



The Memory Jogger:



This simple form can be the most effective tool in your fundraising arsenal, and you start using it from Day 1.

1. Write down the names of everyone you know.
2. Ask your friends and families for more names and add them to the list.
3. Call or email the people on your list, explain that you are selling environmentally friendly hand-crank LED flashlights in partnership with 'Shine A Light on Literacy' - a community-based literacy initiative.
4. Ask your contacts to refer you to other people they know, so your list continuously grows.
5. Good luck, and have fun!



