

## **Help World Breastfeeding Week Celebrations While Increasing Your Group's Bank Balance!**

With the help of local LLL Groups in 2006, the LLL in the USA World Breastfeeding Week Celebration Team successfully auctioned a weekend get-away to Huntsville, Alabama; Lancaster County, Pennsylvania; and Luray Caverns in the Shenandoah Valley of Virginia.

We'd like to expand on the Get-Away Weekend idea!

**What:** Benefit Auctions through Mission Fish/Ebay

**Who:** You, to solicit the weekend.

**When:** Merchants determine the expiration date of gift certificates (hopefully at least 6 months, preferably 1 year)

**Where:** Your town!

**Why:** A Weekend Get-Away appeals to a wide variety of people. Ebay auctions of weekend packages would help raise the pool of funds for WBW Celebrations planners to purchase incentive prizes for both Groups and individual participants. Setting up a Weekend Get-Away is a simple way to contribute to funding for the various levels of LLL without spending personal funds!

### **How will soliciting auction items benefit my Group?**

When your Group solicits a Get-Away Weekend in your town and donates it to LLL, your Group will receive 50% of the net profit, after expenses, of the successful Ebay auction of the get-away. This would be considered a Group/WBWC Prize fundraiser with the other 50% used to purchase prizes for eligible WBWC fundraisers.

This is a great opportunity for Groups that have no problem soliciting donated items but whose items auction or raffle for much less than retail.

Many LLL Leaders have found that asking local merchants to donate gift certificates is an easy way to fundraise. Hotels, movie theaters, restaurants, museums, shops and local attractions are some of the merchants who have donated products and services. Most hotels are happy to donate one night's stay in the hope that the person will buy a second night's stay. Restaurants often offer gift certificates, buy one; get one free, half-price entrees or free desserts. Managers know that if they can get you in their establishment to redeem a gift certificate that you are likely to spend more. All it takes is making a few phone calls or mailing a few letters to set up a weekend package in your city.

Would you be interested in soliciting businesses in your town for a "Weekend Get-Away" auction? If so contact **Angela Nooner** at [LLLAngelaN@hotmail.com](mailto:LLLAngelaN@hotmail.com) for information on how to present this idea to your local merchants. Our hope is to have a new auction monthly from May 2007 to Sept. 2007.

LLL in the USA Celebrates World Breastfeeding Week is covered under the LLLI 501 (3) (C) tax status.