



How to Fundraise for World Breastfeeding Week Celebrations

If you are new to fundraising, the following tips will help you get started. While World Breastfeeding Week Celebrations is a great public relations opportunity, you'll want to take advantage of this chance to help raise funds to support La Leche League.

Set a goal. Your goal might be that all participants will be sponsored or that you will raise a certain amount of money or win a particular prize. Setting a goal helps provide motivation.

Don't let the idea of asking for money make you uncomfortable. Remember the benefits of breastfeeding reach far beyond your own baby or your local LLL Group. Use your WBWC event as an opportunity to tell people about how breastfeeding helps solve problems that affect them, like pollution. Many potential donors will be interested to learn how much money government programs save when mothers breastfeed. Looking at the big picture will give you confidence. The information on the QUOTES page at <http://lllusa.org/wbw/quotes.php> is yours to use.

Make a list of prospective donors. Hold a brainstorming session with your Group and list as many prospects as possible. Use all the contacts you can think of and ask their families and friends for more ideas. If you are still unsure of whom to approach, start with your doctor or grocery store, the dry cleaner, bank, mothers who've called for help and never joined the Group, your relatives and neighbors.

Put at the top of your list business and health care professionals who are likely to donate larger amounts. Raising larger amounts of money in the beginning can motivate you to contact more prospective donors and work toward winning one of the great prizes! Remember, there are prizes for donors of \$500+. You will find the Donor Incentive Forms in the WBWC Kit at <http://www.lllusa.org/wbw/kit.php>

Prepare packets of handouts that outline the benefits of breastfeeding and describe the work of La Leche League. A good publication to use is *Breastfeeding Makes a Difference*. These can accompany Sponsor Brochures and Donor Incentive Flyers. If you can't afford to buy a lot of handouts, compile a notebook, with handouts in clear protective pages that you can go over with potential donors.

Do your research and be ready with a list of facts tailored to your particular targeted donor. If you are approaching a business, discuss how breastfeeding helps build a better, healthier work force in the long term. Tell insurance companies about the health benefits, including fewer hospitalizations and healthier infants. Talk to your prospect and discover what benefit of breastfeeding might interest him or her. Be prepared with the facts so you can answer questions. Consider advertising your donors on a giveaway, like a tote bag or T-shirt.

Make a list of what a specific dollar amount can do. For example, let your donor know what it takes to buy a book for the Group Library, send a Leader to a conference, or train a Peer Counselor who can reach teen moms. Tell your sponsors that their dollar will stretch a long way in helping mothers locally as well as internationally.

Be sure to thank each and every person who sponsored a participant. Thank-you notes can be downloaded from the LLL in the USA Web site or ordered from an Area selling them. You may want to include details of how much you raised and what your Group will do with the money.