



HOPE FLOATS

A Light The Night® Newsletter

Spring 2010

Save the Dates for Light The Night 2010

2010 LTN Staff

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Saturday, October 23rd
Orange County Government Offices
Goshen, New York

Sunday, October 24th
Nyack Memorial Park
Nyack, New York

Saturday, November 6th
Rye Playland
Rye, New York

Ready to register your team?

It's not too soon to start fundraising for your 2010 Light The Night team.

And, we're happy to help you get started!

Register today by e-mailing
lightthenight_nyh@lls.org

Please include your Contact Information, Walksite, Team Name, Team Captain, and Team Fundraising Goal.

Meet our 2010 Honored Heroes



**Nyack Memorial Park
Honored Hero**

Lorenzo Fortunato
Valley Cottage, NY
Acute Lymphoblastic Leukemia Survivor



**Goshen
Honored Hero**

Jennifer O'Leary
Chester, NY

Chronic Myeloid Leukemia Survivor



**Rye Playland
Honored Hero**

Julian Vargas
Mt. Vernon, NY

Acute Lymphoblastic Leukemia Survivor

Tina Fey
Light The Night
National Spokesperson



The Leukemia & Lymphoma Society is pleased to announce the return of Tina Fey as the 2010 National Spokesperson for the Light The Night Walk.

Tina Fey writes, executive produces, and stars in NBC's "30 Rock." Prior to creating "30 Rock," Fey completed nine seasons as head writer and cast member of "Saturday Night Live."

Become a Champion For a Cure!

Raise \$100 or more
as a champion for a cure you will receive:

- Official 2010 Light The Night t-shirt
- Illuminated Light The Night balloon
 - Wristband entitling you to food & refreshments

Raising \$100 is easy!

Send your online fundraising webpage to 20 or more people and ask each person for a donation of \$10 or more. Even if only half of the people donate \$10, you will have raised \$100.

Spring Fundraising Ideas

Writing letters and using your personal Light The Night Web page are proven, successful fundraising methods. When fundraising, remember these helpful tips:

- Ask everyone you know to donate, join your team or start a team of their own. Send your fundraising letter, with a link to your Web page, to your Christmas card list, business and networking contacts, company vendors – everyone.
- Do you have a Facebook/MySpace/LinkedIn page? Be sure to promote your fundraising efforts on those sites.

Include your personal story. Many of us participate in Light The Night in honor or in memory of someone touched by cancer. Share your connection to our mission to underscore the importance of raising much-needed funds to find a cure.

More Fundraising Ideas:

Paper Balloon Icon Kit

The paper balloon icon kits can be used by walkers to secure local vendors to sell paper balloon icons and raise funds on the walker's behalf. We suggest that each walker who requests an icon kit try to secure at least three vendors to sell icons. For example, a walker might secure a hair salon, a dry cleaner and a coffee shop. Each kit has enough materials for three separate vendors. Please look for the March LTN email with more information on paper balloons and an order form you may use.

Host a party

Plan a spaghetti dinner/pancake breakfast/Wii tournament, etc. Steps to success:

- Invite your family and friends. Send out invitations or use www.evite.com to organize your guest list electronically.
- Ask for a flat donation at the door.

Fundraise at your child's school

Organize a Dress-Down Day, Favorite Sports Team Day or bake sale. Step to success:

- Work with your child's teachers and principal.

Place collection canisters/coin boxes in local businesses

Ask your local bakery, restaurants, dry cleaner, dentist, etc., to place a collection container at the front desk. Watch that spare change add up! Steps to success:

- Commit to a collection timeline with each business.
- Be ready to share your personal connection to LLS's mission and why you are participating in Light The Night.

**For more fundraising ideas or any questions you may have,
please contact the Light The Night Staff at (914) 821-8362 or
email: LightTheNight_nyh@lls.org**