

How Can You Recruit More Walkers and Increase Fundraising?

Have A Kickoff Rally!

A Kickoff Rally is a way to help you as a Team Captain to motivate, educate and inspire people to join your team and get excited about Light The Night. A Kickoff Rally can be any length and can be as formal or informal as you prefer. Light The Night staff will help you share the message and the motivation!

Some ideas:

- **30 Minute Formal Presentation** – Invite us to your next staff meeting
- **Ice Cream Social** – You provide the ice cream and we'll scoop and talk
- **Brown Bag "Lunch & Learn"** – Employees bring their lunch and while they eat, we present
- **Breakfast Break** – At your office with bagels or meet with your friends & family at Corner Bakery, Mimi's, Panera Bread, etc.
- **Meeting at your place of worship** – After a service or class
- **Girl Scouts/Boy Scouts** – At a meeting we'll present and make a plan with the scouts
- **BBQ at home** – Gather the gang on a Saturday and we'll give them "the talk"
- **Neighborhood Association Meeting** – Put us on the agenda and we'll briefly speak about Light The Night
- **Volunteer Fair** – Reserve a table for us so we can catch your co-workers as they go by

Our presentation consists of:

- A 6-minute Light The Night video
- Facts about The Leukemia & Lymphoma Society
- The importance of teams walking and fundraising
- Fundraising ideas and goal setting
- Registration sheets so we can sign up your walkers online
- A drawing for a fun Light The Night prize

Remember, this can be formal or casual, 15 minutes to an hour;
we will customize the agenda to meet your team's needs!