

# 12 Days of Hope

*Relaying Our Way to a Cure*

Each day brings a new and fun opportunity to contribute for the cause we all care about so much. As we move into the holiday season, there's no better time than now to make a difference, and support the work of the American Cancer Society! We encourage all Relay teams and committees to start fundraising efforts now, through a promotion we are calling **12 Days of Hope**. This challenge provides you with unique and fun, fundraising ideas. Use all 12 days to kick-start your fundraising or simply pick and choose your favorites.

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Additional popular events for this season include Cooking Baking, Pie Sales, and Caroling. These options are also great ways to raise funds during the holiday season.

Spread out your fundraising efforts beyond work and friends. Remember to include schools, local businesses, community centers, government buildings, etc. Take pictures and share the success of your 12 Days of Hope by posting them to your local event's Facebook page!



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## Guess It!

A simple fundraiser where people can pay a small amount to guess the amount of items in a jar or box. Make this classic game holiday themed by using holiday items in a vase or bowl. Placing small ornaments in a Christmas present with your team information on the outside is a great way to raise awareness! For added fun, use a small tree and decorate it with lights or ornaments and ask people to guess how many of each. Make sure you hide some in the middle to make it challenging.

## Elf on the Shelf

As a popular children story, an elf comes to each house to scout and report back to Santa. Each night, the elf will explore and find something *mischievous or fun* to do. The elf would appear in a new place each morning.

Use this story to bring entertainment to the workplace while fundraising. Start by 'elfing' someone in your workplace with a note to donate a dollar amount prior to passing the elf (and note) to the next person. The elf travels around the office causing mischief and exploring new areas every night. Co-workers don't have the time? Let co-workers know that for a donation (or dollar amount) you will 'elf' someone in the office on their behalf. They make a request and you get to move the elf around the office on their behalf.

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## No Shave Santa

Encourage those in your life to become their best Santa by growing the longest beard they can! Take before and after pictures to determine who has become the best Santa. Participants should do their best to become Santa in their pictures. Encourage those not growing beards to participate by sponsoring the beard they think will grow most by the end or by voting at the end on the best Santa. Charge a small donation fee to sponsor or vote on a beard. The money that would have been spent on shaving can instead go to you as a donation.

## Poinsettia Sales

Popular during this season, the poinsettia plant is a beautiful decoration and gift. Poinsettias usually come in a variety of colors and sizes, so everyone can find the perfect fit for them. You can benefit from this popularity by selling these flowers to help raise money for your team and to celebrate national poinsettia day on Dec. 12th. There are companies out there that will help you sell poinsettias as a fundraiser or you can partner with a local business. Having some on hand for immediate purchase will entice holiday shoppers who want to take them right away. Include information hand outs on Relay For Life to encourage others to participate.

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## Wrap It Up

Let's face it, the holidays are busy and people are willing to pay for gift wrapping to save time. Ask your local mall or store about setting up a booth with several different wrapping paper choices, colored ribbon, gift tags, tape, and scissors. All you need to do is supply the volunteers willing to wrap. You can charge a set amount per box wrapped, or accept any donation people are willing to give. Oftentimes, it's the shoppers at busy malls, bookstores, music stores, and bath and candle shops who would like fancy gift wrapping to showcase their lovely gift. Include signage advertising you are and why you are raising money!

## Gingerbread Competition

Don't miss this opportunity to create delicious dwellings! Maybe it's building a gingerbread house or decorating a gingerbread man or woman. Hold a competition at your office, school or with friends and family. Place these on display at a local gathering place to collect votes in the amount of donations. The one who gets the most donation vote's wins and all the money goes towards your team fundraising efforts!



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## Letters from Santa

Children love receiving their own mail especially from someone as magical as Santa! Offer a personalized 'Letter from Santa' written on colorful holiday stationery and matching envelopes. Compose one or more standard letters with personalization options. Use an order form for personalization to be provided by purchaser. This could include the child's name, age, gender, hometown, address, good deed, accomplishment, grade in school, name and age of siblings, name of pet, etc. Use holiday stationery and Christmas stamps are also a must!

## Dedicate a Light

Light up the holidays with donations! Many businesses like to show their holiday spirit by using Christmas lights as decorations. Ask business owners if they will hold a Dedicate a Light fundraiser. Customers can pay to sponsor or dedicate one of the light bulbs. The light can be in honor of a loved one or simply to celebrate the season. If the bulbs are big enough, consider letting people write on the bulbs to make them personalized. Find a business that hasn't decorated yet and offer to provide the lights in exchange for hosting the fundraiser.

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## Ugly Sweaters

This time of year brings out all of the 'ugly' holiday sweaters that show holiday spirit in an unconventional way. Encourage people to wear these sweaters with pride and to help raise money for your team. Sponsor a day at work, in a local business, and with teachers to donate an amount to enter an ugly sweater contest during the day. Already having an ugly sweater party at work? Let people decorate your sweater for you! Provide blank sweaters and craft materials, people can donate money to add items to the sweater you (or a boss) will wear for the party.

## Don't Come Holiday Party

A don't come fundraising event is a clever way of asking for donations in a novel and humorous manner. There are a lot of busy people who are willing to support a good cause but don't have the time, energy, and/or interest to go to another party. Purchasing a ticket to a don't come event lets them support a worthy cause while relaxing at home. This event will never actually happen, other than on paper. You send invitations to potential supporters for a spectacular event with scrumptious food, exciting entertainment, and a glamorous guest of honor. Since the event won't actually occur, let your imagination run wild!

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## Santa's Little Helpers

Someone needs to watch the little one's to allow parents to shop in peace or enjoy an event out to celebrate the holidays without the kids. Offer your baby sitting services and use the money earned as a donation to your team. Organize a Parent's Night Out at your church, community center, or home to make babysitting into an event complete with snacks and entertainment. Charge a fee for the total amount of time offered and be sure to set an age limit. Pre-registration will help you prepare for the amount of kids and secure enough supervision.

## One Night Shopping

Holiday gift shopping can be time consuming and hectic. Simplify the process by hosting a One Night Shopping event. Find vendors willing to set up a booth, either for a set fee or a percentage of their sales for the evening. Contact representatives from popular companies such as Avon, Mary Kay, Tupperware, Watkins and craft vendors. Most companies have online directories to find representatives in your area or ask around. Send home flyers, advertise with posters, and contact your local newspapers. See if the vendors will donate gift baskets or product samples to give away. Have a bake sale and concession stand to feed your hungry shoppers and make

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