

HOW TO RAISE \$1,500 IN SIX WEEKS

Week One

- Start by sponsoring yourself = \$25
- Send out at least 25 letters to friends and family = \$650
(ask for a minimum donation of \$26)

Week Two

- Follow up on your fundraising letters
- Ask three additional family members = \$78 (minimum donation of \$26 each)
- Ask five friends to sponsor you (min. \$26 each) = \$130 Ask two co-workers to sponsor you (min. \$26 each) = \$52
- Check with your company's Human Resource Department to see if they offer matching gifts.

Week Three:

- Ask three additional co-workers to sponsor you = \$78
(minimum donation of \$26 each)
- Plan a fundraising party with at least 25 people = \$ 250
(e.g., 50-percent split cover charge of \$20 for a happy hour)

Week Four:

- Ask five neighbors to sponsor you (\$15 each) = \$75

Week Five:

- Ask your boss for a company contribution = \$50

Week Six:

- Ask three businesses you frequent for a donation = \$111
(e.g., doctor, dentist, dry cleaners, etc., \$37 each)

Grand Total: \$1,500

Top 10 Fundraising Tips

10) Do not think of fundraising as asking for money or a loan. You are asking as an advocate for those in need.

9) Don't discount anyone. While you may not have talked to that high school friend for a while, it's never too late to resume a friendship by telling them about your involvement with The Leukemia & Lymphoma Society.

8) Use those who are close to you as a "mini-committee" to reach your goal. Ask them to share their Rolodex, send out letters, help plan a party or find raffle prizes.

7) You don't need to know all of your potential donors; it's okay to accept donations from people you do not know. Just remember to thank them. By carrying their fundraising letters everywhere they go, many participants have received donations in bars, the subway and from passengers in elevators in their offices or apartment buildings.

6) Ask your boss.

5) The best way to fundraise is to use a combination of techniques, including a raffle, a fundraising letter, a party, corporate involvement, etc.

4) Start early! There's a lot to be said for those people who get all of their fundraising done so that they can concentrate on their training as event weekend nears.

3) Involve everyone you know. Most people find that their daily contacts supply plenty of potential donors. You'd be surprised at how many people you know — even casual acquaintances — who will support your efforts. Leukemia, lymphoma and its related cancers affect more than those diagnosed with the disease.

2) The Leukemia Cup Regatta is a program that allows people to experience the joy of helping others vicariously through you. When you participate in the Regatta, you represent not only your honored patient hero, you also represent all those who donated to your campaign. Make sure everyone realizes that a contribution lasts much longer than the 30 seconds it takes to write a check. Mention your efforts whenever possible. You never know when someone has \$20 burning a hole in a pocket.

And the No. 1 fundraising tip for participating in The Leukemia Cup Regatta is...

1) Ask, ask, ask.