



BE

CHAMPION

READY

Light The Night
FUNDRAISING TOOLKIT

TAKE BACK THE LIGHT

#takebackthelight | Lightthenight.ca





THANK YOU

Never has cancer seen a champ like you!

It takes tremendous courage and determination to fundraise for a cause you're passionate about. We are so thrilled that you have signed up to raise money to support the blood cancer community. With you on our side, cancer doesn't stand a chance.

We simply can't thank you enough.

Lightthenight.ca

WHY

FUNDRAISE?

You are our most powerful partner to end blood cancers.

When you fundraise, you are directly helping the blood cancer community. Light The Night generates about 60% of our funding for blood cancer research and community programs. It is our single biggest source of revenue.

When you ask your network of family and friends to donate, you are mobilizing a community to get behind the blood cancer cause. Together, you have the power to make a real difference.



WHY

DONATE

NOW?

You can keep the blood cancer cause alive, despite the pandemic.

Blood cancers didn't take a pause during the pandemic. Canadians continued to be affected by blood cancers – there were new diagnoses, treatments in progress, continuous demand for information and support, and sadly lives were lost to the disease.

You can get the blood cancer community back on track.

Widespread lockdowns meant that clinical trials, research in labs, critical meetings and much-awaited events also came to a grinding halt. Your donation can ensure a transition to pre-pandemic operations as quickly as possible, once it is safe to do so.

You can become a blood cancer research champion.

Government agencies are focusing their funds on COVID-19 research and relief creating a potential shortage of funds for blood cancer research. No one knows for sure when the pandemic will end, but your donation can ensure that decades of progress in blood cancer research can carry on without interruption.



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START

FUNDRAISING

Tammi
London, ON
[READ HER STORY](#)



Don't let the pandemic stop you from pursuing your passion for the cause. There are endless ways to fundraise at a physical distance. Organizing your own fundraiser gets you closer to your Light The Night target. You may want to do one or multiple activities, go solo or ask friends or family members to help. No matter what you choose to do, you will be helping the blood cancer community in a big way.



GETTING STARTED IS AS SIMPLE AS 1-2-3.

1

PICK
a fundraising activity

2

ORGANIZE
how you will collect funds

3

PROMOTE
your fundraiser



Priya
Montreal, QC
[READ HER STORY](#)



ASK FOR A DONATION

HANDWRITE A PERSONAL NOTE

There's nothing more powerful than a thoughtful handwritten message. Let your penmanship shine! Better yet, get the kids to write the note.

Perfect for: The fundraiser who is old school.

CROWDFUNDING

For the digitally savvy fundraiser, crowdfunding makes it easy to ask for donations from your entire social network online all at once.

Perfect for: The fundraiser who has swagger online.

STEP 1

PICK a fundraising activity

Here are some
pandemic-proof ideas.

ACCEPT DONATIONS OVER GIFTS

Give your guests a chance to be philanthropists. Suggest a donation in lieu of gifts at your next virtual birthday, anniversary, or other celebration.

Perfect for: The fundraiser who is hard to please.

MATCH DONATIONS

Amp up donations from your network by getting a business on board to match their donations.

Perfect for: The fundraiser who's always pushing boundaries.

SEND AN EMAIL

If social media feels too impersonal, a touching email request can get the job done quickly and effectively.

Perfect for: The fundraiser who remembers Hotmail.

Sasha
Halifax, NS
[READ HER STORY](#)



SELL A PRODUCT OR SERVICE VIRTUALLY

HAVE A SALE

Who doesn't love a good sale? Give people a chance to buy one of your handmade creations.

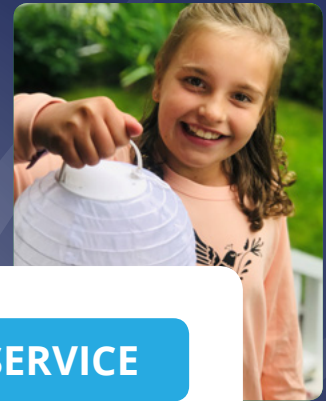
Perfect for: The fundraiser who got crafty during the pandemic.

HOST AN AUCTION

If you can score donated items like art from local artists or gift baskets from your neighbourhood store, auction them!

