



## ☆ 103 Fundraising Ideas ☆

- 1. Share the Dream** – Tell your story. The more you talk about your upcoming adventure, the more people will share in your excitement and want to donate to you.
- 2. Don't forget to customize your online fundraising page.**
- 3. Send a letter or e-mail asking for support to EVERYONE you know** - Plus, ask them to forward the letter on to at least five other people.
- 4. Return Address Labels** – Print return address labels for your outgoing mail. Print something like, “I’m walking to find a cure for blood cancers. Will you sponsor me?” You may want to include a donation form and a self-addressed envelope to make it really easy for them. Send your first 50 letters to us, stuffed and pre-addressed by the deadline, and we’ll mail them out for you with a business-reply (postage paid) envelope.
- 5. Send Updates** – Let people know about your fundraising efforts. Include a reminder on how to support you in your efforts.
- 6. Never be shy to ask someone you don't know for money.**
- 7. Ask BIG, Ask at least one person for a \$1,000** – The worse they can say is no, or maybe they'll donate \$500 instead, or even \$250, better yet they could say YES!
- 8. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask.** And ask again!
- 9. House Party** – Throw a dinner party for your closest friends and sell “tickets” to the dinner with proceeds to The Leukemia & Lymphoma Society of Canada. It's also a great chance to present what you're doing to multiple people at the same time.
- 10. Hometown Press Release** – Contact your local paper and get them to write an article on what you're doing. Make sure that you put in information about how people can contribute. And have a photo ready to go.
- 11. Corporate Matching Gift** – Ask your company to match the amount of donations you receive from your donors.
- 12. Corporate Matching through Friends**– Ask your friends to see if they can investigate getting their company to match gifts.
- 13. Corporate Sponsorship** – Identify one or several large companies and contact them directly. They may be willing to sponsor you completely if you let them put their name or logo on the hat or shirt you wear on the event.
- 14. Office Fundraising Challenge** – Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the “winner” a prize. Maybe movie passes? Gift certificate to dinner?





- 15. Answering Machine Message** – This will alert everyone who calls you at home that you're up to something special. Let them know that you need their support!
- 16. Garage Sale** – All that stuff that's been hanging out in your garage....in your attic...in your basement? Gather it up and put it in your front yard and sell, sell, sell! Ask your friends to do the same. Put all the money raised toward your donation minimum!
- 17. Birthday Gift Pledge** – This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!
- 18. Solicit** – Small businesses, places of worship, or service clubs with which you are involved, for gifts of \$100 or more. If you are an active donor or member this is very effective. You can usually be successful with a simple proposal and oral presentation.
- 19. Internet Chat Rooms** – Post a message on an internet chat room. You'd be amazed at how many people will be willing to help you. Or, if you use Instant Messenger (i.e. MSN or Yahoo), change your name to "Ask me about Light The Night Walk."
- 20. Email Signature** – Add a line in your email signature about Light The Night Walk and add a link right to your Personal Page online.
- 21. Make Your Donation Form Stand Out** – Copy your donation form onto coloured paper with your personal story and reason for doing a walk on the back of the page
- 22. Dollars for Dares** – Has someone dared you to do something? Or, do they need a volunteer for a dunk tank or a pie toss at a fair? A lot of people will give you money for doing crazy things.
- 23. Ask your local waiters/waitresses to donate a portion of one day's tips to your cause.**
- 24. Ask your local bartenders to donate a portion of one day's tips** – Ask waiters and waitresses for their tips as well. You can create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to 'Light The Night Walk' to raise money for blood cancer research." If the patrons see that sign they may be willing to dig a little deeper in their pocket!
- 25. Ask your local restaurants to place a money jar at the front of the restaurant** – Check with the restaurant manager first. They may be willing to place the jar in a high traffic area so lots of patrons can see it.
- 26. Hold a Bucket Drive** – stand outside of Wal-Mart or a grocery store on a busy weekend and collect change. Maybe you can even sell lollipops for \$1 to parents and kids that come by. Let us know if you need a banner or a poster.
- 27. Fundraising dinner at your local favorite restaurant** – Ask your favorite local restaurant to host a Fundraising Dinner for you. They supply the food and you supply the donation forms!
- 28. Happy Hour Party** – Invite all your friends (and their friends!) and get them to sign your Light The Night Walk t-shirts. Charge \$10 per signature.



**29. Theme Party/Dinner** – Hold a theme party for 10 (or more) of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food, and you'll have \$300 (or more) in donations by the end of the night.

**30. Start Your Own Extra Change Box** – Keep a jar near your door and every day put all your extra coins in it. It adds up. Or put it on your desk at work – others will join you.

**31. Sell Paper Balloons** – Sell paper balloons for \$1 that merchants and customers can put up at a local store.

**32. Bake Sale** – A participant last year raised over \$ 4,000 in bake sales alone. Whip up the cookies and cakes and see the donations roll in!

