

Tony's Top Ten Tips for Leukemia & Lymphoma Society Fundraising:

1. Make it easy to reach all your contacts by using email, text or social media.
2. Make your request for support personal and sincere.
3. If you have a direct connection to someone who's been affected by Blood Cancer, don't be afraid to use the connection.
4. Keep it simple.
5. Do not be afraid to ask.
6. Ask multiple times and people will eventually figure out the cause is important to you and offer support.
7. Everyone has numerous contacts in many address books. Use them.
8. Personalize your fundraising webpage with a photo and / or personal comments. It will show that you're invested in the cause.
9. Use a small number of statistics that show how LLS-funded research has been extremely successful, but there's still a long way to go. [The LLS website contains plenty of facts and statistics.](#)
10. The timing of our Leukemia Cup Regatta lends itself to making requests prior to year-end, so the donations are reported on the current year tax returns. Start your fundraising by early December.

—Tony Chapman