



Walker & Participant Fundraising Tips & Tricks

Lighthouse of Pinellas

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Walker Fundraising Ideas

Using your personal Lighthouse of Pinellas Web page, writing letters, utilizing all social media, and planning FUNdraising events are proven, successful ways to raise funds. When fundraising, remember these helpful tips:

- Set a fundraising goal and share that goal in your letter and on your web page. WCW participants will each raise an average of \$300 this year in support of our mission to help us help low vision & blind clients. You can do it! Every walker that raises \$35 or more will receive a WCW t-shirt, food and beverage on walk night.
- Ask everyone you know to donate. The magic to fundraising is to ask! Email or send your fundraising letter, with a link to your WCW fundraising page, to your holiday card list, business and networking contacts, company vendors, friends, family members – everyone.
- Do you have a Facebook/Twitter/LinkedIn page? Be sure to promote your fundraising efforts on those sites, and post your fundraising page link, to make it easy for your social networking buddies to donate.
- Include your personal story. Many people participate in LH WCW in honor or in memory of someone touched by vision difficulty. Share your connection to the LH mission to underscore the importance of raising much-needed funds to help our clients stay independent and achieve their goals.

As you create a fundraising plan, consider planning one (or more!) of the following fundraisers to reach your goal. These ideas are proven to be a success!

Host a party

Plan an ice cream social/spaghetti dinner/pancake breakfast/Bowl-a-thon/Halloween party, etc. Steps to success:

- Invite your family and friends. Send out invitations or use www.evite.com to organize your guest list electronically.
- Ask for a flat donation at the door.
- Auction off donated items at the party.

Organize a neighborhood garage/yard sale

A great way to clean out the house and raise big bucks for LH of Pinellas. Steps to success:

- Invite neighbors to participate. More families = more stuff to sell = more funds raised.
- Promote the event in your local newspaper, on local websites and with flyers throughout your community.

Fundraise at your child's school

Organize a Dress-Down Day, Favorite Sports Team Day or bake sale. Steps to success:

- Work with your child's teachers and principal.
- Excite the kids about how they can help blind and low vision people.

Plan a weekend car wash

Host a car wash on your block or ask a local religious group or business to use its parking lot for the weekend. Steps to success:

- Charge a flat rate for cars, trucks, and the dirtiest vehicles
- Recruit your friends and family to help.
- Post flyers and signs throughout your community.

Ask your local bakery, restaurant, dry cleaner, dentist, etc. to help raise money for the Lighthouse.

Place a collection container on the front desk and ask them to donate their change. Watch that spare change add up! Steps to success:

- Commit to a collection timeline with each business.
- Be ready to share your personal connection to Lighthouse mission and why you are participating in the White Cane Walk.
- Work with the business to have cashiers ask every customer to donate to WCW.

Other Fundraising Event Ideas:

- Host a fun run
- Game Night
- Wine Tasting
- Video Game Tournament
- Golf Tournament

Sample Events & Letter

1. Team Captain to walkers that registered (email)

Hi First Name

Thank you for registering for the White Cane Walk! Email fundraising is the simplest, most effective way to raise funds toward your goal. And now we've made it even easier for you! Just forward the below email message to all of your friends and family – a couple of clicks and you can raise a lot of money to help visually impaired individuals. Happy Fundraising!

<your name>

2. Letter to a walker after registering (letter)

Dear Friends and Family,

I'm raising money for a very important cause through the Lighthouse of Pinellas, White Cane Walk. The Lighthouse of Pinellas offers a variety of programs and services to clients in support of its mission. These programs include: To advance the independence and quality of life for individuals and their families in Pinellas County who are blind or visually impaired.

Please join me in helping the Lighthouse help our clients, birth through senior citizens. You can make your donation online by simply clicking on this link: www.lhpfl.org. If you would prefer, you can also send me your tax-deductible contribution made out to The Lighthouse of Pinellas to the mailing ~~address below~~. Any amount you can give will make a difference in the lives of thousands of clients.

