



Become a Fundraiser.... and Have Fun

Fundraising is fun and easy to do if you “keep it simple.” Remember, fundraising is NOT just asking people for money. It is about giving people an opportunity to take part in a groundbreaking mission - to eliminate preventable childhood blindness globally. Remember, the #1 reason why people do not give is because no one asks them!! So, here are a few ideas.

“Give at the Office”

Organize something simple at the office – bake sale, used book sale, rummage sale, after-work mixer, Halloween costume party – *don't forget to ask the boss for a kick-off donation as a show of support!* Many companies match employees' charitable donations. Ask your company to match what you raise. Does your company have a Workplace Giving Campaign (these typically run from September thru November)? Ask your HR department to include information about “the Glow” in their employee bulletins.

“Get Physical”

Organize a 5-K run, swim meet at the local pool, golf tournament at a public golf course, work-out class at your

“In the Neighborhood”

Organize a simple door-to-door fundraising drive among your neighbors or host a backyard barbeque. How about a neighborhood garage sale? Or a block party with games and raffles? (*Don't forget the kid across the street with the garage band for entertainment!*) Celebrate your birthday or anniversary with a craft fair or concert at the local park, using entertainment from the local high school or college (*or maybe you have an*

“In Honor/Memory of”

Any one of your fundraising activities can be a “tribute to” or “in honor/memory of” someone in your family or community who deserves recognition.

REMEMBER

As you organize your own fundraisers, don't forget to enlist: Your place of worship, place of work, local businesses, neighbors and homeowner associations, clubs and sports teams, Police/Fire departments, and your local media. Publicize your activities on Know the Glow's Facebook community and other social media platforms you are part of. We want to hear what's happening in your hometown.

And...Most Important

Remember to be clear to your attendees if you are raising money that you are doing so **ON BEHALF OF** Know the Glow, but that you do not represent Know the Glow. Tell donors **IN ADVANCE** how much, or what percentage, of the donation is going to Know the Glow.