

30-DAY WEEKEND CHALLENGE

Boost your fundraising account by \$500 in 30 days!

We know you can fundraise \$2,000 and simply need a jumpstart to get you going. That's why for this special challenge just for you. Simply follow through and complete each mini-milestone. Finally once you realize how easy it can be, go for the wow-factor, and use these simple concepts to reach and surpass the \$2,000 minimum!

30-DAY WEEKEND PLAN		Tips to jumpstart your fundraising!	Reach these mini-milestones:	Now go for the Weekend WOW, try these extra tips:
WEEK ONE	Day 1	Start by pledging \$25 to your own account. Then download your Weekend email badge.	\$25	Can you pledge more to your personal journey?
	Day 2	<i>Did you know that participants who customize their Personal Page raise an average of 22% more than those who don't? Inspire your donors by adding your story and photo!</i>		Your personal story is special and you never know how it will touch the person reading it.
	Day 3	Ask in person or send a fundraising email/letter asking for a minimum donation of \$10 to at least five casual acquaintances (people at your fitness club, children's day care, place of worship, etc.). Note: Save your closest friends for a special outing later this month.	\$50	Double up and ask for a \$20 donation! It's the people that you least expect to give that will end up donating the most! You never know who has been affected by breast or gynecologic cancers.
	Day 4			
	Day 5	Send a "Girls night IN" save-the-date for Saturday or Sunday, Day 26, to three of your closest girlfriends. [You can always choose to a better date.]		
	Day 6			
	Day 7			
			Total = \$75 Grand Total = \$75	WOW! This is my total: _____

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WEEK TWO	Day 8	Send a message to at least three of your Facebook or Twitter friends asking for a minimum donation of \$25. Be sure to include the link to your Personal Page so they can donate directly online.	\$75	Don't stop there! 1)Download your Facebook fundraising application to your wall. 2)Update your status with " <i>I'm walking 60km in The Weekend to save lives, help me by donating \$25</i> " and link it to your Personal Page!
	Day 9			
	Day 10			
	Day 11			
	Day 12	Walk the block, visit with at least four neighbours, and ask each to sponsor you. (Ask for a minimum donation of \$25.)	\$100	Plan a big bake sale and recruit your neighbours to contribute their baked goods. Sales from this "sweet" effort will add to your fundraising!
	Day 13			
Day 14				
			Total = \$175 Grand Total = \$250	WOW! This is my total: _____
WEEK THREE	Day 15	Ask three distant relatives for a minimum donation of \$25.	\$75	Remind them how you once saved their cat or something of that nature - then ask BIG! They're family after all!
	Day 16			
	Day 17			
	Day 18			
	Day 19	As you run your Saturday errands, ask at least two businesses you frequent for a minimum donation of \$25 each (e.g. dry cleaners, hair salon, local pet groomers, etc.).	\$50	Ask the business to donate a percentage of sales for a day or even a week! Let them know it's tax-deductible and you will help to promote their business!
	Day 20			
Day 21				
			Total = \$125 Grand Total = \$375	WOW! This is my total: _____

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WEEK FOUR	Day 22	Ask two co-workers to sponsor you. (Ask for a minimum of \$25.)	\$50	Ask the big boss for the BIG company contribution of at least \$150. Let your boss how much that would boost productivity!
	Day 23			
	Day 24			
	Day 25			
	Day 26	Girls night IN! Instead of going out to dinner, invite three of your closest pals over for a dinner party. Ask each friend to donate the amount you would have paid for dinner. (Ask for a minimum donation of \$25.) This is the perfect way to celebrate your success at the 30-Day Challenge!	\$75	Your biggest fans are your closest friends. Ask them to ask their friends, family and co-workers for donations. Make sure to give them printed donation forms with your Participant ID filled in. Then send them off with a special note full of love and appreciation!
	Day 27			
	Day 28			
	Day 29			
Day 30	Send a thank-you email/letter to each supporter that donated! Share your amazing accomplishment.			Be sure to download your email badge and include it your email or create your personalize URL to include in your letter. It doesn't hurt to ask these generous supporters to forward your request!
			Total = \$125 GRAND TOTAL = \$500	WOW! This is my total: _____

Congratulations, you have reached your first \$500! This is an amazing achievement that you can be proud of. Thank you for your passionate commitment. Carry forward this energy towards reaching your fundraising goal of \$2,000 or more. You can do this! Every effort you make counts, so keep going!