Sincerely,

Participant Name
6925 112th Circle North, Suite 103
Largo, FL 33773

10 Weeks of Fundraising Ideas

Week 1

Use your online fundraising page. Send a link to your fundraising page to everyone you know. Ask them to sponsor and/or walk with you. Include the link in your email signature, too!

Week 2

Write a letter about why you are walking and mail it out to friends, family members, colleagues, etc. Remember: The bigger your mailing list, the more money you'll raise!

Week 3

Look into matching-grant programs. Walmart and Sam's Club offer them, so stop in and ask for an application. Also, find out if your company has a matching gifts program.

Week 4

Tell 10 new people about the White Cane Walk. Explain to them why you participate and ask if they will sponsor you or join your Walk team and raise money.

Week 5

Have a garage sale. Collect old stuff from friends and family. Auction stuff on eBay or hold a garage sale. Display White Cane Walk signs to make sure people know that the proceeds of the sale will go to Lighthouse of Pinellas.

Week 6

How can you be successful. It's easy! Sponsor yourself for \$30. Ask three family members to sponsor you for \$15 each. Ask five friends to sponsor you for \$10 each. Ask five co-workers to sponsor you for \$20 each. Ask five neighbors to sponsor you for \$10 each. Ask three businesses you frequent for \$25 each. Congratulations! You just raised \$300 in one week!

Week 7

Follow up on your letter and/or email. Call or send a reminder to the people who haven't donated yet. Let them know that the Walk is coming up and you need their help to reach your goal! Share with them how much you've raised to date and let them know you are still raising money!

Week 8

Host a Brown-Bag Day at work. Have employees/co-workers bring a brown-bag lunch and donate the cost of what they would have spent at the cafeteria or restaurant to your Walk team. You can provide drinks, dessert and/or music to make it a fun atmosphere.

Week 9

Extra change. See if you can put an extra change jar next to the cash register of a cafeteria or restaurant. Be sure to note that donations will support the Lighthouse of Pinellas.

Week 10

Celebrate! It's Walk week! Host a party to celebrate the upcoming White Cane Walk. Charge a cover fee at the door. Make sure all guests know that donations go to the White Cane Walk.

Remember: These ideas are just suggestions. Be creative. Explain to potential donors why you are participating. If you have any questions, contact your local Lighthouse of Pinellas for help.



Online and Live Auction

Amount Raised: \$1,540
Event Time: 2 hours (happy hour/live auction)
Prep Time: 6 ½ hours over 2 weeks
Participants: 30 people
Location: Pete's Café and Bar

Live auctions are fun coupled with any get-together and can take place any time. We offered a company-wide auction. The live auction was a happy hour that was hosted a week prior to the Walk where auction items were auctioned off. We collected a total of 16 donated items from various vendors and clients of the company;

the donations ranged from restaurant gift certificates to a 2-night all-inclusive stay at the Hard Rock Hotel in San Diego. The owner of our happy hour venue donated 50% of his proceeds during our event to our team effort. Everyone wants to help- all you have to do is ask!

Step By Step

Allow 2 weeks from start to finish.

Week 1

- Recruit an internal committee to acquire auction items. (4-6 hours over many weeks depending on how many items you attain and/or how big/expensive they are)
- Compile invitation list and create flyer, send out. (1-2 hours Depending on your design skills)

Week 2

- List auction items on company intranet (1/2 hour)
- Send email invitation to Happy Hour/Live Auction and Walk (15 minutes)

Week 3

- Prepare tax receipts and thank you notes to anyone who donated an auction item or service (1/2 hour)

Supplies

Decorations=\$0 (balloons, banner, posters, logo provided by LHP)
Auction items=\$0 (donated)
Out of pocket costs: \$25

Tips, Tricks & the Unexpected

Try different, flexible auction formats: silent, live bidding, online, etc.
Start your auction item bids at 50% of the retail value
Package smaller items together in decorative baskets to increase bids.
Ask colleagues for donations of new, unused items valued at \$10 or more (the more items-the more money!)

