

Eight Week Fundraising Checklist

Week of July 25th

- Personalize your webpage – (Jennie Brewster or Dana Whitfield can do this for you.)
 - Tell Your Story – Why Leukemia Cup Regatta is important to you.
 - Upload a picture
 - Adjust your personal goal – Aim High!
- Create an address list for mailing letters. Use the **Memory Jogger** for ideas. Don't forget to use:
 - Holiday card list, Wedding invite list and Church or school directories
 - Use your family's addresses as well. Did your sister just get married? Use her wedding list. Does your mom or grandmother send out 100's of holiday cards each year? Why not ask for their addresses?
- Create your letter. See the **Sample Letter** for ideas. Consider a newsletter, postcard or brochure as an alternative to a basic letter.

Week of August 1st

- Email your letter (Word format) and address list (Excel format) to Jennie.Brewster@LLS.org
- If you have 100-200 addresses, LLS will print and mail your letters!
- Email your contacts the link to your webpage – so easy for people to donate online.

Week of August 8th

- Approach local businesses for corporate sponsorships. Crosscheck this with Dana Whitfield who has the master Sponsor List.
- Set up a blog so that your donors can follow your sailing and fundraising adventures. This will be fun for you to look back on at the end of the Regatta.

Week of August 15th

- Collect donations for the auction. Businesses that can't donate cash may be willing to donate merchandise or services. The amount it sells for at the auction will be credited to you fundraising!
- Letters have made it to their destination – time to follow up with an email or phone call.
- Send email thank you notes as donations come in. Remember to send handwritten notes after the event.

Week of August 22nd

- Ask around at Wednesday night sails or Regattas to see if anyone is interested in doing a group fundraiser.
- Update your status on Facebook or Twitter.

Week of August 29th

- Make plans for a group fundraiser. Call or email Jennie or Dana for ideas or reference the **25 Fundraising Ideas**.

Week of September 5th

- Follow up with businesses for sponsorships and auction items.
- Host a block party, BBQ or wine tasting for donations.

Week of September 12th

- Issue a **\$10/10 Day Challenge** to your email list. Make a goal to raise \$500 (or more) in 10 days. If 50 donate \$10 you will reach your goal!
- Have a countdown towards your goal on Facebook- use status updates to keep the countdown suspenseful! Be sure to Thank and Tag donors on Facebook.

Week of September 19th

- Regatta Week - **CELEBRATE** Your Success!
- Send handwritten thank you notes to all your donors – include a picture of you and your crew at the Regatta.