

# Millions of Ways to Raise

Nationwide, the average Light The Night walker raises more than \$250. Below are different ways to raise beyond sending letters and online fundraising. These ideas can help you become a Champion For Cures and a minimum of \$100. Get ready to think outside the "fundraising box"! Don't forget: Your Light The Night staff can give you tips, strategies and ways to make your events a success!

## New Fundraising Ideas:

1. **It's a Bust:** Ask your friends and family to buy balloons for \$10 each. Insert a number in each balloon that corresponds to a raffle ticket given to the purchaser. Pop a balloon for each of the available prizes and read off the winning number.
2. **Reverse Raffle:** Every person gets one free raffle ticket. Instead of winning a prize, the person whose ticket is drawn will win a "gag" prize or activity with some level of light embarrassment like having to dance with a group of clowns, having to kiss the club's four-legged mascot, or having to wear a funny wig and march with the band. People can sell their ticket back in return for a donation so they do not have to be part of the drawing. Also, you can set up it up so people can sell their tickets back on a sliding scale, the first 10 will be sold for \$1 donation, the next 10 for \$2 and so on.
3. **Host a Casino Turnaround Trip Fundraiser:** Enjoy an adults-only day trip with a bus full of fun-loving partygoers like yourself! Many bus companies sell bus fare for a small price. Invite your friends, family and colleagues to join you on this party bus to a local casino. Sell treats, drinks and raffle tickets along the way.
4. **Car Smash:** Hulk Smash? Now you can too, by going to a junk yard and buy a cheap car with the body and glass intact to hit. Participants can swing a hammer at the car for \$2 per hit. Make sure there is nothing flammable or hazardous in the vehicle.
5. **Firehouse Luncheon/Dinner:** Firehouses are known for their great cuisine, so why not incorporate that into a fundraiser? Ask your local firehouse to donate a home cooked meal (either lunch or dinner) and charge an entry fee!
6. **Marathon Dancing:** Do you like to boogie? Ask your friends and family to sponsor you or your team dance for a good cause. Dance the night away and stay on your feet through dancing, games and entertainment to celebrate the total amount raised. Sell tickets to your friends and family to come watch you.
7. **Strike Gold:** Participants ask friends and family to donate old jewelry they no longer wear and ask local/big name jewelry stores to donate their old jewelry and host an accessory party! Charge an entry fee or ask for a donation per item purchased. This is a great way to gain some new accessories while helping a great cause.
8. **X Marks the Spot :** Sell golf balls for \$10 each and send them all down a hill with the "tossers" blindfolded. The 3 that get closest to the center of a taped "X" below win prizes.
9. **Have a "Lip-Synching Competition":** Gather a few volunteers to compete by lip-synching. Have the audience "vote" for their favorite singer by donating to their Light The Night account. You can also "vote" by donating to make people sing (like your bosses).

## Most Popular Techniques:

1. **Matching Gift Programs:** Many companies will match donations made by their employees. Ask your company if they have a similar program. Then ask your co-workers to donate and fill out the appropriate forms. You can turn those \$25 donations into \$50 donations!
2. **Garage Sale:** Ask team members, friends, family members, co-workers, and neighbors to donate unwanted items and host a Saturday morning garage sale to benefit your Light The Night team. Garage sales can raise anywhere from \$100 to \$2,000 in just hours!
3. **Paper Balloon Kits:** Ask a local business that your family supports or your work office to sell the paper balloon icons to customers and fellow co-workers as a fundraiser for your team. Such businesses might include restaurants, hair/nail salons, grocery stores, bakeries, dentist/doctor's offices, dry cleaners, banks, travel agencies, etc. Ask to hang them in a common place so that customers, clients, co-workers, etc. can see them! Make sure to tell the Light The Night staff so they might stop in and buy one!
4. **Restaurant Fundraising:** Contact your local restaurant and ask if you can do a "fundraiser night." Rules vary from restaurant to restaurant, but you will receive between 10-25% of the bill! See the back page for a partial list of popular restaurants that participate in fundraising events!
5. **Baseball Game:** Like baseball? Buy a set of tickets at the group discount rate. Host a tailgate party and charge your friends, family members, co-workers, etc. twice the amount you paid for the tickets! Not a baseball fan? Do the same for football, horse races, hockey or basketball!
6. **CEO Jail:** Put your boss in "jail" for a day! Co-workers, clients, etc. pay to put the boss in "jail" and he/she must raise funds (by requesting donations from staff, vendors, clients, etc.) to get bailed out! It's a fun way to be creative with your CEO's time!
7. **Brown Bag Days:** Have employees bring a brown bag lunch to work and donate what they would have spent on lunch at a restaurant/cafeteria. Have it outdoors, add music, dessert and drinks, and you have a special lunchtime picnic!
8. **Dress Down Days:** Ask your boss if you can host a Dress Down Friday or a Jeans Day. Employees pay to dress casually or wear jeans. You can monitor this fundraiser by giving participants a stamp on the hand, sticker or button. Some companies designate every Friday as Casual for Cures day!
9. **Movie Lunch:** Who doesn't love a long lunch? Show a favorite movie during key lunch hours and charge \$5 or more. Just be sure to get your boss's okay and ask your local grocer to donate popcorn and snacks.
10. **Vacation Days:** Ask your boss if employees can "give back" one or more vacation days and the company will make a donation to Light The Night. Or you can ask your boss to raffle a day off!
11. **Lunchtime Video Game Tournament:** Bring in your favorite video game system and games to host a tournament during the lunch-break and ask a local business to donate a prize for the winner. Charge participants an entry fee and then ask co-workers to vote (by donating) for who they think will win.
12. **Spare Change Bucket:** Create a spare change bucket and choose a time to go around the office and ask everyone to donate the spare change they have in their wallets. Do this weekly and watch the coins stack up!

