

10 Weeks of Fundraising Ideas

Week 1: Use your online fundraising page. Send a link to your fundraising page to everyone you know. Ask them to donate and/or walk with you. Include the link in your email signature, too!

Week 2: Write a letter about why you are walking and mail it out to friends, family members, colleagues, etc. Remember: The bigger your mailing list, the more money you'll raise!

Week 3: Look into matching-grant programs. You can email the matching gifts team at matchinggifts@lls.org with any questions regarding the matching gifts process.

Week 4: Tell 10 new people about Light The Night. Explain to them why you participate and ask if they will make a contribution toward your fundraising efforts or join your Walk team and raise money.

Week 5: Have a garage sale. Collect old stuff from friends and family. Auction stuff on eBay or hold a garage sale. Display Light The Night signs to make sure people know that proceeds from the sale will go to The Leukemia & Lymphoma Society (LLS).

Week 6: Set a goal to become a member of our Bright Lights Club by raising \$1,000 or more. How? It's easy! Sponsor yourself for \$30. Then ask five family members to sponsor you for \$25 each. Ask ten friends to sponsor you for \$15 each. Ask ten co-workers for \$25 each. Ask five neighbors for \$10 each. Ask five businesses you frequent for \$25 each. Keep up the great work. You'll raise \$1,000 in no time!

Week 7: Follow up on your letter and/or email. Call or send a reminder to the people who haven't donated yet. Let them know that the Walk is coming up and you need their help to reach your goal! Share with them how much you've raised to date and let them know you are still raising money!

Week 8: Host a Brown-Bag Day at work. Have employees/co-workers bring a brown-bag lunch and donate the cost of what they would have spent at the cafeteria or a restaurant to your Walk team. You can provide drinks, dessert and/or music to create a fun atmosphere.

Week 9: Extra change. See if you can put an extra change jar next to the cash register at a cafeteria or restaurant. Be sure to note that donations will support LLS.

Week 10: Celebrate! It's Walk week! Host a party to celebrate the upcoming Light The Night Walk. Charge a cover fee at the door. Make sure all guests know that donations go to LLS.

Remember: These ideas are just suggestions. Be creative. Explain to potential donors why you are participating. If you have any questions, contact your local LLS chapter for help at ltn.ilc@lls.org.