



LEUKEMIA &
LYMPHOMA
SOCIETY®

LIGHT THE
NIGHT WALK

taking steps to make **someday today**



Teams & Fundraising



Saturday, September 26, 2015

Louisville Slugger Field

Family festivities start at 5:00 pm

Walk starts at 7:00 pm

What is Light The Night?

Light the Night Walk is The Leukemia & Lymphoma Society's Walk that funds lifesaving research and support for people battling cancer. Friends, families and co-workers form fundraising teams and millions of consumers help by donating at retail outlets. These efforts culminate in inspirational, memorable, evening walks in nearly two hundred communities across America and Canada.

The night of the walk, participants walk leisurely along a one to three mile route in their communities. Dedication banners and remembrance ceremonies provide an opportunity to display a name or message, honoring or commemorating a family member or friend with cancer.

Light The Night is unique in that it is held in the evening and walkers have the opportunity to carry an illuminated lantern – white for patients and survivors, red for supporters and gold in memory of a loved one lost. It is a visually stunning event that raises needed funds to make a difference in the fight against cancer.

Champions For Cures

Registration for the walk and attending has no cost, however, we encourage all walkers to raise \$100 and become a Champion For Cures. On the night of the walk people who raise \$100 or more receive an illuminated balloon, a walk t-shirt, and a wristband for food and beverages. All patient and survivors will receive these benefits regardless of their fundraising levels.



Bright Lights Club

Raise \$1,000 or more and become a member of our Bright Lights Club! YOU can help LLS continue to fuel research breakthroughs and treatment advances that will save lives.

Bright Lights Club members will receive special recognition and exclusive gifts in honor of their extraordinary efforts in the fight against cancer.

Family & Friends Teams

When a family member or friend is diagnosed with a blood cancer, we all want to do something to make a difference. Participating in the Light The Night Walk, and becoming a Champion For Cures, is a wonderful, positive and inspirational way to support or remember a loved one.

Family and Friends teams are the backbone of Light the Night Walk as they have a more personal connection to the walk. Revenue from friends & family teams represents more than half of the total Light the Night Team Revenue.

Every team must have a team captain, who will recruit a team and manage the team's fundraising efforts. Having more than one captain in a team is encouraged when teams have more than 10 members. Fundraising can be done by both groups and individuals. An online fundraising page is also provided for every walker registered in every team in order to help them get online donations and share it through social media.

This booklet includes team building tutorials, fundraising ideas, sample letters to get donors or/and team members, as well as the assistance of Light The Night staff to help them and their teams reach their fundraising goals.



1

Set a Goal!
Meet with your local Light The Night Staff to create a comprehensive plan for your team based on your needs.

Write a Personal Fundraising Letter

- Compose a passionate letter about why you are walking and how people can support your fundraising efforts.
- Send your letter to your holiday card list. The more letters you send the more funds you will raise!
- Remember to include a link to your online fundraising page.

2

Recruit Walkers

- Ask your friends, neighbors, family members or co-workers to join your team and raise money through their contacts.
- Plan a kickoff to sign up walkers and get them excited. LLS staff can help by attending and discussing our mission.

Create Excitement

- Have a team T-shirt.
- Create excitement with e-mail updates on your team's progress.
- Customize your team webpage. You can include information about your team, your inspiration and even photos!

5

Raise Money

- Encourage every walker in your team to raise \$100.
- Approach your favorite businesses to sponsor your team.
- Organize FUNdraising events for your team.
- Ask everyone to donate. The magic to fundraising is to ask!

Celebrate Your Team's Success

- Attend the Walk. Take a team photo. Eat, drink and celebrate raising funds to find cancer cures!
- Thank your walkers and share your team's fundraising successes.

Make a difference, raise funds and earn great prizes!

Participants raising \$100 or more will become a Champion For Cures and receive a t-shirt, illuminated lantern and refreshments on event day. All participants raising \$250+ will receive a notification after the event with details on selecting one incentive item at or below the prize level achieved. The exclusive Light The Night Recognition items are offered as a thank you for your efforts and you may choose to donate back to The Leukemia & Lymphoma Society at no cost to the organization.

Help Beat Cancer!

Make a difference. Raise Funds and Earn Great Prizes.

All participants raising \$250+ will receive notification post event with details on selecting one incentive item at or below the prize level achieved. The exclusive Light The Night Recognition items are offered as a thank you for your efforts and you may choose to donate back to The Leukemia & Lymphoma Society at no cost to the organization.

