



# WELCOME KIT



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## How Does Fundraising Make a Difference?

**Proceeds from The Leukemia & Lymphoma Society's (LLS) Light The Night will advance our mission to Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. This mission is carried out through funding extensive research for treatments and cures, government advocacy, patient assistance programs, community outreach and education programs**

**LLS has invested more than \$1.2 billion in research since our inception. LLS funds breakthrough therapies for patients with blood cancers that are saving lives today.**



# WELCOME TO LIGHT THE NIGHT

## *The Leukemia & Lymphoma Society's (LLS) Light The Night*



### Lantern Colors Represent



**Red:** In support  
of patients and  
the power of  
research



**White:** carried  
by patients and  
cancer survivors



**Gold:** In  
memory of  
loved ones lost

### Thank You for joining Light The Night!

Enclosed you will find everything you need to know to prepare for Light The Night. Please read through this information carefully. If you still have questions, contact your Light The Night staff at [LTN.ILC@LLS.org](mailto:LTN.ILC@LLS.org) or 312.651.7354.

**The Leukemia & Lymphoma Society's Light The Night** walk brings light to the darkness of cancer by funding lifesaving research and support for people battling cancer. Family, friends and co-workers gather together to celebrate, honor or remember those touched by cancer. Registration is free, but walkers are encouraged to raise funds to support the mission. These efforts culminate in an inspirational, memorable evening filled with music and empowering ceremonies honoring survivors and remembering those we have lost. Learn more at [www.lightthenight.org/IL](http://www.lightthenight.org/IL).

On **October 20 & 21, 2018** supporters and survivors will come together for an inspirational evening of hope to honor patients and their families, to celebrate survivors and the strides we are making to end cancer, and remember those we have lost to the disease.

**Our Community:** In 2017, more than 10,000 participated in the Metro Chicago Light The Night Walks. This consisted of nearly 500 teams from varying corporations and local friends and families, coming together to further LLS's mission.

**Our Goal:** Our 2018 goal is to raise \$2.25 million across Illinois. Together we will bring light to the darkness of cancer.



# GENERAL EVENT INFO

## EVENT SCHEDULE

- 4:30 p.m.** Check-In  
Food Trucks  
Food Tent  
Lantern Pick Up  
T-shirt Pick Up  
Live Music  
Remembrance Pavilion
- 6:00 p.m.** Survivor Photo
- 6:15 p.m.** Opening Ceremony
- 6:30 p.m.** Light The Night
- 9:00 p.m.** Fairground Closes

## 2018 Light The Night Illinois Locations

**Saturday, October 6:**  
**Rockford**

**Saturday, October 20:**  
**Soldier Field South Lot – Chicago**

**Saturday, October 20:**  
**Oak Brook Park District – Western Suburbs**

**Sunday, October 21:**  
**Gallery Park, Glenview – North Shore**

## Registration & Check-In

You can register before the event at [www.lightthenight.org/IL](http://www.lightthenight.org/IL).

## Cancer Patients and Survivors

We celebrate and honor ALL cancer patients and survivors at Light The Night. The work we do at LLS impacts all cancers. Patients and survivors receive a lantern and a special “survivor” T-shirt regardless of fundraising. Be sure to visit the LLS Tent to pick up your special shirt.

## Snacks & Beverages

There will be light snacks provided to all attendees including water. Food trucks will also be onsite to purchase meals and beverages. In addition, participants are welcome to bring their own picnic style snacks to enjoy on site.

## Lanterns & T-shirts

All participants will receive a lantern. **Only registered walkers who raise a minimum of \$100 earn a Light The Night T-shirt.** One T-shirt per person, and fundraising is not cumulative for this incentive.

## FAQ's

### How long is the walk?

Each walk is approximately 2.5 miles, wheelchair and stroller accessible. Participants are welcome to stay at the fairgrounds if they do not wish to walk.

### What if it rains?

We will walk rain or shine, so please dress accordingly.