13. **Pounds of Hope:** Create your own spin-off of the Biggest Loser Challenge! Charge participants \$25 to enter a 8 week challenge of losing weight. Ask your HR representative to record weigh-ins so all numbers are kept confidential. Get a prize donated (such as a spa gift certificate) and the person who has the biggest percentage of weight loss wins!
14. **Get Crafty!:** Make something to sell! Jewelry, scarves, etc. You could even make holiday decorations.
15. **Birthdays:** Have an upcoming birthday? Ask for donations instead of gifts!
16. **Get Creative!:** Many participants have amazing fundraising ideas! Come up with your own fundraiser! Here are some examples:
  - Kiss a Pig: One participant told everyone if she hit her fundraising goal she will kiss a pig!
  - Shave Your Head (or Beard) for Big Bucks: People will donate to see you shave your head! Charge \$10 per inch of hair to be cut off.
  - Sell Candy Grams: Don't be afraid to dress up and sing for donations!
  - Make a cookbook highlighting your team's favorite recipes, quotes, etc.
  - Green Thumb: One participant grew veggies and flowers to sell to her co-workers and friends

## Fundraisers for Families:

1. **Party, Party, Party!:** Throw a basic party, but add an entry fee, silent auction, etc. Here are some ideas:
 

<ul style="list-style-type: none"> <li>• Wine &amp; Cheese Party</li> <li>• Summertime BBQ</li> <li>• Murder Mystery Dinner</li> <li>• Fundraising Concert</li> <li>• Oscar/Emmy/Awards Party</li> <li>• Holidays in July Party</li> <li>• A Themed Movie Night</li> <li>• Neighborhood Block Party</li> <li>• Dessert-a-thon</li> </ul>	<ul style="list-style-type: none"> <li>• Pub Crawl</li> <li>• Girls Spa Day</li> <li>• Closet Party (bring unwanted clothes to trade)</li> <li>• Progressive Dinner</li> <li>• Bridesmaid Ball (all guests need to wear an old bridesmaid gown)</li> <li>• Mom Prom</li> </ul>
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2. **Get the Family Involved!:** Host a dodge ball (or any other sport) tournament, laser tag event, Wii tournament and invite your neighborhood.
3. **Host a "Pink Flamingo Flocking" Night:** Set a night aside and recruit some kids to help you. Send everyone an email or letter announcing your Pink Flamingo Flocking fundraiser and let them know that during the next few weeks, their yard might be "Flamingoed". In your message, say they can place an order to have one or more of their friends "Flamingoed" for a \$25 donation to LLS. They can also purchase "Anti-Flocking Insurance" to insure that they will not get "Flamingoed" for a \$25 donation. In addition, they can also purchase a "Removal Fee" for a \$25 donation. Don't forget to dress in pink while decorating and take photos for everyone to see!
4. **Host a Family Car or Dog Wash:** Ask your Light The Night team's families, sport teams, local school clubs, or church groups to donate their time to wash cars/dogs. Don't forget to advertise!
5. **Children Can Fundraise!:** People have a hard time saying no to kids! Ask your children, niece, nephew or cousin to help you fundraise by hosting a lemonade stand! Have children draw a picture of Light The Night and send it to family, friends, etc. asking for a donation. The average

American household has a \$100 worth of spare change lying around – send the kids on a spare change scavenger hunt!

6. **Get Crazy Over Bunco/Bingo!**: Ask all your gal pals to come over for a friendly game of Bunco! Charge an entry fee and get prizes donated for the winners and let the good times roll!
7. **Get Your Church (or Another Group) Involved:** Ask your church to make an announcement during the service, challenge the youth group to help you fundraise, ask members to join your team or start their own team!
8. **Get Local Businesses Involved:** Ask your local dry cleaners, or a business you frequently visit to put up a change box near the register for their customers to donate spare change.
9. **Go to the Movies:** You can contact your local movie theatre to see if they will show a special taping of a new movie! They can either give you the discount movie group rate (and you sell the tickets for more) or you can rent out the entire theatre and invite all your friends to watch.
10. **Recycle:** Collect cans, bottles and electronics, and take them to a recycle center. Donate the funds you made to Light The Night!
11. **Use this list!**: Encourage all your team members to become Champions For Cures by making copies and share this list with them. Challenge them to do at least one thing above.

## **Restaurant Fundraising:**

Typically, the restaurant will provide you with a flyer with the date, location(s) and details and will give you a percentage of every bill/purchase accompanied by a flyer on the scheduled day.

### **A Couple of Tips:**

1. The success of your restaurant fundraiser is based on the volume of sales, so be sure to implement a targeted plan to advertise your event to as many people as possible. A great advertising tip – create a pdf version of the flyer and email it to everyone you know and encourage them to email it to everyone they know as well. You can also go around to neighboring businesses and ask to put fliers in their break-room.
2. Schedule multiple days/events so you may reach as many people as possible – everyone is so busy these days! For example, set the 1<sup>st</sup> Wednesday of each month as “Applebee’s Night!”
3. Ask the manager if you can also set up a Light The Night information table so people can register to be a part of your team or start their own.

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There are millions of ways to raise funds for Light The Night – the list is endless. Don’t be afraid to be creative and to ask! People will pay to have a good time and help a good cause!

Please be sure to contact the Light The Night staff so they can help spread the word about your event and give you tips, strategies and ideas to make your fundraising event more successful!

Have a successful fundraising tactic or idea? Share it with us so we can keep adding to this list!