

Lights of Hope: 7/15/26 Panel Tips

Moderator:

Kathy Ottele: 25 years with ACS

- Ask potential donors what their cancer connection is
- Use state, local, and federal wins to gain attention
- Go into the community and connect with clubs and organizations
- Ask chain and local restaurants to host fundraisers
- Set up a change jar at a local gas station or coffee shop
- Get young people involved

Panelists:

Marshall Chisare: 3 years with ACS CAN

- Ran the Des Moines marathon and surpassed fundraising goal
- Media machine
 - Use every platform
 - Start on social media early
- The sooner you start the better-- pick up momentum
- Ask your employer to support

It's time to let hope shine!

For more information, visit [fightcancer.org/\[event\]](https://fightcancer.org/[event])

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Stephanie Mueller: 2nd year fundraising for LOH

- Exceeded her goal of becoming a Hall of Fame member (>\$10,000)
- Use a city monument for your display
- Even if people can't donate, they want to help
 - Built a committee to help with the event and

sponsorships

- Have people share your page
- Go on city social media groups to promote your event
- Use physical media too
- Think about businesses you already have a connection to
 - Insurance agency, hairdresser, etc.

Advice from the audience:

Paul:

- Map challenge: encourage donors from every state to donate
 - Color in the states that have donations

Jodi:

- Try to get media coverage-- community awareness is huge

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