4



\$250 Water bottle or Umbrella



\$500 Folding Chair or Tech Duffel Bag



\$1,000 Thermal Jacket or Hooded Sweatshirt



\$2,500 Water Cooler or Insulated Jacket



\$5,000 Bluebonnet Shawl or Thermal Blanket



\$10,000 Unisex Stone Island® Hooded Jacket or Messenger Bag

Tournaments & Contests

Find something that would interest your network of contacts and organize a contest or tournament around that idea. Charge an entry fee and offer a donated prize to the winner.

Popular Ideas include:

Miniature golf tournament	Cornhole tournament	Bowling tournament
Wii challenge	Board game competition	Kickball tournament
Billiards tournament	Trivia night	Guitar Hero contest

My LLS App

My LLS app is a new, free mobile app for Light the Night walk participants, volunteers, and teams. With My LLS, you can accept and deposit credit card and check donations directly to your charity's bank account, import your social network contacts, track and communicate with team members, and archive goals across events and campaigns.



Did you know?

LLS will provide you and your team with yard signs, banners, collection boxes, brochures, etc. for free. Talk to our staff about providing your team with materials to help fundraise.

Fantasy Hub

Fantasy Hub is an online fantasy sports platform that provides users with a fun and easy way to achieve their fundraising goals. Through Fantasy Hub, you can select a one-day fantasy sports game, set an entry fee, invite your friends through social media and 80% of the funds collected will go towards your Light The Night team.

Visit www.fantasyhub.com to watch an informational video and create your fundraiser.



Simple Individual Efforts

Online fundraising

Customize your Light The Night fundraising page and share the link with everyone you know. Update your page regularly and share the link on your social media networks. Nearly 30% of all donations last year were made online! Raising funds is just a click away, and all transactions are secure.

Personal letter writing/email campaign

Share your reasons for participating and request donations in a letter or email to your friends and family.

Email signature

Add a message to your emails asking people to walk with you or make a donation. Include your fundraising page link to make contributing very convenient.

Social networking

Talk about the walk and post your fundraising page link on Facebook, Twitter, etc. Use "#LTN2015" to help find your team's posts.

Fundraising at Work

Casual or theme day

Ask for permission to have a jeans day in your office where employees make a set donation to participate. If your office dress code is already casual, consider having a flip-flop day, crazy hat day, or team spirit day with the same concept.

Collection Boxes

Your Light The Night staff can provide you with LLS collection boxes to place in your cubicle, office, break room, lobby/waiting area, or anywhere else you can.



Mini raffles

Assemble products given to you by clients/vendors into gift bags or baskets and raffle them off each month in your office. You could also solicit donated items from local businesses to offer as prizes.

Corporate Matching Gifts

Every donation, large or small, makes a difference in the fight against blood cancers. And you may have the opportunity to double your impact.

Nationally, \$10 Billion in corporate matching gifts goes unclaimed each year. To find out if your employer offers a matching gift program, please search for your company at www.matchinggifts.com/lis.

When filling our any paperwork, be sure to note our local information:

Chapter name: Kentucky & Southern Indiana
EIN number: 13-5644916
Address: 301 East Main St., Suite 100, Louisville KY, 40202
Contact your local Light The Night staff for further assistance.

\$25 provides patients and their loved ones with free booklets that contain up-to-date treatment options

But...

\$50 brings that experience to life through family support groups, lead by a trained facilitator.

Ask Us About Our Paper Balloon Program

Did you know that we provide all materials needed to run a paper balloon sales program at no cost to local businesses?

If you know a restaurant, hair salon, grocery store, pharmacy, gas station, or other high-traffic spot willing to offer these icons to customers for a minimum \$1 donation, let us know!

We will help you set up a program that fits the business while raising funds for your Light The Night campaign.



Online Fundraising Quick Start Guide

Online fundraising is the most effective, quick and easy way to fundraise. When you register for Light The Night Walk, you get a personal fundraising online page and a team online fundraising page. Customize your fundraising page and include a company logo, team photos, and why you want to raise money. Email the link to your fundraising page to everyone you know!

Visit <http://etools.lighthtnight.org/signin>

Get Started

Enter your username and password that you received in the welcome email upon registration. Once you log in, you can choose a different username and password as well as edit your personal information.

Customize Your Page

To make any changes on your page, go to the **Personalize Pages** tab.