Additional information can be found in the FAQ section, on your event websites and will be sent in your “Know Before You Go” email.



# FUNDRAISING IDEAS

Year-round fundraising makes a difference

Your personal fundraising makes a difference in the fight against cancer. Individual team members are responsible for setting goals and raising funds with co-workers, friends, neighbors and family members. Each walker automatically receives an online fundraising page upon registration. You can use this page to solicit donors and ask them to support you through online donations. The average Light The Night walker raises \$300.



- **Online Fundraising:** The most effective way to fundraise is to customize your personal fundraising page and send the link to all your contacts.
- **Social Networking:** Post a shortened version of your fundraising letter on your media sites with a link to your personal fundraising website. Message friends and family to get more people involved. Challenge friends to “Like” and “Share” your page to hit new audiences.
- **Personal Letter Writing/Email Campaign:** Light The Night staff can provide templates for you to customized as needed.
- **Paper Icon Sales:** Sell Light The Night paper icons for \$1 - \$5 at your company or local business. LLS can provide these upon request.
- **Matching Gifts:** Ask if your company has a matching gifts program. You may be able to double your fundraising this way.
- **Bake Sale/Yard Sale:** Display Light The Night signs and make sure customers know the proceeds go to Light The Night. Light The Night staff can provide educational materials and information for you to display.
- **Host a Tournament:** Suggest a minimum donation to enter and offer a prize to the winning team. Golf, Dodgeball, Tennis, and Kickball are all great tournament ideas.
- **Game Night/Trivia Night:** Suggest a minimum donation to enter and/or a donation to compete in each game.
- **Dress Down Days:** For a donation of \$5 or more, employees can wear jeans to work on a designated day.

# ONLINE FUNDRAISING

## Steps to Personalize Your Page

1. Register at [www.LightTheNight.org/IL](http://www.LightTheNight.org/IL)
2. Receive an email with your login details.
3. Login here: <https://fundraise.lls.org>
4. Click on “My Fundraising Pages” (or if you’re a captain you can also edit the Team Page).
5. Click on “Manage Posts” and Select “Edit”
6. Share your personal story. Upload photos by clicking on the picture icon.
7. “Select Publish” when finished
8. Share your link on social media and through email!



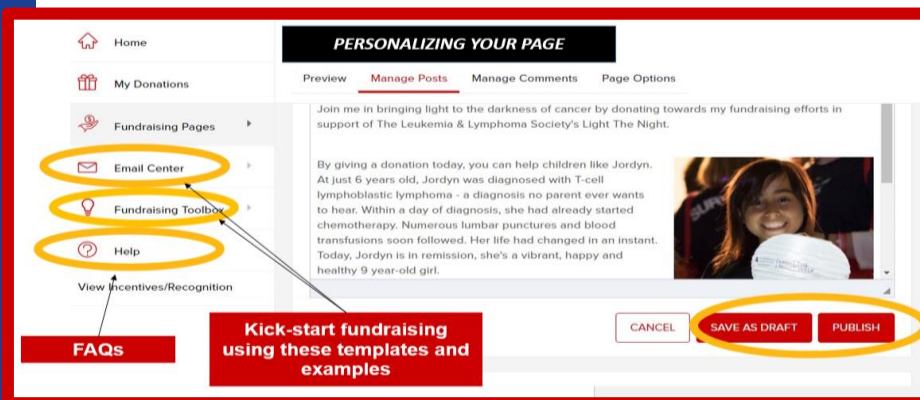
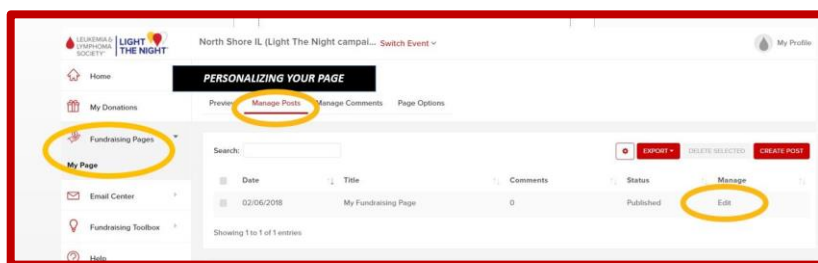
### Post Your Fundraising Efforts

**18%** of peer-to-peer fundraising donations come from friends on social media.



**people** on social media said they would make a donation to an organization after seeing a friend's post.

Share your link with your friends!