Think of fun and unique benefits that your company can offer for free, i.e. you can auction off a "casual" workday if you work for a company with a dress code, or an extra day of vacation (donated by Human Resources), the best parking spot for a week, etc.

Getting items donated for your auction is a matter of asking – the donation is tax-deductible.

Digital cameras are handy for taking photos of auction items and participants at the event to include in any thank you correspondence.



Bake Sale

Amount Raised: \$450
Event Time: 4 hours
Prep Time: 3 hours over 3 weeks
Location: Building Lobby

Our team decided that a bake sale would be fun and easy. Calories don't count when it is for charity! We held the sale in the lobby of one of our team member's office buildings, during the hours of 8 a.m. – 10 a.m. and then from 12 p.m. to 2 p.m. The results – we raised \$450 for our Walk Team! It was awesome!

Step by Step

Allow 3 weeks from start to finish.

Week 1

- Set a date and location. We had to contact the property management company to get their permission (15 minutes)
- Asked a local grocery store to donate baking supplies and or baked goodies (30 minutes)
- Asked a local business to donate a raffle prize and have an opportunity drawing (30 minutes)

Week 2

- Asked team members to donate a baked goodie and to drop it off the night before (15 minutes)
- Borrowed fun trays and platters to display baked goodies (15 minutes)
- Borrowed a table and two chairs to use (15 minutes)
- Bought baking supplies (the dollar store had great deals on the stuff we couldn't get donated)
- (30 minutes)

Three Days before the event

- Created flyers and posted it around the building (30 minutes)

Day of Event

- Decorated using Light the Night balloons, banners and posterSetup table with a donation box and opportunity drawing/prize with tickets and a fishbowl (we had 1-2 volunteers at the table to collect donations during the event, have donor sign drawing ticket and provide tax ID receipts)

Supplies

Cash Box = \$5.00
Festive Tablecloth = \$7.99
Raffle Tickets = \$9.99
Opportunity Drawing Gifts=\$0
Posters=LLS provided LTN banners
Baking supplies = \$10.00
Plate = \$1.99
Napkins = \$1.99
Out of pocket costs: \$36.96



Bar Party/Celebrity Bartending

A bar party or a Celebrity Bartending event

Helpful Tips:

Schedule it near a holiday and dress up or have a theme. Decorate baked goods to match the holiday/theme.
See if you can get the other buildings near involved.
Make sure to bring a small amount of cash to give change.
Having a digital camera on hand not only captures the fun but also provides a nice visual for thank you notes.
Ask for a donation, rather than pricing items. Most of the time people will give you more money.

Amount raised: nearly \$6,000
Event Time: 4 hours (happy hour/live auction)
Prep Time: 4 weeks
Participants: 150 people
Location: Local Pub/Tavern – close to the office

can be a fun & easy way to not only raise funds but engage the entire team! Ours raised over \$5,000 at this event through ticket sales (\$15 per person), tips for the "Celebrity Bartenders (raised \$700), the Bar

donated back 25% of their proceeds that night (from both food and alcohol sales - \$1,000), and we included an opportunity drawing for a flat screen TV (raised \$2000).

Step By Step

Week 1

- Recruit an internal committee of team members to develop your event. The group will focus on securing a fantastic opportunity drawing item, recruiting “celebrity” bartenders & selling tickets to the event
- Approach a local bar to host the event. A location close to the office & during the work week is best. Make the request for a portion of the proceeds during the event go back to LLS. In turn, we promoted their establishment & helped drive in more customers!

Supplies

Decorations=\$0 (balloons, banner, posters, logo provided by LLS)

Flyers=\$25 for color copies

Opportunity Drawing Item=\$0 (donated)

Roll of Opportunity drawing tickets=\$10

Printing of admission tickets=\$50

Tip cans for Bartenders=\$20

Out of Pocket Costs: \$105

Week 2

- Recruitment of “celebrity” bartenders. We have approached higher level executives within our company to participate, including our CEO. We ended up with 8 “celebrities” that rotated throughout the event – including the CEO!
- Finalize opportunity drawing item – we decided to have one, big item – the flat screen TV. One of our top fundraising team members donated the flat screen TV he received as an incentive for the 2009 Walk. We charged \$10 per opportunity drawing ticket.
- Send an email invitation to employees promoting the event, including details about the “celebrity” bartenders, ticket price & opportunity drawing item.