From the dropdown, click **Manage Posts** and then click the **Edit** link next to the item titled "My Fundraising Page".

Selecting **New Posts** allows you to create new posts about your team and fundrai-

sing. Visitors can comment on these posts. Use **Manage Comments** to control which comments to display. Don't forget to **Save** your changes!

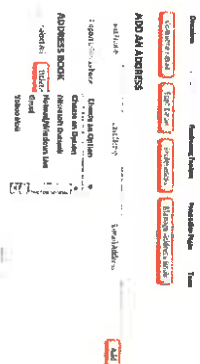
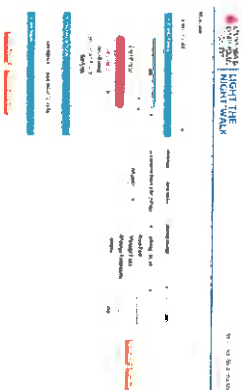
Send Emails

To import your contacts go to the **Email Center** tab and select the email system from the **Choose an**

Option dropdown. Make your selection and click **Import**. You can also manually type the addresses and click on the **Add** button. Now, you are ready to compose and send emails. Click on **Compose Email**, then click on **Address Book** and select who to email. You can customize the "Donation Request" template or create a completely new message. Make sure to include the link for your fundraising page! Click **Send**.

Access your page often to make updates and check on donations.

For further assistance, please contact LLS Support Services at supportservices@lls.org or your local Light The Night Staff.



Join My Team or Donate—Sample Letter

Your local LLS staff can provide you with several different sample letters, and emails to make your fundraising easier! Find more letters at www.lightthenight.org/ky/localchapter/tools.

[Date]

Dear [family member or friend's name]:

I am forming a team for The Leukemia & Lymphoma Society's (LLS) Light The Night Walk, and I hope you will join me.

Light The Night Walk is LLS's annual walk and fundraising event—and the nation's night to pay tribute and bring hope to people battling cancer.

Teams of friends and families or co-workers raise funds for cancer research and to provide services in their communities. Walkers carry illuminated balloons—white for survivors, red for supporters and gold for those who have lost a loved one to blood cancer.

As you may know, [insert your personal reason for walking here – if you are affected by a blood cancer or have a family member affected, please share about the diagnosis, treatment and why this walk is important to you]

Your help will make a difference. Please consider walking on my team and making a commitment to raising funds. If you can't participate, then please make a donation.

For more information or to donate online, visit [insert team page URL].

Here are some facts about the upcoming Walk:

When: Saturday, September 26, 2015

Where: Louisville Slugger Field

Thank you for your support.

[Your Name]

Vendor Sample Letter

and or give this letter to your favorite businesses, such as your hairdresser, dentist, doctor, bakery, grocery store, dry cleaner, etc..

[Date]

Dear [Store Manager,]

I have made a commitment to support The Leukemia & Lymphoma Society's (LLS) Light The Night Walk. Light The Night is LLS's annual walk and fundraising event—and the nation's night to pay tribute and bring hope to people battling cancer. Teams of friends and families or co-workers raise funds for cancer research and provide services in their communities.

Locally, the Walk will take place on **Saturday, September 26, 2015 at the Louisville Slugger Field.**

LLS has an important mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

[Insert details about why you are supporting LTN....]

LLS is the world's largest voluntary health agency dedicated to finding cures for blood cancers. They are saving lives not someday, but today.

LLS funds research to advance more breakthrough therapies for blood cancer patients. To date, LLS have invested more than \$875 million in research to advance therapies and save lives. Some of the therapies first approved for blood cancer patients are now helping patients with other types of cancers and other serious diseases.

Despite advances in survival rates, about half of blood cancer patients do not survive, so more research is needed to find better treatments that will help save more lives.

I hope you'll agree with me that this cause is worth your support. Please use the tear-off form below and send it back to me with your contribution, payable to The Leukemia & Lymphoma Society. In the enclosed envelope if you have any questions, would like to join me in the Walk or even form a Walk team of your own, please call me at [Number].

Thank you for helping save lives.

Sincerely,

[Signature]

For more information, visit www.lightthenight.org/ky

Save The Date

Bank Days

Friday, September 18th
Wednesday, September 23rd
9:00am—5:00pm
At the LLS Office

Skip the line on walk day!
Turn in funds, pick up your team's
shirts and wristbands.

