**Walker Fundraising Ideas**

**Use your personal White Cane Web page**, **writing letters and planning FUNdraising events**

Set a fundraising goal and share that goal in your letter and on your web page. Every walker that raises $100 or more will receive a White Cane walk t-shirt.

* Ask everyone you know to donate. The number one reason why people donate is that they were asked! Email or mail your fundraising letter with your fundraising link to your holiday card list, business and networking contacts, company vendors, friends, family members- everyone!
* Include your personal story. Why are you participating in the Walk to help the Lighthouse? Do you have a connection to the Lighthouse’s mission? Your story will underscore the importance of raising needed funds for the programs the Lighthouse offers their clients for FREE!
* Promote your participating in the Walk and your findraising link on all social media platforms; Face Book, Instagram, LinkedIn, and Twitter.

Create a fundraising plan for your team, consider planning one or more of the following fundraising events to help your team reach its goal:

**Host a Party**

Plan an ice cream social, spaghetti dinner, have a BBQ or a pancake breakfast

* Invite family, friends and neighbors- send our invitations
* Auction off donated items at the party
* Ask for a flat donation at the door

**Organize a Neighborhood garage/yard sale-** great way to clean out the house and raise money

* Invite neighbors to participate and co-workers. Everyone can donate items -means more stuff to sell and more money raised
* Promote the event in local newspapers, on local websites and flyers throughout the community

**Plan a Weekend Car Wash**- You can do at the same time as the yard sale or have it a separate weekend

* Host on your block or ask a local religious group or business to use its parking lot for the weekend
* Charge a flat rate for cars, trucks and the dirtiest vehicles
* Post flyers and signs throughout your community promoting the event
* Recruit your friends and family to help

**Remember you have many people to ask to donate: Who is in Your Network?**

You are in the center of these groups:

* **Family**- brothers, sisters, in-laws, cousins, aunts & uncles, grandparents, niece & nephews
* **Social Media**- Face Book, Instagram, LinkedIn and Twitter
* **Religious**- Leaders & Members
* **Work**- boss, co-workers, customers, suppliers, and competitors
* **Groups**- associations, civic organizations, volunteers, and alumni
* **Social** – friends, neighbors, friends of friends, and old school friends

**How to Raise $100 and earn a White Cane Walk t-shirt!**

Ask 2 friends for $20 each $40

Make your own donation $20

Ask 2 neighbors $20 each $40

**$100**

**How to Raise $500**

Ask 5 friends for $25 each $125

Make your own donation $50

Ask 5 co-workers for $25 each $125

Ask 5 neighbors for $20 each $100

Put fundraising link out on social media $100

**$500**