



Millions of Ways to Raise

Nationwide, the average Light The Night walker raises more than \$200. Below are different ways to raise beyond sending letters and online fundraising. These ideas can help you become a Champion For Cures and raise a minimum of \$100. Get ready to think outside the "fundraising box"! Don't forget: your Light The Night staff can give you tips, strategies and ways to make your events a success!

Most Popular Techniques:

1. **Matching Gift Programs:** Many companies will match donations made by their employees. Ask your company if they have a similar program. Then ask your co-workers to donate and fill out the appropriate forms. You can turn those \$25 donations into \$50 donations!
2. **Garage Sale:** Ask team members, friends, family members, co-workers, and neighbors to donate unwanted items and host a Saturday morning garage sale to benefit your Light The Night team. Garage sales can raise anywhere from \$100 to \$2,000 in just hours!
3. **Poker Tournament:** Invite everyone over for a backyard poker tournament. Ask local businesses to donate prizes and/or food. Add a silent auction, plenty of re-buys and add-ons. Poker tournaments are known to generate \$500-\$3,000 for Light The Night teams.
4. **Parties:** Everyone loves a good excuse to go to a party! Host a PartyLite, Princess House, Cookie Lee Jewelry, Pampered Chef or other home product party at your next get-together. Ask the sales representative to donate 20-50% of sales to Light The Night.
5. **Paper Balloon Kits:** Ask local business that your family supports to sell the paper balloon icons to their customers as a fundraiser for your team. Such businesses might include restaurants, hair/nail salons, grocery stores, bakeries, dentist/doctor's offices, dry cleaners, banks, travel agencies, etc. Make sure to tell the Light The Night staff so they might stop in and buy one!
6. **Restaurant Fundraising:** Contact your local restaurant and ask if you can do a "fundraiser night." Rules vary from restaurant to restaurant, but you will receive between 10-25% of the bill! See the back page for a partial list of popular restaurants that participate in fundraising events!
7. **Baseball Game:** Like baseball? Buy a set of tickets at the group discount rate. Host a tailgate party and charge your friends, family members, co-workers, etc. twice the amount you paid for the tickets! Visit our Light The Night Kickoff Co-Hosts: Angels Baseball and the Rancho Cucamonga Quakes! For more information please go to www.anaheim.angels.mlb.com and/or www.rcquakes.com. Not a baseball fan? Do the same for football, horse races, hockey or basketball!
8. **Local Newspapers:** Contact your local newspaper editor/writer/columnist and ask them to put your team's story in the next issue. Make sure they include your online fundraising webpage and ask for donations! Or simply ask them to advertise your fundraising event! In 2009, one team ask their local paper to advertise their car wash and the newspaper wrote a whole article! Many people who came to the car wash and made donations said they read about it in the paper!

Fundraisers at Work:

1. **Dress Down Days:** Ask your boss if you can host a Dress Down Friday or a Jeans Day. Employees pay to dress casually or wear jeans. You can monitor this fundraiser by giving participants a stamp on the hand, sticker or button. Some companies designate every Friday as Causal for Cures day!
2. **Company Bake Sale:** Host a bake sale for your office, for your building, and/or for your building complex. Ask employees to donate items to sell and make sure to advertise, advertise, advertise! Great tip – don't price items! Just ask for a donation and tell them it's going to The Leukemia & Lymphoma Society. Some people might give you \$20 for a cookie – we've seen it happen!

