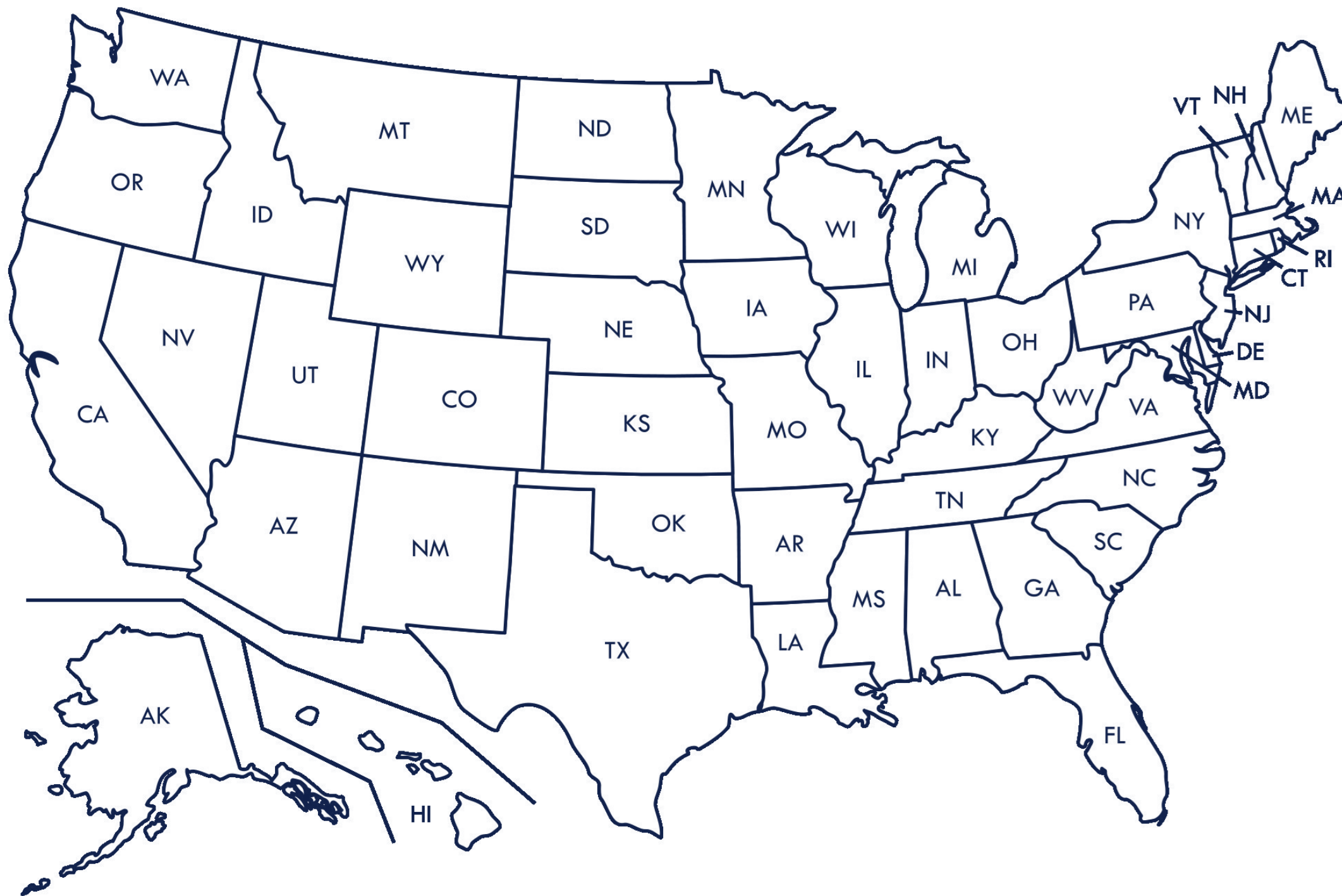




# 50 STATE CHALLENGE



**Get Social!**  
**#LightTheNight**



**THE GOAL:** Collect donations from people in every state!

**LightTheNight.org**

# 50 STATE CHALLENGE

## INSTRUCTIONS

- The goal of the *50 State Challenge* is to collect a donation from all 50 U.S. States. Individuals can use the *50 State Challenge* to contact donors they may not have reached out to otherwise.
- When you receive a donation, color in the corresponding state from which the donation came. You can find the state of your donations on your *Donation Notification* emails.

## HOW TO USE SOCIAL MEDIA

1. Use Facebook, Instagram, and Twitter to inform your audience about the challenge
  - EXAMPLE POST: 50 states. 1 challenge. Let's do this! Help me collect a donation from each state in the <insert month> for my Light The Night fundraising. <fundraising page hyperlink>
2. Create urgency in your post
  - EXAMPLE POST: There are currently 12.8 million people living in Pennsylvania. Someone knows someone who knows someone who can donate to help save lives. <fundraising page hyperlink>
3. When posting, tag your friends, followers, and connections who live in the specific states you need.
4. Share a picture or video in every post! Post a picture of the map, a clip of someone coloring in a state, or any other fun way to show your progress.
5. Make donating easy by always including the hyperlink to your fundraising page in posts and your Instagram bio.