

Lights of Hope: 8/13/26 Panel Tips

Moderator:

Jamie Escoto: SLA Emeritus CA

- Print out your qr code.
- Find places with good foot traffic to table.
- Facebook live event if you reach your goal (dye your hair green, pie in the face, etc.)

Panelists:

Melissa Kultgen: Vice SLA WI

- Elevator pitch: It's hard to ask people for money, focus on personal impact. Spin as dedication rather than donation (focus on the real person). Remind them what the money goes towards.
- Let people know you're fundraising—especially in challenges people are competitive. Create fomo for the people not participating or helping.
- Don't be afraid to keep posting.
- Thank donors along the way.
- Help your team and give them motivation.
- Work together with friends and family (Lemonade stand.)
- Use multiple platforms.
- Take bags to landmarks.
- Every dollar matters. Celebrate that and have fun with it.

Jessica Carter Summers: SLA WV

- Part of her treatment was funded by congress—need research to continue (use that momentum.)
- Use pictures to connect with people.
- Tackle events: Ex. pride parades and let people decorate a bag
- Be a team and share the glory.
- Be definitive: how much, when, and why more personal and specific the better.
- Include people who may have not fundraised on their own
- People like silly things and things that fit your personality.

It's time to let hope shine!

For more information, visit fightcancer.org

©2023, American Cancer Society Cancer Action Network, Inc.

Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc. are not tax deductible.