3. **Movie Lunch:** Who doesn't love a long lunch? Show a favorite movie during key lunch hours and charge \$5 or more. Just be sure to get your boss' okay and ask your local grocer to donate popcorn and snacks.
4. **Sell Bears!** Order an assortment of Plushland Bears and re-sell them for \$5-10! These bears are great for holidays and gifts. Visit www.PlushlandBears.com for more information.
5. **Paper Balloons:** Sell Light The Night paper balloons for a minimum \$1 donation. Hang them in a common place so your clients, co-workers, etc. can see them. Ask the Light The Night staff to send you some paper balloon pads!
6. **Lunchtime Wii Tournament:** Bring in your favorite Wii Game and host a tournament during the lunch-break and ask a local business to donate a prize for the winner. Charge participants an entry fee and then ask co-workers to vote (by donating) for who they think will win.
7. **Spare Change Bucket:** Create a spare change bucket and choose a time to go around the office and ask everyone to donate the spare change they have in their wallets. Do this weekly and watch the coins stack up!
8. **Parking Space Raffle:** Does your CEO have a reserved parking space? Ask him or her to raffle it off for a week, a month, or for the year!
9. **Pounds of Hope:** Create your own spin-off of the Biggest Loser Challenge! Charge participants \$25 to enter a 8 week challenge of losing weight. Ask your HR representative to record weigh-ins so all numbers are kept confidential. Get a prize donated (such as a spa gift certificate) and the person who has the biggest percentage do weight loss wins!
10. **Office Olympics:** Ask each department to create an obstacle course/relay race. Put them all together and you have Office Olympics! Charge participants (or teams) an entry fee and you have an afternoon filled with fun!
11. **Ice Cream Sundaes:** Similar to the bake sale idea, ask a local grocer to donate some ice cream and charge co-workers \$3 or more to make their own sundae one afternoon. This also works great for Root Beer Floats!
12. **Vacation Days:** Ask your boss if employees can "give back" one or more vacation days and the company will make a donation to Light The Night. Or you can ask your boss to raffle a day off!
13. **CEO Jail:** Put your boss in "jail" for a day! Co-workers, clients, etc. pay to put the boss in "jail" and he/she must raise funds (by requesting donations from staff, vendors, clients, etc.) to get bailed out! It's a fun way to be creative with your CEO's time!
14. **Brown Bag Days:** Have employees bring a brown bag lunch to work and donate what they would have spent on lunch at a restaurant/cafeteria. Have it outdoors, add music, dessert and drinks, and you have a special lunchtime picnic!

Fundraisers at Home:

1. **Party, Party, Party!:** Throw a basic party, but add an entry fee, silent auction, etc. Here are some ideas:
 - Wine & Cheese Party
 - Fundraising Concert
 - A Themed Movie Night
 - Neighborhood Poker Run
 - Closet Party (bring unwanted clothes to trade)
 - Bridesmaid Ball (all guests need to wear an old bridesmaid gown)
 - Summertime BBQ
 - Oscar/Emmy/Awards Party
 - Neighborhood Block Party
 - Pub Crawl
 - Murder Mystery Dinner
 - Holidays in July Party
 - Dessert-a-thon
 - Girls Spa Day
 - Progressive Dinner

2. **Get the Family Involved!** Host a dodge ball (or any other sport) tournament, laser tag event, Wii tournament and invite your neighborhood
3. **Host a Family Car or Dog Wash:** Ask your Light The Night team's families, sport teams, local school clubs, or church groups to donate their time to wash cars/dogs. Don't forget to advertise!
4. **Children Can Fundraise!** People have a hard time saying no to kids! Ask your children, niece, nephew or cousin to help you fundraise by hosting a lemonade stand! Have children draw a picture of Light The Night and send it to family, friends, etc. asking for a donation. The average American household has a \$100 worth of spare change lying around – send the kids on a spare change scavenger hunt!
5. **Birthdays:** Have an upcoming birthday? Ask for donations instead of gifts!
6. **Get Crazy Over Bunco/Bingo!** Ask all your gal pals to come over for a friendly game of Bunco! Charge an entry fee and get prizes donated for the winners and let the good times roll!
7. **Get Crafty!** Make something to sell! Jewelry, scarves, etc. You could even make holiday decorations.
8. **Get Your Church (or Another Group) Involved:** Ask your church to make an announcement during the service, challenge the youth group to help you fundraise, ask members to join your team or start their own team!
9. **Get Local Businesses Involved:** Ask your local dry cleaners, or a business you frequently visit to put up a change box near the register for their customers to donate spare change.
10. **TV Show Tapings:** Get paid to watch TV! Attend a TV show taping and earn money for each seat you fill! Contact Tiffany Nelson for more details at Tiffany@AudiencesUnlimited.com or via phone at (800) 260-0041 ext. 7211. (Please note: a minimum number of people is usually required)
11. **Go to the Movies:** You can contact your local movie theatre to see if they will show a special taping of a new movie! They can either give you the discount movie group rate (and you sell the tickets for more) or you can rent out the entire theatre and invite all your friends to watch.
12. **Recycle:** Collect cans, bottles and electronics, and take them to a recycle center. Donate the funds you made to Light The Night!
13. **Get Creative!** Many participants have amazing fundraising ideas! Come up with your own fundraiser! Here are some examples:
 - Kiss a Pig: One participant told everyone if she hit her fundraising goal she will kiss a pig!
 - Shave Your Head (or Beard) for Big Bucks: People will donate to see you shave your head! Charge \$10 per inch of hair to be cut off.
 - Sell Candy Grams: Don't be afraid to dress up and sing for donations!
 - Make a cookbook highlighting your team's favorite recipes, quotes, etc.
 - Green Thumb: One participant grew veggies and flowers to sell to her co-workers and friends
14. **Use this list!** Encourage all your team members to become Champions For Cures by making copies and share this list with them. Challenge them to do at least one thing above.