Perfect for: The fundraiser who sees greater potential in everything.

Rachel
Vancouver, BC
[READ HER STORY](#)



OFFER A SERVICE

Good service pays. Offer a service you can provide at a fair price, such as, hosting a virtual yoga session.

Perfect for: The fundraiser who likes to feel helpful.

HOST A VIRTUAL EVENT

PUT ON A SHOW

A good act always draws a crowd. Unveil your unique talents whatever they may be and invite everyone you know to witness it online!

Perfect for: The fundraiser voted most likely to be an entertainer.

HOLD A SKILLS CHALLENGE

Host a friendly challenge that puts a special skill on an amusing display. Think gliding paper airplanes or a fashion showdown. The sky's the limit.

Perfect for: The fundraiser with a competitive spirit.



Maricel
Calgary, AB
[READ HER STORY](#)



STEP 2

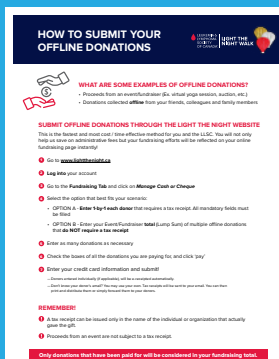
ORGANIZE how you will collect funds

How you will collect funds depends on the type of fundraising activity you choose to do.

Please Note: Any money you raise through Facebook Fundraisers will not count toward your LTN fundraising.

I'M HOSTING AN EVENT

- Set up your Light The Night fundraising page.
- Set a price for the event tickets.
- Collect funds from ticket sales through an online ticketing website (like Eventbrite) or by accepting an e-transfer to your bank account.
- Follow the steps [here](#) to send us the proceeds online using a credit card.
- The proceeds will count toward your fundraising total once we receive the money.



I'M ASKING FOR A DONATION

- Set up your Light The Night fundraising page.
- Use our [pledge form](#) to track to track any offline donations you may receive.
- Follow the steps [here](#) to send us the proceeds online using a credit card.
- Donations made on your fundraising page and the proceeds from offline donations will count toward your fundraising total once we receive the money.



I'M SELLING A PRODUCT OR SERVICE

- Set up your Light The Night fundraising page.
- Ask people to pay you by cheque or e-transfer.
- Follow the steps [here](#) to send us the proceeds online using a credit card.
- The proceeds will count toward your fundraising total once we receive the money.

STEP 3

PROMOTE your fundraiser

Fundraising can seem like a huge undertaking, but we're here to help! Start by checking off these actions to see some results.

Marke
Winnipeg, MB
[READ HIS STORY](#)



☐ BUILD YOUR NETWORK

Round up your network of colleagues, neighbours, social media followers, friends and family members as you prepare to make an ask for a donation. Some people will prefer to help in other ways by giving you a hand to plan and host an event or by donating an item toward for your auction or sale. Keep your options open.

☐ TELL YOUR STORY

However you decide to raise money, be sure to tell your story about why you care about the blood cancer community. You can share your own personal connection to the cause or express your concern about how the pandemic may have a devastating impact on blood cancer research.

Tip: Use our sample letter on page 9 for ideas on what to say.

☐ GIVE UPDATES

Keep your network posted about your fundraising progress. It will help to act as a reminder for people to donate or to participate in your fundraiser. Your supporters will be grateful for the updates and feel like they are part of something really special.

Tip: Visit our [resources page](#) to download Light The Night e-signatures and social media graphics to help spruce up your promotions online.

☐ SEND A THANK YOU

Don't wait too long before you extend a heartfelt thank you. It will go a long way to make your supporters feel appreciated and consider giving again the next time you ask.

Tip: Print our note card on page 10 to send a thank you the old fashioned way!

KEEP US POSTED

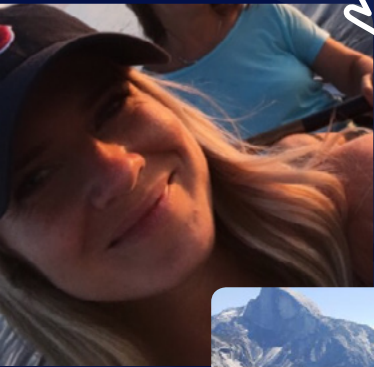
We want to help you spread your message about your fundraiser. [Contact your local fundraising coach.](#) They'll do their best to share your story on our social channels!

