

30 Days of Overnight Fundraising

Day 1: Update your fundraising page with your story and send emails to your address book.

Day 2: Update your social media to let everyone know you're participating in the Overnight. Share your reason for walking and your fundraising page link.

Day 3: Let your family and friends know about your participation and fundraising minimum. Also, let your neighbors, doctors, teachers, and colleagues know.

Day 4: Think of upcoming events (Super Bowl, Oscars, St. Patrick's Day, March Madness). Bring donation forms to each event you attend and ask friends to contribute to your fundraising.

Day 5: Be a personal vending machine by selling candy and snacks to friends and co-workers.

Day 6: Update your social media profiles with a fundraising update and your personal page link.

Day 7: Host a raffle to auction off your talents: Teach a music lesson, babysit, cook or share your organizational skills with the winner.

Day 8: Host a karaoke night. Charge each attendee \$10 toward your fundraising goal, and enjoy a great night.

Day 9: Wear your Overnight t-shirt anywhere and everywhere. You may be surprised who has been touched by suicide and will want to donate. Create a pin that says "Ask me about the Overnight Walk."

Day 10: Update social media with your fundraising total and countdown until the event. Include your fundraising page link.

Day 11: Host a game night and ask friends to donate \$10. The winner receives half of the money and the other half goes towards your fundraising.

Day 12: Send a follow up fundraising email or letter to everyone you know. Be sure to include your fundraising page link and offline donation forms.

Day 13: Add the name of your donor's loved ones to your luminaria and Overnight t-shirt. Honor all loved ones lost by carrying them with you throughout night.

Day 14: Post a flyer with your fundraising page link on the bulletin board at church or temple, in the office, at the gym, or at school.

Day 15: Reduce stress and find a massage therapist through a health club, training school, or chiropractor's office. Have them come to your business and provide a 5 – 10 minute neck and shoulder massage for a gift of \$10.

Looking for more ideas?

Call your Coach at 888-843-6837 or email coaches@theovernight.org

www.TheOvernight.org



Day 16: Arrange for your office/school to allow employees to dress casual in support of the Overnight Walk by giving a \$5 or \$10 donation.

Day 17: Update your social media with a thank you to donors who have already supported you. New Walker? Include a photo of your Overnight t-shirt. Alumni? Include a photo from a past walk.

Day 18: Bring your donors on your Walk: Offer to put your sponsor's name on your t-shirt or hat for donations of \$50 or more.

Day 19: Have a garage sale. Ask people to donate their yard sale items for you to sell. Advertise in the local newspaper and by using Overnight Walker flyers. Keep plenty of offline donation forms on hand and remember to wear your event t-shirt.

Day 20: Make a negativity jar and have all of your co-workers contribute \$1 to the jar when they say something negative or curse. It can be a great way to foster office morale and meet your fundraising goal.

Day 21: Shout-out your donors with a big thank you on social media. Ask others to join your fundraising efforts.

Day 22: Send out your next round of follow-up fundraising emails or letters.

Day 23: Host a Car Wash and Bake Sale. Offer to wash cars (for a donation) in the neighborhood and offer people baked goods (for a donation) while they wait.

Day 24: Host a pancake breakfast. Offer raffle tickets, silent auction items, and sell ad space or sponsorships on your placemats.

Day 25: Post photos from your training walks to social media to let everyone know how hard you're preparing for the Overnight. Include your fundraising page link.

Day 26: Many employers offer matching gifts programs. Your \$50 donation could turn into \$100. Inquire with your personnel/HR department and remind your supporters about matching gifts.

Day 27: Wine/Cheese Tasting Party, Chocolate/Sweets Party, International Food Tasting Party, Tea Party: Ask local businesses for raffle donations for these theme parties and invite your friends over for the evening. Charge a cover (\$40) as a donation to attend.

Day 28: Send a final email or letter to potential donors. Shout-out people who have already donated and don't forget to thank them for their support.

Day 29: Plan a "night before the walk" dinner and invite family and friends for last minute donations.

Day 30: Update your social media with a photo of your decorated luminaria bag. Include a status about the event and your page link.

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