



Walker Fundraising Ideas

Using your personal Light The Night Web page, writing letters and planning FUNdraising events are proven, successful fundraising methods. When fundraising, remember these helpful tips:

- Set a fundraising goal and share that goal in your letter and on your web page. We ask that every walker strive to become a Champion For Cures by raising \$100 or more. Every walker that raises \$100 or more will receive a Light The Night T-shirt and an illuminated balloon on Walk night.
- Ask everyone you know to donate. The magic to fundraising is to ask! Email or send your fundraising letter, with a link to your Light The Night fundraising page, to your holiday card list, business and networking contacts, company vendors – everyone.
- Do you have a Facebook/MySpace/LinkedIn page? Be sure to promote your fundraising efforts on those sites and post your Light The Night fundraising page link to make it easy for your social networking buddies to donate.
- Include your personal story. Many people participate in Light The Night in honor or in memory of someone touched by cancer. Share your connection to the LLS mission to underscore the importance of raising much-needed funds to find cures.



As you create a fundraising plan, consider planning one (or more!) of the following fundraisers to reach your goal. These ideas are proven to be a success!

HOST A PARTY

Plan an ice cream social/spaghetti dinner/pancake breakfast/Bowl-a-thon/Halloween party/ picnic/Wii tournament, etc. Steps to success:

- Invite your family and friends. Send out invitations or use www.evite.com to organize your guest list electronically.
- Ask for a flat donation at the door.



ORGANIZE A NEIGHBORHOOD GARAGE/YARD SALE

A great way to clean out the house and raise big bucks for LLS. Steps to success:

- Invite neighbors to participate. More families = more funds raised.
- Promote the event in your local newspapers and with flyers throughout your community.

FUNDRAISE AT YOUR CHILD'S SCHOOL

Organize a Dress-Down Day, Favorite Sports Team Day or bake sale. Steps to success:

- Work with your child's teachers and principal.

PLAN A WEEKEND CAR WASH

Host a car wash on your block or ask a local religious group or business to use its parking lot for the weekend. Steps to success:

- Charge a flat rate for cars, trucks and the dirtiest vehicles.
- Recruit your friends and family to help.
- Post flyers and signs throughout your community.



PLACE COLLECTION CANISTERS/COIN BOXES IN LOCAL BUSINESSES AND/OR ASK LOCAL BUSINESS TO SELL THE LIGHT THE NIGHT PAPER BALLOON ICONS

Ask your local bakery, restaurants, dry cleaner, dentist, etc., to place a collection container at the front desk or ask them to sell the Light The Night Paper Balloon icons for \$1.00. Watch that spare change add up! Steps to success:

- Commit to a collection timeline with each business.
- Be ready to share your personal connection to LLS's mission and why you are participating in Light The Night.
- Get paper balloon icons from your local chapter of The Leukemia & Lymphoma Society.



Your local campaign staff can be reached at:

CALGARY – 403.263.5300

EDMONTON – 780.758.4261

SASKATOON – 306.242.6611

Visit the Prairie Region web page for more information on Light The Night

www.lightthenight.ca/ab

