



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 sponsor 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. Remember: The bigger your mailing list, the more money you'll raise!

WEEK 3

Look into matching-grant programs. Wal-Mart offers them, so stop in and ask for an application. Also, find out if your company has a matching-gifts program.

WEEK 4

Tell 10 new people about Light The Night. Explain to them why you participate and ask if they will sponsor you 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 of the sale will go to LLS.

WEEK 6

Raise \$100 or more and become a Champion For Cures. How? It's easy! Sponsor yourself for \$30, Ask three family members to sponsor you for \$15 each. Ask five friends to sponsor you for \$10 each. Ask five co-workers for \$20 each. Ask five neighbors for \$10 each. Ask three businesses you frequent for \$25 each. Congratulations! You just raised \$300 in one week!

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!

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 restaurant to your Walk team. You can provide drinks, dessert and/or music to make it a fun atmosphere.

WEEK 9

Extra change. See if you can put an extra change jar next to the cash register of a cafeteria or restaurant. Be sure to note that donations will go to LLS's mission.

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.

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