



# BRING LIGHT

TO THE DARKNESS  
OF CANCER.

## 6 WEEK PARTICIPANT FUNDRAISING GUIDE





# OUR MISSION

**HERE AT THE  
LEUKEMIA  
& LYMPHOMA  
SOCIETY,  
WE BELIEVE  
BLOOD CANCER  
CAN BE CURED.**

The mission of The Leukemia & Lymphoma Society (LLS) is: **Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.**

We fund RESEARCH to advance lifesaving treatments

We drive ADVOCACY for policies that protect patient access to lifesaving treatment

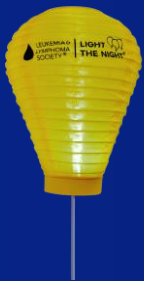
We provide patients and families with hope, guidance, education and SUPPORT.

Thank you for supporting our mission through Light The Night!



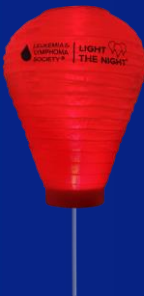
# WHITE LANTERN

SURVIVED OR CURRENTLY BATTLING CANCER



# GOLD LANTERN

IN MEMORY OF SOMEONE LOST TO CANCER



# RED LANTERN

SUPPORT THE CAUSE AND WANT TO SEE A CURE

# PARTICIPANT ROLE

1. Register online at [LightTheNight.org/Register](https://LightTheNight.org/Register)
2. Strive to raise at least \$400 for The Leukemia & Lymphoma Society, helping your team achieve its collective goal.
3. Shine brighter by striving to raise \$1,000 and becoming a Bright Light.
4. Follow the suggested actions outlined in this participant guide each week to keep your lifesaving efforts moving forward on a weekly basis.



# 6 WEEKS TO LIGHT THE NIGHT

Take these 3 steps to jumpstart your Light The Night fundraising efforts!

1. Customize your fundraising page by logging in to [Fundraise.LLS.org](https://Fundraise.LLS.org)

2. Make a personal donation to your fundraising page!

DONATE NOW

3. Get Social!

I will bring **LIGHT** to the darkness of cancer at **Light The Night** this fall.

Will you join me?

LEUKEMIA & LYMPHOMA SOCIETY | LIGHT THE NIGHT

Post this graphic to social & tag 10 friends!



The screenshot shows a fundraising page for "Deborah's Light The Night Fundraiser". At the top left is the Leukemia & Lymphoma Society logo and "LIGHT THE NIGHT" branding. The page features a profile picture of a young girl in a blue dress. The "MY FUNDRAISING TOTAL" section shows a raised amount of \$205.00 out of a goal of \$5,000, with a 5% progress bar. Below this, there is a "MAKE A DONATION" section with buttons for \$1,000, \$500, \$250, \$100, \$50, and \$25. A small text block on the left provides details about the fundraiser, mentioning that the girl has leukemia and that the funds raised will be used for her medical expenses.

**Did You Know?** In response to COVID-19, The Leukemia & Lymphoma Society provided \$4.8M in assistance from April 1, 2020 to June 23, 2020 to 19,381 blood cancer patients nationwide.



# 5 WEEKS TO LIGHT THE NIGHT

Take these 3 steps to propel your Light The Night fundraising efforts!

1. Connect your fundraising page to a Facebook Fundraiser by logging in to [Fundraise.LLS.org](https://Fundraise.LLS.org)

*Participants who connect raise 5x more!*

2. Invite your friends to your Facebook Fundraiser and/or tag 20 friends to ask for support!

3. Get Social!



Post this in your Facebook Fundraiser & tag 20 friends to help support patients like Cayden.

**Did You Know?** Despite facing unprecedented circumstances in 2020, The Leukemia & Lymphoma Society worked hand in hand with volunteer advocates and our partners to pass a landmark federal law ending surprise medical bills.

# 4 WEEKS TO LIGHT THE NIGHT

*Take these 3 steps to propel your Light The Night fundraising efforts!*

**1. Approximately 30 days until Light The Night! Ask 30 people for support this week.**

**2. Does your company have a matching gifts program?**

Visit [LLS.org/matchinggifts](https://lls.org/matchinggifts) to find out!

**3. Get Social!**



Share who you  
Light The Night for.

**Did You Know?** The Leukemia & Lymphoma Society bolstered the early careers of 3 Nobel Prize winners, 25+ National Academy of Sciences members and 15+ directors of major cancer centers.

# 3 WEEKS TO LIGHT THE NIGHT

Take these 3 steps to propel your Light The Night fundraising efforts!

1. Follow-up on all the asks you made last week!

*It takes on average of 3 asks before someone makes a gift!*

2. Did you miss anyone?

Revisit your friends list, holiday card list, family, and neighbors to ask for continued support.

3. Get Social!



Post this asking friends for support: *Join me and be the light that cures cancer by donating to my efforts or by joining me at Light The Night <link to fundraising page or FB fundraiser>*

**Did You Know?** The Leukemia & Lymphoma Society launched the first collaborative precision medicine clinical trial in a blood cancer.



# 2 WEEKS TO LIGHT THE NIGHT

Take these 3 steps to propel your Light The Night fundraising efforts!

**1. Re-share your Facebook Fundraiser to your feed, sharing how close you are to reaching your goal.**

**2. Invite your friends & family to join you at Light The Night (and make a donation!)**

**3. Get Social!**



Post this asking friends for support: *There are so many stories like Penn's, join me in supporting blood cancer patients & their families by donating today: <link to fundraising page or FB fundraiser>*

**Did You Know?** LLS Information Specialists responded to more than 20,000 inquiries from patients and caregivers in 2020 alone.

# 1 WEEK TO LIGHT THE NIGHT

Take these 3 steps to propel your Light The Night fundraising efforts!

**1. Send final push emails/texts – emphasizing how much you need to raise to reach your goal.**

**2. Thank your donors personally and by tagging them on social media.**

**3. Get Social!**



Post this asking friends for support:  
*This week we Light The Night! There is still time to support my fundraising!*  
<link to fundraising page or FB fundraiser>

**Did You Know?** : The Leukemia & Lymphoma Society is raising \$100 million to support a multi-year initiative to take on children's cancer through every facet our mission.

# THANK YOU

You are bringing light to  
the darkness of cancer!



Cayden, leukemia patient