

1. Set a Fundraising Goal

- If you don't set a goal - you will miss it every time.
- People are more inclined to give when they see the tangible impact it will make.

2. Personalize your Page

- Share your story.
- People are more inclined to give when they feel connected.
- By taking the time to personalize your page people will know that this is something important to you & want to support.

3. Make a Personal Gift

- Kick-start your fundraising early & personally get yourself one step closer to your goal.
- By making a personal gift it will show others your dedication to the cause & they will be more inclined to give.

4. Ask for Donations

- If you do not ask the answer is always no.
- Share your page on Social Media.
- Send a personalised email or letter.
- Pick up the phone & call.

5. Recruit Team Members

- Teamwork makes the dreamwork.
- Ask people to join your team.
- Encourage them to do all of the above steps for themselves.
- Celebrate together as a team at Light The Night!

1. Personal Note

- Send them a personal note to say thank you for joining the team

2. Encourage them to Set a Personal Goal

- Encourage your team members to each set a personal goal that they fundraise for individually
- Share resources that will help them do this

3. Encourage them to Make a Personal Gift

- Tell them to Kick-start their fundraising early & personally get themselves one step closer to their goals.

4. Have a Team Meet-Up

- If you can try to meet with your team members all together before the Walk
- You can meet at a restaurant, your house, a coffee shop
- Talk about why you are walking
- See if someone wants to design a T-Shirt

5. Have a GREAT Event Day Experience