

# Breastfeeding Benefits: Hosting Ideas

Why not host a Breastfeeding Benefits event this year? Every summer from coast to coast, we get together with family and friends. You can make a fundraising event out of any gathering from a barbeque to a gourmet dinner to a cycle-a-thon. Simply set your goal and announce to family, friends, co-workers and neighbours that you are having a fundraiser. You can collect pledges, pass the hat, levy a fee or hold a "virtual" fundraiser. Use your imagination to hold a unique-to-you and fun event.

Need help with deciding the type of event you want to hold? See our suggestions below to help you get started.

## Hold a:

- garage sale
- picnic or potluck
- pool/beach party
- mass "Hula-hooping" in the park – invite the entire community or neighbourhood
- dinner, tea or garden party
- karaoke night
- movie night
- chocolate desserts party with silent auction

## Compete in a:

- marathon
- bowling or golf tournament
- cook-off

## Celebrate:

- life events like birthdays and anniversaries
- graduations

## Create a virtual campaign:

- use Canada Helps to create a personal event page and ask contacts, friends and co-workers to support you
- create a Facebook page to promote breastfeeding and ask people for support
- host a meeting of Twitter friends to share breastfeeding information, and tips on how to donate

## Hold a "non-event," no-pledge event:

- set up a coin jar fundraiser on your desk or counter.
- set up a penalty jar (e.g. if you fall off the diet-wagon, you pay a penalty by adding your fine to the jar)
- host a non-tea party (send an invitation and tea bag to all your contacts, ask them to have a cup of tea "on you" while they are writing a cheque for their donation)
- set a personal goal and ask people to donate if you reach your goal (e.g. losing 20 lbs this summer)
- contact the Leader in your area , if you prefer to join one of the many La Leche League Canada Groups participating in Breastfeeding Benefits events.