**33. Bottle Drive** – Hold a bottle drive and collect bottles (and donations) from your neighbourhood. Every little bit helps! Or maybe you can even get a hotel or bar to give you some of their bottles at the end of a weekend.

**34. Movie Ticket Donation** – Ask your local movie house to donate several movie tickets. Sell them and put the money toward your donations.

**35. Host a movie party at your house** – Pick up a new flick at your local movie store, make some popcorn, pick up some soda, and invite your friends and family over for movie night. Of course have your donation forms ready to go!



**36. Performance Tickets Donation** – Ask a local theater to donate a couple of tickets to one of their plays or musicals and auction them off.

**37. Delegate** – Give 10 of your friends 10 donation forms each and ask them to help raise money for you.

**38. Creative Friends** – Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you could auction/sell off.

**39. House Warming Party** – Are you moving anytime soon? If so, ask your friends to make a donation instead of purchasing a gift for your new place.

**40. Host a Pub Night!** Ask LTN staff for suggestions and tips.

**41. Signing Your Correspondence** – Get in the habit of signing your note cards and letters with your name and "Light The Night Walk member" written below. You'll be surprised at how many people will ask you what that means.

**42. Business Cards** – Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, "Light The Night Walk member", name of the event, and your address. Hand these out to everyone you meet!



- 43. Travel Agency** – Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.
- 44. Doctor/Therapist/Veterinarian/Insurance Agent** – Ask him/her to make a cheque out for you instead of the other way around!
- 45. Dentist** – Hopefully you won't have to pull teeth to get your dentist to help you out a little!
- 46. Chiropractor** – They've cracked your back. Now ask them to crack open their cheque book and make a donation.
- 47. Yoga Instructor** – You've bent over backwards for them....now it's their turn to do the same for you!
- 48. Radio Station** – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you! Donations can be sent directly to the donation office, or can be made online.
- 49. Gym** – Ask your gym to place a Donation jar at the front desk! Leave a stack of donation forms at the counter, too.
- 50. Spinning Class** – Have a stack of donation forms with you and ask your spinning instructor to make an announcement in class.
- 51. Hair Salon** – Ask your barber or hairdresser to donate \$2 of every haircut they complete over one weekend. Or, have your hairdresser put a donation jar at their station with a small flyer. Hairdressers are great at talking things up and spreading the message.
- 52. Picnics** – National Holiday picnics are a great place to raise donations!
- 53. Mow-a-thon** – Get your kids involved in this weekend activity. Check ahead of time with all your neighbours and ask them if you can mow their lawn for \$50.
- 54. Neighbour** – Write to all your neighbours on your block (or in your building). Attach a letter stating how they change a person's life with donations!
- 55. Free Rent** – Ask your landlord to donate one month's rent to the cause!
- 56. Good Karma Tipping Jar** – Ask local businesses to put one of those jars near the register or on their front counter. Tape a picture of yourself and a short explanation of why you're raising money.
- 57. Errand Boy/Girl** – offer to be your friends and coworkers personal assistant for a day (or maybe for just a few hours) in exchange for a large donation. Maybe \$250 or more!
- 58. Garden Tour** – Check with a local historical society to see if they would sponsor a garden tour of one or several homes in your area. Promote the event in local newspapers.
- 59. Meet the Press** – Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these! It's a perfect way to the word out.
- 60. Baby-Sit** – offer up your services and let your friends have a nice, quiet night out of the house!
- 61. Pet-Sit** – Are your neighbours going away and they don't want to leave Rover at the boarding facility? Again, offer up your services and charge them what they would have had to pay at the facility!



- 62. House-Sit** – Friends going out of town for a while? Maybe they need a warm body to stay in their place in their absence!
- 63. Neighbourhood Chores** – Are you a Mr. or Ms. Fix-it? A lot of your neighbours would probably rather pay you than someone else. Place signs around your neighbourhood advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)
- 64. Karaoke Night** – Who cares if you can't carry a tune? Spend a Friday night at a karaoke Bar and sing to your heart's delight. Have the announcer tell the crowd that you're singing for donations!
- 65. Talented Friends** – Do you have a little piano bar in your neighbourhood and a talented piano playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends, and let them know that it's a fundraising event for The Leukemia & Lymphoma Society of Canada.
- 66. Ebay.com** – Remember the garage sale idea? How about rounding up the goods from your friends and putting it all in Ebay.com to auction off?
- 67. Company Vacation Days** – Ask your boss or human resource director if they can swap one of your vacation days for a day's pay.
- 68. In Memory Of...** - if you're walking in memory of a loved one, include a picture of you with your loved one in your donation letter, on posters, etc.
- 69. Television Show Finale Party** – Remember when Jerry, George, Elaine, and Kramer ended up in jail? How about when Niles and Daphne sped off in an RV on the "Frasier" finale? And surely no one can forget when Carrie finally found out Mr. Big's first name! It'd be fun to gather a big group and friends to tune in to watch a big season or series finale. Of course, you should charge them at the door and put the money toward your donation goal.
- 70. Game Night** – Get out those board games and start playing! Break into teams and let the fun begin.
- 71. Used Book Sale** – Everyone has books that have been sitting on shelves, in the attic in boxes, or in the basement collecting dust. Ask your friends, family and neighbours to donate whatever they've got and set up a little weekend book sale in your front yard. Put up some signs so people will know where the money is going. Once they know that they may even give you more money!
- 72. Local Stores** – Ask a local store manager what the hot selling item is these days, and then ask them if they'd be willing to donate a percent of the sales from that particular item to you.
- 73. Bowling Nights** – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into donations.
- 74. Curse Jar** – Come on, everyone does it. Now they'll have to pay for it. Place a Curse jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar, and put it in the jar.