Week 3

- Place flyers about the event throughout the office/building, at the Bar hosting the event, etc.
- Our CEO agreed to send a reminder email about the event, including his participation as a bartender. This really increased our ticket sales!

Week of Event

- Final email push for ticket sales
- Finalize details with Bar owner & confirm participation of “celebrity” bartenders.

Event Day

- Be sure to have enough volunteers on hand to work the door, selling opportunity drawing tickets in the crowd, etc.

Tips, Tricks & the Unexpected

Next year we will recruit more “celebrity” bartenders so they can rotate throughout the evening. It was a big crowd for them to manage!

Don't be afraid to ask the bar location to donate a % of their proceeds from the event – this added nearly \$1,000 to our grand total!

The opportunity drawing was a huge success (\$2,000 raised) – we will start early next year to get another great prize.

Consider adding a live auction to the evening.

Amount Raised: \$4,250
Event Time: 3 hours
Prep Time: 7 ¼ hours over 2 months
Participants: 63 @ \$15/person
Location: Local Bowling Alley



BOWL-A-THON

This is a fun activity for people of all ages and skill levels! We invited friends and family and asked 16 designated people to bring 5

bowlers each. The minimum donation to bowl was \$15 and all bowlers were asked to get at least 5 sponsors who would pledge a minimum of \$.05 per pin. The bowling alley charged us \$10 per bowler (including shoes), which means we made \$315 right off the bat! We asked all Team members to solicit donated items for prize drawings that took place after each game. We even made Team paddles, one for each lane. Bowlers raised their paddle with each strike or spare, a volunteer ran over with a ticket, the bowler added their name, which then entered them into the prize drawings. Two other volunteers sold tickets for a 50-50 drawing, which we drew at the end of the night. Participants checked in between 5:30-5:45 PM and the event started at 6 PM. Four volunteers worked at the check-in table; they collected pledge sheets and counted money. The night wrapped up around 9 PM. We asked a volunteer to serve as an event secretary to write thank you letters to acknowledge our donors and volunteers. A thank you was also placed in our Team newsletter. It was a fun and successful event!

Step by Step

Allow 2 months from start to finish.

Two Months Prior

- Confirm date and arrangements with bowling alley (1 hour)
- Compile invitation list and create invitation/flyer, send out
- (1-2 hours depending on your design skills)
- Ask everyone to solicit donated items

Supplies

Ping Pong Paddles=\$20
Glue=\$1
Tape=\$2
Paper for signs & tickets=\$3
Decorations=\$0 (balloons, banner, posters provided by LLS)
Prizes for drawings=\$0 (donated)
Out of Pocket Costs: \$26

One Month Prior

- Follow up with invitees and get them excited! (2 hours)
- Email participants a list of help that is needed on the day of the event (1/2 hour)
- Purchase supplies and create ping pong paddles (1 hour)

One Week Prior

- Confirm number of bowlers with bowling alley (15 minutes)
- Confirm volunteers (1 hour)

Tips, Tricks & the Unexpected

Bowling alleys offer fund-raising events, which made the idea a lot easier (the \$50.00 deposit was refundable).

Share the responsibility! Form a list of people you can rely on and ask them to bring 2 or more bowlers.

At the event it was SUPER BUSY! Next time we will get more volunteers strictly in charge of drawing tickets.

Email is a great way to communicate with everyone. Attach an electronic sign-up sheet to the email. You can get supplies donated just by asking!

Assign one person to be the photographer for the evening (preferably someone who is not bowling). Opportunity drawing tickets could be sold (\$1 each, three for \$5) which means additional income!