Sample LETTER

Use this sample letter as a guide to help you create your own handwritten note, email or script.

Kari
Charlottetown, PEI

[READ HER STORY](#)



Adam
London, ON

[READ HIS STORY](#)



TAKE BACK THE LIGHT

Dear friends,

I am writing to tell you about an important cause that I am supporting right now.

I recently learned from the [Leukemia & Lymphoma Society of Canada](#) about the real threat the pandemic poses for the blood cancer community. Since the lockdowns began in March, non-urgent surgeries stopped, clinical trials were suspended and scientists in labs put their research on hold. What's worse, many government agencies are redirecting their resources to respond to COVID-19. It's a trend that puts blood cancer research in a dangerously fragile state. It scares me to know that people facing a blood cancer are experiencing greater hardship now. Or that scientists who've spent years to make progress in blood cancer research could see their work unravel, or worse, stop altogether.

For this reason, I am asking if you'll join me to give to the Leukemia & Lymphoma Society of Canada. With everything going on, this may feel like a strange time to ask.

But the truth is, cancer didn't stop because of a global pandemic.

If anything, never has it been more urgent to donate. That's why I've signed up for [Light The Night](#). It's a virtual fundraising event that's giving me a chance to take back the light that COVID-19 and cancer have tried to take away. I've committed to fundraise over the next several weeks. It's my way of contributing to a greater cause, but I cannot do it alone.

I've made a personal donation of \$_____ to kick-off my fundraising efforts.

What we donate now will put the Leukemia & Lymphoma Society of Canada in a position to regain control over the advancement of blood cancer research. I believe it's crucial that we act now to minimize the impact of the pandemic for those experiencing cancer and for scientists to carry on their work without interruption.

I need your help.

You may be wondering why I'm not [enter the type of fundraising initiative you have organized previously]. As you know, COVID-19 continues to evolve and I want to make sure we limit any risk of spreading the virus, particularly for people already dealing with an existing illness like cancer. For this reason, I am asking you to make a donation instead.

Your donation will help me reach my fundraising goal and help advance blood cancer research despite the pandemic.

To donate, please follow this link.

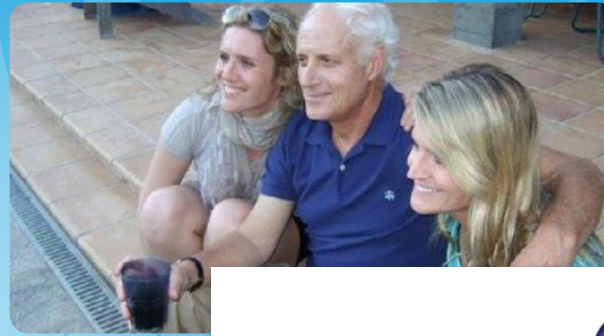
With thanks,

Lightthenight.ca | #takebackthelight

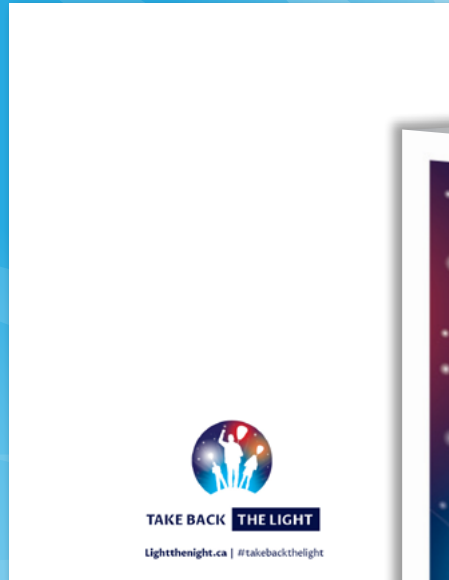
[DOWNLOAD](#), personalize
and print from Word.