\*Double check the link you are sending. If the link ends in your username, it's your individual page, if it ends in your team name, it's your team's page. Donations made to the team page are divided evenly among all teammates.

- Fundraise online and raise 6 times more than those who do not.
- Increase your fundraising 13 times when you personalize your page.
- The average amount raised by someone who shares their story and adds a photo is **\$950**.

**Need Assistance?**  
**Contact: 312.651.7354 or**  
**[LTN.ILC@LLS.org](mailto:LTN.ILC@LLS.org)**



# ONLINE FUNDRAISING

Depositing Checks & Credit Card transactions on Mobile Devices

## STEP 1:

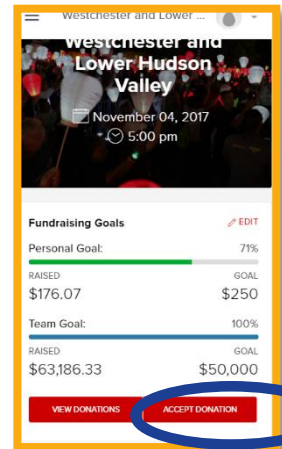
Visit the Fundraising Tools Log-in Page:

<https://fundraise.lls.org>

## STEP 2:

Click on “Accept Donation” box

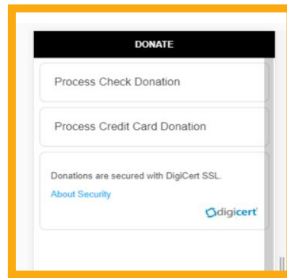
*Note: Your mobile device needs a camera in order to accept credit card and check donations.*



## STEP 3:

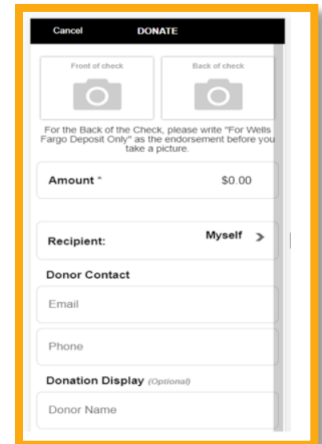
Select either:

- Process Check Donation
- Process Credit Card Donation



## STEP 4:

Take photos of the front and back of check. Enter amount.



## STEP 5:

Work with Donor to input their email address and phone number. Click “Process Donation” to submit the donation after all the information has been entered.

**How long does it take for a new donation to show up on the Donation List?**

If it is an online donation, it takes up to 30 minutes. If it's an offline donation, it can take from 2 to 3 weeks to be received and processed before the funds are actually posted so that it displays on your donations list and is reflected in your fundraising total.

**Accidentally uploaded wrong amount or uploaded the same check twice?**

If a check is submitted more than once or for the wrong amount, it will be flagged by the system, which will automatically delete all but one. The check will be submitted to the bank at the correct amount and should adjust on your fundraising page within a few days.

**Customer Support:**

**1-888-557-7177**

[supportservices@lls.org](mailto:supportservices@lls.org)

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LEUKEMIA &  
LYMPHOMA  
SOCIETY®

**LIGHT  
THE NIGHT®**

bring light to the darkness of cancer

# MATCHING GIFTS

[www.matchinggifts.com/LLS](http://www.matchinggifts.com/LLS)

## Steps to Matching Your Gifts

1

**Search for your company**  
[matchinggifts.com/lls](http://matchinggifts.com/lls)

2

**Submit your match confirmation to**  
[MatchingGifts@LLS.org](mailto:MatchingGifts@LLS.org)

3

**Double your impact!**  
Or triple it: some companies match 2:1!

## Frequently Asked Questions

### What are matching gift programs?

Employee Matching Gifts are donations a company makes to match its employees' charitable contributions. Employee matching gifts are typically at a dollar-for-dollar rate but some companies go even further by tripling or quadrupling their employees' donations.

### Why are matching gifts important?

Matching gifts elevate the capability of your contributions and your donor's gifts. One donation is always welcome. Two donations for the work of acquiring one seems too good to be true. It's not. Matching gifts give fundraisers that exact opportunity.

Companies big, small, and everything in between, match gifts. Most programs are not only generous about giving money, but are willing to donate to a broad spectrum of organization types.

### When will the matching gift amount show up on my fundraising page?

You can expect the matching gift amount to show up on your fundraising page when we receive the check from your company. Please know that each company has their own independent timeline for distributing matching gift checks and the process can take anywhere from 2 weeks to 6 months.

## Detailed Information

- Address:  
The Leukemia & Lymphoma Society – Illinois Chapter  
954 W Washington Blvd, Suite 305  
Chicago, IL 60607
- Tax ID Number: 13-5644916 (also known as Employee ID Number or "EIN")

**Need Assistance?**  
**Contact:**

[MatchingGifts@lls.org](mailto:MatchingGifts@lls.org)





# FUNDRAISING LEADERS

## 2018 Light The Night Individual Fundraising Leader Opportunities



### **Be a Champion for Cures!**

All Light The Night Walkers who raise \$100 or more are called Champions for Cures and you will receive a Light The Night T-Shirt.

Raising \$100 or more is easy! Send your online fundraising webpage to 20 or more people and ask each person for a donation. Even if only half of the people donate \$10 or more, you will have raised \$100 and most likely more. In 2017, our average Light The Night participant raised **\$300!**



### **Become a Bright Light!**

You can become a member of our Bright Lights Club by raising \$1,000 or more, which will have a significant impact in creating a world without blood cancer.

In 2017, our Bright Lights Club members raised **\$1.1** million to support our mission. Bright Lights Club members receive additional benefits at the Walk – Entry into our VIP Tent and a special Bright Light T-shirt.



### **Join our Executive Challenge.**

The Light The Night Executive Challenge is a national fundraising competition for corporate executives to personally raise funds for The Leukemia & Lymphoma Society. There are several ways our top Executive Challengers will be recognized, both nationally and locally.

#### ***Recognition:***

Challenge participants individually raising \$10,000 or more will be listed in a national ad in Forbes Magazine to run in early 2019. The top executive per region will be included with a photo. Locally, all participants who raise \$5,000 or more will be featured in Crain's Chicago Business.