The month before is where we spent the most time – answered questions/concerns.

Want to raise more money? Have a bake sale at the event (get approval from the bowling alley first).

Make sure to thank everyone! Send thank you notes to donors and volunteers (include a photo if you can).

After the Event

- Write and send thank you notes (1/2 hour)



Bunco Night

Amount raised: \$1,200.00

Event Time: 5 hours

Prep Time: 5 hours over 2 weeks

Participants: 48

Location: Team Captain's house (backyard)

Organizing a bunco fundraiser was a great way to put a unique spin on something we already take part in. The dice started rolling at 7 p.m. and winners were determined around 11 p.m. An entry fee of \$20 was collected from each player. It was very easy to organize, and we had great results.

Step by Step

Allow 5 weeks from start to finish

Week 1

- Select a date and location. We chose a Saturday night
- during the summer, so it wasn't too cold (30 minutes).
- Approach local grocery stores for snacks and drinks.
- Our local store donated a \$25 gift card (1 hour)
- Ask local businesses to donate prizes for the person with
- the most buncos, for the person with the most wins, the
- person with the most losses, and a booby prize (1 ½ hours).

Week 2

- Asked family and friends to borrow 12 card tables and chairs
- Send an invite (we did ours via Facebook and email) and handed out flyers when the topic came up among friends and family (30 minutes)
- Ask other team members to contribute goodies and drinks we couldn't get donated (30 minutes)

Two Days Before Event

- Email everyone a reminder (30 minutes)
- Picked up tables, chairs, snacks and drinks (30 minutes)

Day of Event

- Set up tent and tables. Decorate using Light The Night balloons, banners, posters and brochures
- Have fun

Supplies

Dice = \$2.00

Index Cards = \$1.47

Card Tables = 12 (depending on the number of people – you need at least 12 to play)

Cash Box = \$5

Bell = \$3.99 (depending on the set-up and how many people you might want two bells)

Decorations = LLS provided LTN banners and balloons to use

Pens = one for every person, \$4.19

Snacks = Donated by local grocery store

Drinks = Donated by team members

Out of Pocket Costs: \$16.65

Tips, Tricks & the Unexpected

Ask a few teens to babysit (in a separate part of the house) for those who couldn't find a sitter.

Everyone plays bunco a little differently – print out rules for those who don't know how to play!

Add a theme to make it more fun – have all your snacks revolve around the theme.

Bunco is a really loud game – if you are having it outside, be sure to give your neighbor's a heads up!



Car Wash

Amount raised: \$750.00

Event Time: 6 hours

Prep Time: 5 hours over 3 weeks

Participants: 60 Cars Washed

Location: Chevron Gas Station

Our team decided that a car wash would be fun and easy. Everyone needs their car washed! We held the event at the most popular intersection in town, during the hours of 7 a.m. – 1 p.m. In just 6 hours, with donations and an opportunity drawing, we raised \$750 for our Walk Team!

Step by Step

Allow 3 weeks from start to finish.

Week 1

- Contacted the gas station manager to set a date (30 minutes)
- Asked a local business to donate a prize for our opportunity drawing (1 hour)
- Asked a local grocery store to donate water and snacks for the volunteers (30 minutes)

Week 2

- Recruited team members, student volunteers from our church and high school, plus other friends and family (30 minutes)
- Scheduled them in 2–3-hour shifts (30 minutes)

Week 3

- Confirmed with manager and all volunteers (reminded them to wear sunscreen, hats, etc.) (30 minutes)
- Purchase supplies (30 minutes)
- Picked up prize (30 minutes)
- Borrowed chairs and two tables from a friend (30 minutes)

Day of Event

- Decorated using Light the Night balloons, banners and posters (we had 2-3 volunteers hold signs to promote the car wash)
- Setup donation table with a donation box and opportunity drawing/prize with tickets and a fishbowl (we had 1-2 volunteers at the table to collect donations during the event, have donor sign drawing ticket and provide tax ID receipts)
- Brought a radio