**75. Bulletin** – Place an advertisement in the bulletin of your place of worship letting the congregation know what you're up to!

**76. Is there a teacher in the house?** – Get your students to help you fundraise.

**77. Other Parents** – If your kids play on soccer leagues or any other sports teams, distribute your donation forms to the other parents at the next game.

**78. Remind Them** – In case you didn't receive an answer the first time you asked...ask again! Your potential donor may need a little coaxing. And if you're not 100% comfortable nagging them, consider sending out an "update". Let them know how your fundraising is going. A lot of people just need a little reminder.



**79. Inspirational Bookmarks** – Create them and sell them to your friends and family.

**80. Universities and Colleges** – Contact your local schools and ask if you can put an advertisement in their school newsletter asking for donations. Some of the organizations may even invite you to make a short presentation.

**81. Shoe Companies** – Contact a couple of the big shoe companies. Tell them what you're raising fund for and ask them if they would like to sponsor you for the entire amount! You may even get some cool walking gear, too. Ask big and ye shall receive!

**82. Computer Screen Savers** – Create a Light The Night Walk screen saver and send it to everyone in your company! A gentle reminder is a good reminder.

**83. Mechanic** – You've given them lots of money to work on your car. Now it's time for them to give a little back to you!

**84. Rock On!** – If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a cheque made out to The Leukemia & Lymphoma Society of Canada.

**85. Children's Party** – Throw on that Barney outfit and get out there! The kids will be having fun as their parents are writing you donation cheques.

**86. Do you have a favorite magazine?** – Call the editor and ask them to sponsor you. If you've subscribed to a particular magazine for a long time they may be willing to give something back to you.

**87. Farmer's Market Table** – See if a local farmer's market or flea market will donate a table to you for the day. Decorate the space with posters letting people know you're raising money for The Leukemia & Lymphoma Society of Canada and sell some baked goods or coffee.



- 88. Alumni Organizations** – Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
- 89. Ask for the Right Amount** – Take a good look at who you're asking for donations and make sure you ask for the right amount. Don't ask for \$100 if you know they can donate \$1000.
- 90. Beneficiaries** – Get to know them well. You'll be asked where the money is going and it will be very impressive to a potential donor if you're able to speak eloquently about it.
- 91. Make your own contribution** – Lead the way by making your donation first.
- 92. Be a Massage Therapist for a day** – For every contribution of \$100 offer a massage to the donor.
- 93. Pizza Party** - Check out your local pizzeria. See if they'll donate a pizza to help you fundraise.
- 94. Clubs and Organizations** – Send a solicitation letter to your local knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.
- 95. Write to Your Local Politicians** – You supported them. Don't you think they should support you?
- 96. Shortest Tie Contest** – Executives participate in an all-day contest to end the day with shortest tie. Employees pay to cut an inch off their favorite executive's tie. You can vary the game by paying for the ugliest or most ties, etc.
- 97. Car Wash for Cancer** – Host a car wash. Ask a local gas station to donate the cleaning products, put up balloons and signs, and wash away!
- 98. Start Now** – The earlier you begin fundraising the better off you'll be. When you reach your goal, you can double your efforts and raise even more!
- 99. Sell cool LTN stuff to your friends and friends' friends.**
- 100. Give Blood Cancers the Boot!** – Gather a group of friends to collect money in boots on a main street intersection. Ask us for a banner and try to get some media attention if you can.
- 101. Buck per Hoop** – Have people donate for every point or goal that is scored in a hockey or basketball game. You can even organize party where people are separated into the teams that are playing.
- 102. Hockey Pool** – have partial proceeds go towards The Leukemia & Lymphoma Society of Canada. A great idea!
- 103. Volleyball Tournament** – host a volleyball tournament at the beach (or in a really BIG sandbox if you're not near water!)