Contact Information

Leukemia & Lymphoma Society
301 East Main Street, Suite 100
Louisville, KY 40202
502.589.8490
800.955.2566

Andrew Settle
Light The Night
Campaign Manager
Andrew.settle@lls.org

Alejandra Marin
Light The Night
Campaign Assistant
Alejandra.marin@lls.org

Thank You to Our Local Sponsors!



ANYONE CAN TAKE STEPS TO END CANCER

JOSEPH
leukemia survivor

STEP UP:
LIGHTTHENIGHT.ORG/REGISTER

 LEUKEMIA &
LYMPHOMA
SOCIETY®


**LIGHT THE
NIGHT WALK**
taking steps to make **someday today**



LIGHT THE NIGHT WALK

The Leukemia & Lymphoma Society's (LLS) Light The Night Walk funds treatments that are saving the lives of patients today. LLS is accelerating cures by providing patient support services, advocacy for lifesaving treatments and the most promising cancer research anywhere. And it's all happening now.

Friends, families and co-workers form fundraising teams and millions of consumers help by donating at retail outlets. These efforts culminate in inspirational, memorable evening walks in nearly 200 communities across North America each fall.

more funds raised = more support for patients

Our average Light The Night participant will raise \$250 to help fund blood cancer research and to ensure access to treatment for patients.

Walkers raise funds to help support:

- Lifesaving cancer research
- Financial assistance to cover patient expenses for medication and testing
- Free educational materials and events
- Programs such as the *Patti Robinson Kaufmann First Connection program* and Family Support Groups
- Advocacy for better treatments and healthcare reform
- Comprehensive, personalized assistance through our Information Resource Center

Every walker who raises \$100 or more* will become a Champion For Cures and will be recognized on the night of the Walk with a commemorative Light The Night t-shirt, our exclusive illuminated lantern and a wristband which entitles the wearer to a variety of food and refreshments.

STEP UP: LIGHTTHENIGHT.ORG/REGISTER



300 provides support for one week for LLS clinical specialists to identify eligible patients for important clinical trials to advance new lifesaving therapies for blood cancers.

*All patients and survivors will receive these items regardless of their fundraising levels.



JOSEPH
Leukemia survivor

"In November 2013, my 9 year old son, Joseph, developed a fever. Our doctor thought it was strep and sent us home. After four more days of fever, we went back. When a blood test showed negative blood cell activity, we were sent to Children's Mercy. Tests confirmed that he had acute lymphoblastic leukemia and treatment began immediately.

The Leukemia & Lymphoma Society has supported us from the very beginning with friendship, support and vital information. Joseph persevered through weight gain, hair loss, lumbar punctures, visits to clinics, daily chemo, and aches and pains. He is currently in remission and is half way through his treatment. Kicking cancer will just be something Joseph did as a child to help prepare him for a life filled with greatness."

Julie, Joseph's mom

Join our Bright Lights Club

Raise \$1,000 or more and become a member of our **Bright Lights Club**. YOU can help LLS continue to fuel research breakthroughs and treatment advances that will save lives.

Bright Lights Club members will enjoy special recognition and exclusive gifts in honor of your extraordinary efforts in the fight against blood cancers.



900 allows LLS researchers to isolate T cells from a patient's blood to be used in a promising experimental immunotherapy clinical trial.

Questions? Please contact:
The Leukemia & Lymphoma Society
Kentucky & Southern Indiana Chapter
301 East Main St. Ste 100
Louisville, KY 40202

Andrew Settle
Phone: 502 719 0548 • Email: andrew.settle@lls.org
Emily Rives
Phone: 859 226 0764 • Email: emily.rives@lls.org

lightthenight.org/KY

Walk Day Information

Louisville Walk
Louisville Slugger Field
Saturday, September 26, 2015
Check-in: 5:00 pm • Walk begins: 7:00 pm

Lexington Walk
Whitaker Bank Ballpark
Saturday, October 17, 2015
Check-in: 5:00pm • Walk begins: 7:00 pm

Join us for a Remembrance Ceremony
to commemorate lives lost to cancer
at 6:45 pm

Corporate Walk Chairs



Lee Collins
Independent Pilots Association



Matthew Frank
Central Bank

Benefits of Early Sign-Up for 2015 Walk

- Be the first to receive our newest fundraising tools and resources
- Opportunity to participate in early fundraising promotions
- Important advocacy updates for blood cancer funding

Thank You to Our Local Sponsors:

