



# Light The Night Walk Illinois Steering Committee

**Committee Mission: To increase awareness, participation and revenue  
for The Leukemia & Lymphoma Society's (LLS) Light The Night Walks in Illinois**

**Leadership:** Amy Christiansen – Chair

**LLS Staff Partners:** Annie Hart, Light The Night Manager

## **Overall Committee Responsibilities:**

- Positively impact expense budget to improve fundraising ratio
- Grow personal and team fundraising year over year
- Achieve Bright Light Status with a minimum of \$1,000 in personal fundraising and/or in-kind donations
- Utilize professional and personal networks
- Participate in the planning and execution of the Steering Committee's Signature Event

## **Subcommittee Structure:**

### **In-Kind Committee:**

- Build and maintain relationships with vendors and corporations donating in-kind product to LTN and subsequent events
- Create new and exciting experiences for the participants at the Walk
- Work closely with the Social Committee to secure venues and additional donations for the Steering Committee Signature Event

*Metrics: Impact the budget by a minimum of \$5,000 in reducing current expenses. Add a minimum \$10,000 of in-kind donations in added experiences for Walk Day, the Signature Event, marketing & printing, etc.*

## **Recruitment & Marketing Committee**

- Increase participation through recruitment of new fundraising teams and registering past participants
- Assist in Light The Night marketing initiatives such as social media and online community calendars
- Seek out new local retail partnerships and assist with existing retail partners such as Burlington (Burlington Ambassador Program)

*Metrics: Develop a social media plan for the LTN season (August – October) as a group. Each member is asked to find and maintain a minimum of 5 local community calendars throughout the year. Each member is asked to recruit 1 new local retail partner or participate as an ambassador for an existing partner.*

## **Mission & Outreach**

- Responsible for educating the community on the LLS mission and Light The Night goals while seeking out and engaging the committee in mission-related activities and speaking opportunities.
- Work with establishments such as doctors' offices, park districts, etc. to supply LLS and LTN materials to the local communities and patients
- Build and execute a plan for the Remembrance Tent and the Mission Tent at the Walks including mission engagement opportunities for participants

*Metrics: Plan and execute at least one mission-related engagement opportunity for the committee as a group. Each individual member is asked to find a minimum of 2 community outreach projects throughout the year.*

## **Social Committee**

- Plan and execute a Signature Event to raise funds and cultivate new/existing constituents for LLS and LTN
- Recruit a minimum of 100 guests to the Signature Event and raise a minimum of \$5,000 in the first year to be attributed to the LLS 2015 fiscal year
- Assist in brainstorming and planning of individual fundraising events and committee recruitment events

*Metrics for Signature Event: 100 person event raising \$5,000 in the first year with a goal to double revenue in the second year.*

**Specific Skills or Qualifications:**

- Leader
- Ability to multitask
- Big picture vision
- Innovative
- Strong dedication to LLS mission
- Ability to dedicate 4-5 hours per month
  - Once a month in-person meetings (March-October)
  - Conference calls as needed

**Impact & Benefits:**

- Networking & building leadership skills
- Access to fundraising resources
- Opportunity to impact the immediate and long-term vision of the Light The Night Walks
- Increased awareness and revenue of LLS to help support its mission of finding a cure for blood cancer and helping patients
- Decreased event expenses, allowing more funds to go directly to research and programs
- Cultivation of strong relationships among fundraisers, volunteers, and community partners



**The Leukemia & Lymphoma Society  
Light The Night Walk Steering Committee  
Letter of Commitment**

I understand that my role as a committee member is a significant responsibility and will make it a priority. I agree to:

- Support the Mission, Vision, Values and Goals of The Leukemia & Lymphoma Society's (LLS's) Illinois Chapter.
- Commit for a one-year term, which can be renewed at any time following the first year.
- Offer my expertise to help ensure the success of LLS's Illinois Chapter.
- Contribute significantly to the Steering Committee responsibilities outlined above.
- Commit to raising a minimum of \$1,000 in cash and/or in kind donations.
- Will attend in person or by phone, at least  $\frac{3}{4}$  of the meetings held each year and, whether I attend or not, will continually communicate with the committee and the staff partner(s) to ensure I understand all current affairs.

I have read and fully agree to this Letter of Commitment and look forward to assisting the organization in this role.

**Signed** \_\_\_\_\_ **Date** \_\_\_\_\_

**Print name** \_\_\_\_\_ **Birth date** \_\_\_\_\_

**Current Employer** \_\_\_\_\_ **Title** \_\_\_\_\_

**Email** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Preferred Contact Method** \_\_\_\_\_

**Home Address** \_\_\_\_\_  
\_\_\_\_\_

**Connection to Blood Cancer** I am a: ☐ survivor ☐ caregiver ☐ supporter

**Please explain** \_\_\_\_\_

**Subcommittee Choice:** \_\_\_\_\_