Helpful Tips:

Don't choose a hot day! The soap will dry to the cars, your volunteers will get tired, etc.
Let your local paper know ahead of time – they might run a story on your goal to help LLS's Mission!
Call your local high school to see if they have car wash fundraiser scheduled on or around the time you are planning to host yours – you don't want to schedule them too close together or on the same day!
Having a digital camera on hand not only captures the fun but also provides a nice visual for thank you notes.
Adult volunteers are the best volunteers when it comes to handling/collecting donations.
For each donation for the opportunity drawing, we wrote the donors name and phone number on a back of each ticket and the volunteer gave him/her a corresponding receipt. At the end of the car wash, we picked a winner and called to make arrangements for the prize basket to be delivered. The opportunity drawing donation amounts were established based on what the prize was and its value.



Football Pool

Amount Raised: \$800-\$2,000

Event Span: 10 Home Games

Prep Time: 3 hours

Participants: 100

Location: Anywhere!

Football squares are a great way to bring the excitement of the game to your fundraising!

Step by Step

Allow 5 months from start to finish (if doing a pool for every home game of the season)

Week 1

- Advertise the idea of hosting a Football Pool to large groups of people such as co-workers (invite them to include their spouses).
- Have a master copy of the football squares where people write their name on their square.
- Sell 100 squares at \$20.00 (per square). *Note-some people may want to purchase more than one square. Once someone purchases the square, that is theirs for the entire season.
- After all the squares have been sold and money has been collected, randomly assign numbers (0-9) to each row and column. Do this for each home game. Some people use a deck of cards to randomly select their numbers for each row & column.
- Make copies of the pool papers for each game for each participant.

Supplies

Envelope – to
keep track of money
(\$0.05)

Folder – To keep
all the pools
organized (\$1.00)

Copies (\$10.00)

Total: \$11.05

Week 2-18

- Keep track of who wins each quarter.
- Winners are determined by matching up the last number of the score for each team. (Ex. If the scores are 14 and 27, the square at 4 and 7 wins).
- Winners will receive \$25/Quarter

Tips, Tricks & the Unexpected

- ◇ To make it more fun, get groups of people to watch the game together at a bar or someone's house.
- ◇ You can choose to do this for as many games as you want! i.e. first 5 games, all 10 home games, etc.
- ◇ Stay organized and on top of who won. They will expect their winnings.
- ◇ People may offer to give their winnings back to you as a donation, remember to thank them if this happens.
- ◇ This works best in groups where people know the other people involved.
- ◇ Variation: You can have people change their square each week. This requires a little more work, but it allows people to join at any time during the season.



Ice Cream Social

Amount raised: \$1,100.00
Event Time: 3 hours
Prep Time: 8 hours over 4 weeks
Participants: 35
Location: Team Captain's House

After looking at the list of fundraising ideas from The Leukemia & Lymphoma Society, our team decided that an Ice Cream Social would be fun and easy. Nothing beats the summer heat like a cool ice cream treat! We held the event at the Team Captain's home, during the hours of 5:30 PM-8:30 PM. In just 3 hours, with donations and an opportunity drawing, we raised \$1,100.00 for our Gypsy Dot Walk Team! It was awesome!

Step by Step

Allow 4 weeks from start to finish

Week 1

- Contacted local ice cream shop for product donation (1/2 hour spoke to owner about event and she donated 2 barrels of ice cream)

Week 2

- Design & print invitations (1 hour)
- Send invitations to family, friends & neighbors (1/2 hour)

Week 3

- Follow-up phone calls to make sure everyone received Invitations and obtain RSVP's (1-2 hours depending on list)
- Purchase food (hot dogs, condiments, adult & children's beverages)
- Call for opportunity drawings donations (2-3 hours depending on number of donations. The Team Captain asked her coffee house employee to donate coffee products and store merchandise in order to package gift baskets. We also purchased inexpensive wine, plants & flowers from the local grocery store for gift baskets)

