

Guidelines for Replicating the National Lights of Hope Event on a Local Scale



There is interest in scaling the National Lights of Hope event to a state level activity. We understand this desire since it is a powerful and beloved event. With the creativity of our staff and volunteers there could be many ways to make a state event work, but we must caution that scaling it down is not always the best or most lucrative strategy. Below are some guidelines to help you decide if your event idea is viable. If you have an idea that is not represented below, please reach out to Rachael Eerdmans and Molly Waite for guidance.

What you can do

1. Host a fundraiser that is modeled off of the national Lights of Hope event.
 - Bags can be displayed here and in DC for **\$20** a bag.
 - Keep in mind that \$10 a bag essentially gives donors a buy one get one free. This activity ends up costing ACS CAN more than is donated and is not a good fundraising strategy.
 - You cannot email in the same timeframe as the national lights of hope emails. Your emails will need to be approved by Rachael Eerdmans
2. Host an event to kick off your states Lights of Hope efforts that includes a place to purchase Lights of Hope that will go to D.C.
 - Display donated “dummy” bags as a visual tactic and sell Lights of Hope bags to bring to DC
 - Display Lights of Hope as a visual tactic during the event. This is fine if there is **no cost**
 - Bags and everything to display is donated
4. Host an event **AFTER** the national Lights of Hope ceremony and bring the bags back to your state for a visual display. This is risky to plan because the bags could get damaged or destroyed while displayed at the Lincoln Memorial.
5. Host an event to decorate Lights of Hope. Donations are accepted and Lights of Hope are decorated. These events often take place at local offices or in collaboration with community partners. There are no Lights of Hope’s displayed just a social event/craft night/ fundraiser.