TEMPLATES

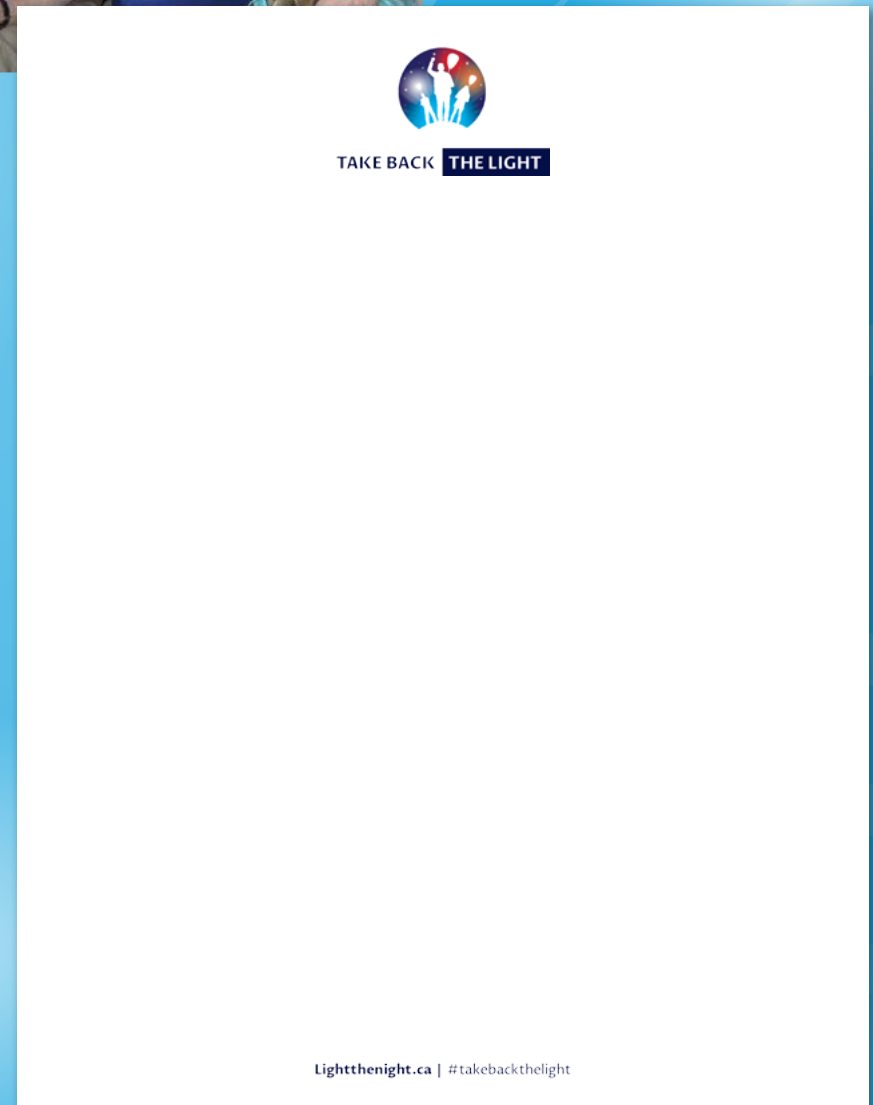
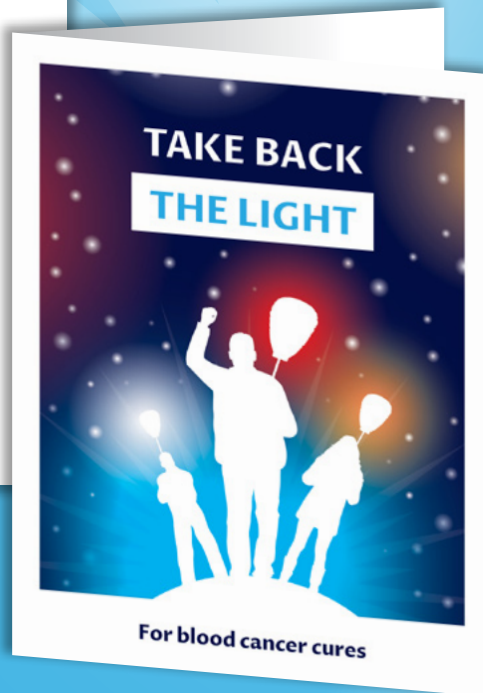
For download or to print



Dad
Toronto, ON
[READ HIS STORY](#)



[Note cards](#)



[Letterhead from Word.](#)



Linda,
Calgary, AB
[READ HER STORY](#)