Day of Event

- Pick up ice cream (1/2 hour)
- Decorated using Light the Night balloons, Light The Night banner, posters & brochures (1 hour we hung up Light The Night Goal Thermometers prominently so we could track donations that day)
- Setup donation table with a donation box, bracelets, Light the Night bears, information about the Walk (1/2 hour. We had a team member at the table to collect cash/checks during the event).
- Setup opportunity drawing/prize table with tickets (1/2 hour. We had 2 team members at the table to collect donations during the event, have donor sign drawing ticket and provide tax ID receipts).
- Team member grilled hot dogs in backyard – table setup with condiments/buns/etc. (1/2 hour)

Supplies

Ice cream + \$0
Opportunity Drawing Gifts = \$0
Invitations/Printing = \$15
Food/Beverages/Basket = \$60

Out of Pocket Costs: \$75

Tips, Tricks & the Unexpected

Giving yourself more time to acquire donations means more money for LLS: Grocery stores usually need 30 days prior notice in order to provide donations on behalf of The Leukemia & Lymphoma Society.

Design challenged? Use E-Vite to create personalized invitations and get flyer ideas.

Having a digital camera on hand not only captures the fun but also provides a nice visual for thank you notes.

Adult members of the walk team are the best volunteers when it comes to handling/collecting donations.

Note: People did not have to donate a certain amount of money to be in the drawings. For each donation, we wrote the donors name on a card and gave him/her a corresponding receipt. At our discretion, the card was placed in a bag by a prize that was in that price range. Minimum donation amounts were established based on what the prize was and its value (\$10 Light the Night Bear, \$25-\$40 gift baskets, etc.).



Penny War

Amount raised: \$1,000

Event Time: 1 hour

Prep Time: 3 hours over 3 weeks

Location: Building Lobby

In order to get other offices involved in our fundraising efforts we decided to conduct an office building "Penny War". We contacted our building landlord for permission to approach the other offices and asked if we could display the "penny war" jars at the building reception desk with security for one week. We used large glass canning jars and labeled the name of each

office on the jar. We were able to secure 7 offices to participate. We created building flyers about the "Penny War" and a tabletop display around the actual jars at the reception area. The value of any pennies collected counted positively toward that group's point total, while the value of other coins or dollar bills were subtracted. Participants who wanted a particular office to lose would put nickels, dimes, quarters or dollar bills into their jar. At the end of the week, the building Office Manager counted all of the money in the reception area and a winner was declared! Donated coffee/bagels were provided by the building cafeteria the following week for the winning office. The results – we raised \$1,000 for our Walk Team, created a lot of awareness for the LLS's mission and had tons of fun!

Step by Step

Allow 3 weeks from start to finish.

Week 1

- Contact office building management for permission to approach other offices and establish a weeklong "penny war display" (15 minutes)
- Contact other offices in building to participate in "penny war" (30 minutes)
- Ask building cafeteria to donate coffee/bagels to winning office. (15 minutes)

Supplies

Poster/Flyer Supplies = \$5.00
Canning jars = \$35.00
Winning Prize = \$0 (donated)
Posters = LLS provided LTN
banner, posters and balloons

Out of pocket costs: \$40.00

Week 2

- Buy canning jars and label with office names (30 minutes)
- Create building flyers and "penny war" display (40 minutes)

Day before the event

- Post "penny war" flyers around the building (15 minutes)
- Confirm coffee/bagel donation for winner (15 minutes)

Day of Event

- Decorated using LTN balloons, banner and posters (10 minutes)
- Setup "penny war" display outlying rules/winning prize (10 minutes)

Helpful Tips:

Set a goal for how much money you would like to raise from the event and encourage participating offices to set their own goals.

Encourage participating Office Managers to send out an e-mail about the "penny war" and how they can participate.

Ask Building Management to announce the "penny war" in a building newsletter and also include a follow up article with a thank you and results.

Take digital pictures to capture the fun and include the pictures in thank you notes.

Be sure to do thank you notes to the offices who participated as well as for the cafeteria prize donation.