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WESTCHESTER/
HUDSON VALLEY CHAPTER

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LEUKEMIA & LYMPHOMA SOCIETY® | LIGHT THE NIGHT® WALK

# MISSION POSSIBLE.

A Light The Night Newsletter

## *On Your Marks...Get Set...REGISTER!*

It's not too late to register for the Walks! Register your team online by clicking here or contact a member of the Light The Night staff at 914-821-8362!

How to get started:

1) Register your team
2) Recruit Team Members
3) Set a team goal
4) Customize your online fundraising webpage—add a personal story/photo
5) Insert your fundraising webpage in your email signature
6) Share your fundraising webpage link with family, friends, co-workers
7) Fundraise, Fundraise, Fundraise! Send out emails asking for donations, hold a fundraising event such as a bake sale, bar night out, or ask your local farmers market if you can set up a table for donations since fall time is one of their busiest seasons!
8) Attend Early Check-In & Bank Night in your county
9) Celebrate on Walk Night!

Save The Date & Walk With Light The Night!

Saturday, October 20th, Goshen Historic Track
Sunday, October 21st, Nyack Memorial Park
Saturday, November 3rd, Playland Amusement Park

**Please send any offline donations to:**

The Leukemia & Lymphoma Society
Westchester/Hudson Valley Chapter
1311 Mamaroneck Ave. Suite 130
White Plains, NY 10605
Attn: Light The Night

**Looking to Volunteer?**

The Light The Night staff is always looking for volunteers to help, especially at the Walks. If you are in need of filling community service hours or just want to give your time to a worthwhile organization, please click here!

# Calling ALL Team Captains:

# You're Invited to our 2nd Team Captain Meeting!

Reasons to attend:

- We'll help you prepare for the Walk and answer any logistical questions!
- Learn Light The Night basics & Walk Night information for you & your team, including: the check-in process, turning in funds, picking up shirts, the length of the Walk, what to wear, where to park, the agenda for Walk night, etc.!
- We will provide site maps & an agenda for the night!
- Learn how to set & reach your goal, including Champions For Cures messaging!
- Learn from the experts & hear from other Team Captains!

**Orange County:**

Wednesday, September 29th
Orange-Ulster Boces
Conference Room B & C
53 Gibson Road
Goshen, NY
7:00-8:00pm

**Rockland County:**

Monday, October 1st
Best Western Nyack-On-Hudson
Atrium Conference Room
26 Route 59
Nyack, NY
7:00-8:00pm

**Westchester County:**

Wednesday, October 17th
Corporate Center Cafeteria
1311 Mamaroneck Avenue,
1st floor
White Plains, NY
7:00-8:00pm

## Join the Light The Night staff for the Early Check-In & Bank Night in your county!

**Orange County:**

Thursday, October 11th
Amendola's Pizza & Pasta
28 Lake Street
Monroe, NY
4:00-8:00pm

**Rockland County:**

Monday, October 15th
Lucky Strike Lanes
4662 Palisades Center Drive
West Nyack, NY
4:00-8:00pm

**Westchester County:**

Monday, October 29th
California Pizza Kitchen
365 Central Park Avenue
Scarsdale, NY 10583
4:00-8:00pm

**Turn in funds early to receive:**

- Express lane entry on Walk night!
- A Light The Night team banner that you can decorate for the night of the Walk!
- Your Champion For Cures wristband if you've raised $100 or more, which entitles you to a Light The Night illuminated balloon and access to the food area the night of the Walk!
- Your Light The Night t-shirt if you've raised $100 or more!
- Your Bright Lights t-shirt if you've raised $1,000 or more!
- *Please bring your signed collection envelope and the signed envelopes of all your team members (if applicable).*

## Volunteers Needed for ALL Walks!

We are in the process of securing volunteers in areas such as check-in & registration, handing out food & t-shirts, set-up & breakdown, & more. If you are interested in volunteering, please contact Kaitlyn Parliman, Volunteer Recruitment Assistant, at 914-821-8362 or click here to fill out the online form!

## Take Part in our Team Captain Mentoring Program!

The Light The Night staff will connect you with another Light The Night Team Captain who has experience with recruitment, fundraising, and is familiar with the Walk. Your mentor will serve as a guide for you throughout the Light The Night season and give you support along the way!

Mentors:

- Speak with you on the phone or over email
- Give you fundraising ideas and advise
- Serve as support at fundraising events you set up
- Answer general Light The Night questions you have

Who should request a mentor?

Anyone! Although the mentoring program is best for new teams or teams with only one or two years of experience, any team can benefit from getting new ideas! To request a mentor, please click here to fill out the form or call 914-821-8997.

## Will Your Team Become a Top Team This Year?!

Orange & Rockland Counties:

-Raise $5,000 or more and your team will be entered into our VIP area the night of the Walk

-Raise $10,000 or more and your team will receive your own 10x10 team tent the night of the Walk

Westchester County:

-Raise $10,000 or more and your team will be entered into our VIP area the night of the Walk

-Raise $25,000 or more and your team will receive their own 10x10 team tent the night of the Walk

## Reach For The Stars and Become a Bright Light!

The Bright Lights Club is LLS's national top fundraising club that is open to all walkers who take that extra step and pledge to raise $1,000 or more! Bright Lights Club members receive special recognition in honor of their extraordinary efforts in the fight against blood cancer. These include:

- Personalized fundraising support from the Light The Night Walk staff
- Newly designed Bright Lights Club T-shirt
- Invitation to Bright Lights Club gathering
- Recognition in Light The Night newsletters and websites
- Invitation to and recognition at post-Walk Awards Parties

To learn more, you can contact the Westchester/Hudson Valley Chapter at 914-821-8362.

# Learn from the Experts!

Some of the best fundraising ideas come right from the participants! Here are three examples of successful fundraisers that have already taken place this year:

## Orange County

Team Captain Janet Fox of The Fearless Foxes held her first jewelry party with jewelry from Simply You. Janet was able to combine her business as a Simply You representative with fundraising for Light The Night! The fundraiser was held online in August through a special party link that Janet created. She was able to promote the fundraiser by sharing the link in emails and by word of mouth. Janet also hosted an actual jewelry party and invited friends and family. 20% of all funds raised through the online sale and party sale were donated back to LLS and The Fearless Foxes team.

## Rockland County

The BePositives team held a pub crawl on August 11th in memory of Kerry Kelemen at Black Bear Saloon in Nyack. The 40 member team was out in full force and spread the word on their Facebook page to invite friends & family to the event. The team charged $20.00 per person, which allowed for a wristband for entry to each of the bars that night and each bar had a special drink for the night.

## Westchester County

LLS's very own Greene Team hosted a Happy Hour event to support the Human Resource and Events & Meeting Services teams on August 10th. The event was from 6:00-10:00pm at the Black Bear Saloon in White Plains. Tickets were sold in advance for $35.00 and $40.00 at the door. Price included an open bar with wine, all draft beer, well liquors, soda, juice, and $5 appetizers.

## Fall Fundraising Tips:

The holidays are right around the corner– try to incorporate holiday cheer with your Light The Night fundraising!

- Get your team together to wrap holiday gifts at a local mall, holiday bazaar, or crafts fair in return for donations to your team!
- Fundraise at work and cook up a holiday lunch with all the trimmings of the season for a suggested donation!
- Offer to create holiday pictures/cards for your friends, family, and co-workers and email them in exchange for a donation!

## Don't forget to check out pictures from all three of our Kickoff Parties!

Orange

Rockland

Westchester

Light The Night also received coverage from News 12 for the Westchester County Kickoff Party! Click here to view the segment!