There are millions of ways to raise funds for Light The Night – the list is endless. Don't be afraid to be creative and to ask! People will pay to have a good time and help a good cause!

Please be sure to contact the Light The Night staff so they can help spread the word about your event and give you tips, strategies and ideas to make your fundraising event more successful!

Have a successful fundraising tactic or idea? Share it with us so we can keep adding to this list!

Restaurant Fundraising:

Typically, the restaurant will provide you with a flier with the date, location(s) and details and will give you a percentage of every bill/purchase accompanied by a flier on the scheduled day.

A Couple of Tips:

1. The success of your restaurant fundraiser is based on the volume of sales, so be sure to implement a targeted plan to advertise your event to as many people as possible. A great advertising tip – create a pdf version of the flier and email it to everyone you know and encourage them to email it to everyone they know as well. You can also go around to neighboring businesses and ask to put fliers in their break-room.
2. Schedule multiple days/events so you may reach as many people as possible – everyone is so busy these days! For example, set the 1st Wednesday of each month as “Applebee’s Night!”
3. Ask the manager if you can also set up a Light The Night information table so people can register to be a part of your team or start their own.

A partial list of participating restaurants:

- Applebee’s (will donate 15% of the bill)
- Baja Fresh (will donate 15% of the bill)
- Baskin Robins (will donate 20% of the bill)
- BJ’s Pizzeria (will donate 15% of the bill)
- California Pizza Kitchen (CPK) (will donate 20% of the bill)
- Carino’s Italian Grill (will donate 20% of the bill)
- Claim Jumpers
- Chevy’s (will donate 25% of the bill)
- Chick-fil-A (will donate 20% of the bill)
- Chipotle
- Cold Stone Creamery (will donate 20% of the bill)
- Cosmos (will donate 10% of the bill)
- Daphne’s Greek Café
- El Pollo Loco (will donate 20% of the bill)
- El Torito (will donate 25% of the bill)
- Fresca’s (will donate 20% of the bill)
- Golden Spoon (will donate 30% of the bill)
- Hot Dog on a Stick (will donate 20% of the bill)
- Islands (will donate 20% of the bill)
- Jamba Juice (will donate 20% of the bill)
- Juice It Up
- Johnny Rockets
- Krispy Kreme Donuts
- Longboard’s
- Macaroni Grill
- Mimi’s Café (will donate 15% of the bill)
- On the Border (will donate 25% of the bill)
- Outback Steakhouse
- Pat & Oscar’s (will donate 10% of the bill; 15% if more than \$500 is raised)
- Pick Up Stix (will donate 20% of the bill)
- Red Brick Pizza (will donate 15% of the bill)
- Rubio’s (will donate 20% of the bill)
- Ruby’s Diner
- Souplantation (will donate 15% of the bill)
- T.G.I.Fridays (will donate 10% of the bill)

You can also call your favorite local restaurant, if they are not on the list, and ask the manager if they would be willing to have a fundraiser night. If they say yes – let us know! We’ll add them to our list!