

Step 3: Set a Goal

Team Captain Goal	Team Members Goal*	Other Revenue	2017 Overall Goal
\$	+ \$	+ \$	= \$

**We are encouraging all participants to raise at least \$300 this year!*

Step 4: Attend Citywide Kickoff Event (hosted by LLS)

At the Kickoff participants can:

- Collect information and get fundraising ideas
- Talk with LLS Staff, Team Mentors, and other Team Captains
- Hear about research & Patient Services developments
- See what is new for Light The Night
- Bring potential donors or sponsors to learn about Light The Night
- Have fun, food and drink and meet some great people all focused on raising funds for LLS

Step 5: Host a Team Kickoff Rally

- Inspire potential participants to get involved and donate.
- Brainstorm fundraising ideas and events, and who will help lead each idea.
- LLS staff and/or volunteer can help by discussing LLS, blood cancers and Light The Night.
- View a Light The Night video
- Make the event fun and festive

Team Rally Date: _____

Step 6: Ask For Donations & Spread the Word, Encouraging Team Members to Send Personal Emails and Letters

- Personal fundraising is the fastest and easiest way to reach your goal. Show team members sample copy for letters and emails, how to modify personal pages, and other suggestions for how to effectively ask people for donations.
- Every participant who raises \$100 will receive an illuminated paper lantern for the event, free food and the Light The Night t-shirt on event night.
- Encourage every participant to set a goal of and reach the National individual fundraising average of \$300.
- All participants who raise \$1,000+ will be a part of the 2017 Bright Lights Club. Bright Lights will receive a special Bright Light shirt to wear on event night and will receive additional recognition throughout the Light The Night season. Plus, there are special incentives, e.g., LLS jackets, for reaching various fundraising levels.
- Track participation online and send reminder notices bi-weekly to encourage team members to continue to send requests. Start early!
- Highlight Team Members of the Week for great fundraising results.

Step 7: Get Creative with Incentives and Fundraising

- Make a fun team T-Shirt and sell them to your team members to wear at the Light The Night event.
- Start a Facebook page or blog to promote your team.
- Host internal competitions & award winners with prizes.
 - Raffle off incentives such as gift cards to whoever raises the most individually.
 - Create excitement with email updates on your team's progress.
 - Share your team's fundraising success via email.
- Host a fundraising event as a team such as an ice cream social, jeans day, bake sale, dine-to-donate nights, yard sale, car wash, etc. Brainstorm some fundraising ideas:
 - 1.
 - 2.
 - 3.

Step 8: Market Your Campaign

- Approach company vendors and local businesses to sponsor your team. Send a letter or ask when you visit them to 1) Make a cash donation; 2) Support your team through customer donations (ex: canister for change, loose change, round up to the dollar); 3) Support your team by donating a prize for your team's top fundraisers; or 4) Sell Light The Night paper "icons" to customers
- Post on Facebook, Twitter, and other Social Networks.
- Add an email signature to your email that includes the link to your fundraising page.

Step 9: Communicate with Team Members & Staff Regularly

Stay in touch with your team members:

- Announce your team's events & fundraisers
- Send Weekly Updates on Team Totals, Top Fundraisers, Team Member of the Week, etc.
- Congratulate your team members on reaching their goals and thank them for their support

Communicate regularly with the LLS Staff and update them on team's progress, challenges, and fundraisers.

Step 10: Attend the Light The Night event.

Wear your team shirt. Take a team photo. Bring friends and family. There will be a Kids Zone, entertainment, food & drink. Eat, drink, and celebrate making a difference!

- **Reminder: team members must raise a minimum of \$100 to receive the illuminated paper lantern, the official 2017 t-shirt, and free food and drink.**

Step 11: Celebrate Your Team's Successes!

- Host a celebration breakfast, lunch or happy hour with your team members after the event.
- Thank your team and donors and be sure to share your team's fundraising successes with them!