raffles, and games
- **Food/Beverage Sales:** Sell baked goods, donuts, bagels, breakfast burritos, popcorn, hot dogs, pizza, ice cream, smoothies, coffee, etc. Have everyone in the office contribute an item. Open sales up to whole office building or set up a snack stand in the office.
- **“Casual for a Cause” Jeans Days or Jersey Day** For a donation of \$5, employees dress casually or wear their favorite sports team Jersey on a designated day. Or, sell a year’s worth of Jeans Day privileges for \$120, or one month for \$25.
- **Penny Wars:** Create friendly competition by splitting the office into teams to collect pennies in a jar. Pennies are positive points and any silver coins or dollars are negative points. Offer a prize for the team with the most points at the end!
- **Sell Paper Balloons:** Sell Light The Night (LTN) paper balloons for \$1 - \$5. Coworkers can hang them in their offices and show their support for LTN.
- **Executive Lunch:** Auction off seats to have lunch or a brainstorming session with the CEO or executive management team.
- **Employee Giving:** Employees designate a specific dollar amount to be deducted from their paychecks. It can be a one-time gift or set up on a quarterly or monthly basis.
- **Executive Dunk Tank or Pie-throwing Event:** Employees make a donation to LTN for each toss.
- **Vacation Day Drawing:** For a donation of \$10-\$20 employees can enter a raffle for PTO.
- **Break a balloon contest:** Buy a dart for \$5 and throw it at a wall of balloons to collect the prize inside. Prizes can include casual days, prime parking spots, free lunch, gift certificates, etc.
- **Curse Jar:** Place a curse jar in your office and require a \$1 donation whenever someone says a “bad word.”
- **Executive Carwash:** For a donation, employees can have their car washed by the management team.
- **Meeting or Workshop “Etiquette Rules”:** Fine coworkers a \$1 or \$5 donation to LLS for arriving late, not turning off cell phones, having side conversations, etc.
- **Extra Change:** Put an extra change jar next to the cash register of a cafeteria or restaurant. Be sure to note that donations will go to Light The Night.