

Light The Night 2011



2011 FUNDRAISING GOAL - \$600,000 Fundraising Tips!!

- **Online Fundraising:** Is the most effective way to fundraise. ***ASK US FOR TIPS AND HELP CUSTOMIZING YOUR WEBSITE.**
- **Social Networking:** Use a site such as Facebook or LinkedIn. Post a shortened version of your fundraising letter on your site with a link to your personal fundraising page. Send messages out to your friends to get them involved.
- **Utilize Family & Friends:** Ask them to fundraise on your behalf- sending out letters, emails, or putting on events that you do not have to take the time to coordinate.
- **Matching Gifts/Matching Grant Programs:** Ask if your company has a matching gifts program. Companies like Wal-Mart offer matching grants so stop in and ask for an application.
- **Paper Balloon Sales:** Sell Light The Night (LTN) paper balloons for \$1 - \$5. Co-workers can hang them in their offices and show their support for LTN.
- **Restaurant Night:** Invite friends and co-workers to have dinner with you at a restaurant that will donate a percentage of the profits to LTN.
- **Garage/Ebay Sale:** Have Light The Night signs displayed to make sure donors know the proceeds go to Light The Night.
- **Car Wash:** Suggest a minimum donation.
- **Personal Letter Writing/Email Campaign:** Ask the LTN staff for sample letters/emails.
- **Wine and Cheese Tasting Party, Costume Party, or a BBQ:** Suggest a minimum donation and request food/wine donations from stores or restaurants.
- **Host A Tournament (Golf, Dodgeball, Tennis, Bowling, Bocce Ball, Kickball):** Suggest a minimum donation to enter and offer a prize to the winning team.
- **Get your Kids Involved (if you have them!):** Have children write a letter to their friends asking them to get involved or ask if they can put a donation jar in the classroom and have kids bring in their change to help out the cause!
- **Live, Silent or Online Auction:** Ask the LTN staff for helpful hints and suggestions.
- **Special Event:** If you have a birthday or anniversary approaching, host a party and ask that guests provide you with a donation to LTN in lieu of gifts.
- **Email Signature:** Insert the hyperlink to your fundraising page on your email signature. Explain that you are participating in the Light The Night Walk for LLSC, and encourage your contacts to visit your webpage and donate!
- **Host a Bachelor/Bachelorette Auction:** Suggest a minimum donation to attend and auction off dates with all of your eligible singles friends/co-workers.
- **Scavenger Hunt:** Suggest a minimum donation to enter and have prizes for the winner.
- **Game Night/Poker Night:** Suggest a minimum donation to enter and/or a donation to compete in each game.
- **Special Skills:** Speak Spanish? Know how to fix computers? Can you teach tennis? Offer your services for a donation to the Light The Night (tutoring, coaching, cleaning, accounting, whatever!).