

FUNDRAISING IDEAS

Remember: The Light The Night staff is here to help with any tools, tips or ideas to help you reach your personal and team fundraising goals!

- **Online Fundraising:** The most effective way to fundraise... customize your personal fundraising page and send the link to all your contacts!
- **Social Networking:** Post a shortened version of your fundraising letter on your media sites with a link to your personal fundraising website. Message friends and family to get more people involved. Challenge friends to “Like” and “Share” your page to hit new audiences!
- **Personal Letter Writing/Email Campaign:** LTN staff can provide templates for you to customized as needed.
- **Paper Icon Sales:** Sell Light The Night (LTN) paper icons for \$1 - \$5 at your company or local business. LLS can provide these for you upon request!
- **Matching Gifts:** Ask if your company has a matching gifts program. You may be able to double your fundraising this way!
- **Utilize Family & Friends:** Ask them to join your team or fundraise on your behalf. Have them help by sending letters, emails, or hosting events. Please contact LLS staff if you have family or friends that are out of the area and you are interested in building a National Team.
- **Yard Sale:** Display Light The Night signs and make sure customers know the proceeds go to Light The Night. LTN staff can provide educational materials and information for you to display.
- **Host a Tournament:** Suggest a minimum donation to enter and offer a prize to the winning team. Golf, Dodgeball, Tennis, and Kickball are all great tournament ideas.
- **Live, Silent, or Online Auction:** Secure donations and spread the word about your fundraising through an auction.
- **Game Night/Poker Night:** Suggest a minimum donation to enter and/or a donation to compete in each game.
- **Bowl-a-Thon:** Rent a group of lanes or the entire building from a bowling alley, and start soliciting teams. Before purchasing lanes, ask the bowling alley if they will donate some or all of the lanes to you. Charge an entry fee for participants and spectators. You can even set it up

tournament style or have donated prizes awarded for most strikes, lowest score, or even most gutter balls!

- **Car Wash:** Pick a busy location for your car wash such as a gas station or your high school parking lot. Make sure your location has exterior water access and that you have permission to use the space and the water. Make signs to promote the event, gather your team members and supplies, and you're ready to go!
- **Jeans Day:** For a donation of \$5, employees can wear jeans to work on a designated day.
- **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 recurring basis.
- **Potluck:** Have your co-workers bring in a dish and suggest a minimum donation for employees to eat lunch.
- **Team Spirit Day:** For a donation of \$5, employees can wear a jersey, t-shirt, sweatshirt, or hat of their favorite sports team.