#### ***Personal Benefits:***

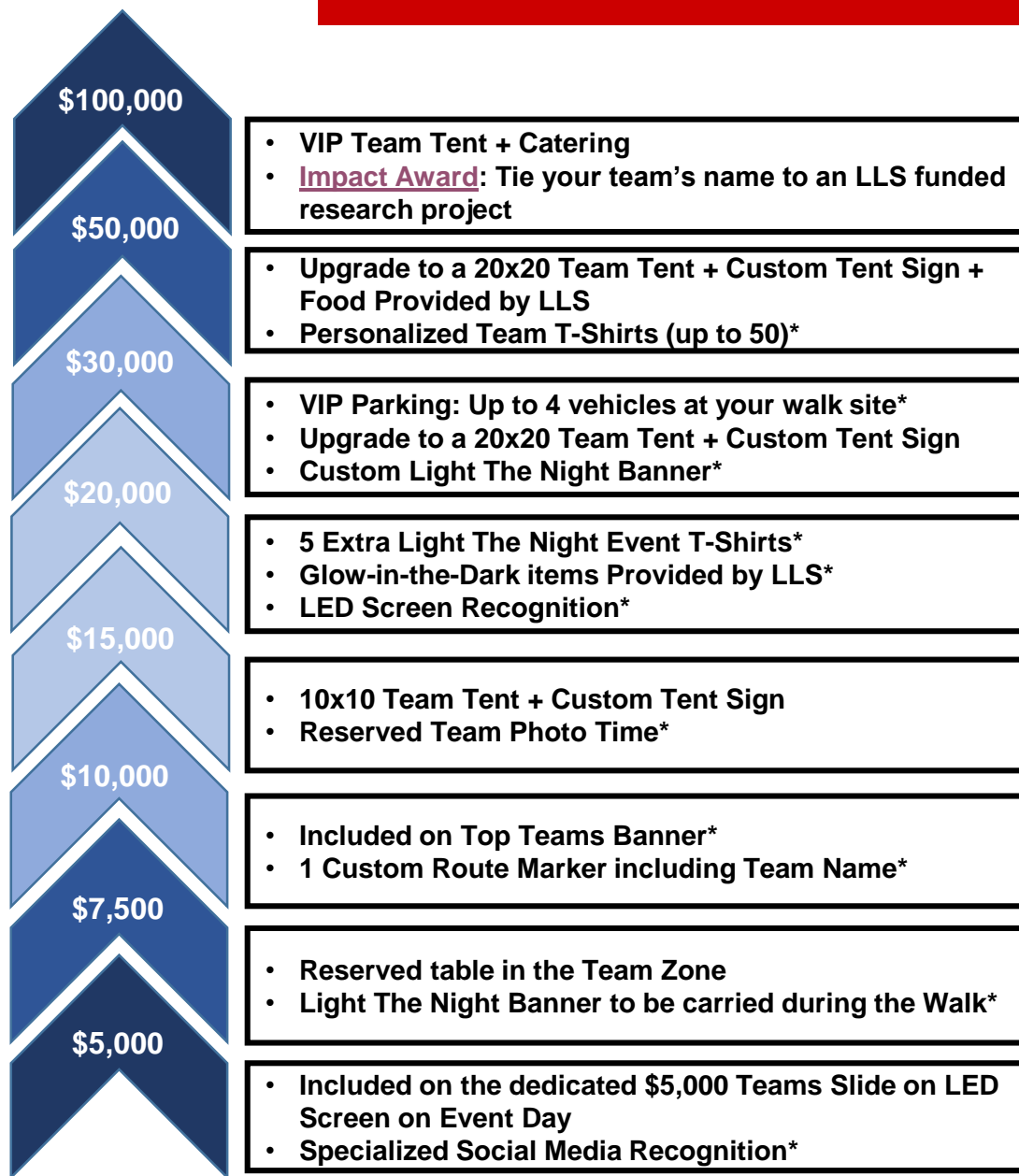
- Having a direct connection to how much money is raised for research.
- Celebrating your success by lighting the night at the walk and thanking your supporters after the event.
- Knowing YOU made an impact by inspiring and motivating others to bring us all closer to a world without cancer.

**Join the Executive Challenge!**  
**Contact Kat Graham at 312.568.7739 or**  
[\*\*kat.graham@lls.org\*\*](mailto:kat.graham@lls.org)

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# FUNDRAISING INCENTIVES

## 2018 Light The Night Team Fundraising Incentives



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\*Incentive to be repeated at exceeding levels.  
 Note: If your team Walks at more than 1 site, work with your LTN staff member to fulfill incentives at each site. Due to printing & ordering deadlines, all incentives must be reached by September 28, 2018.

# OTHER WAYS TO GET INVOLVED



## Volunteer

There are various opportunities to volunteer throughout the year. You can choose to help in the LLS Office and at LLS Events. Contact Kate Korte at 312.568.7736 or [kate.korte@lls.org](mailto:kate.korte@lls.org).

## Join a Committee

We have several committees you can join at LLS. Contact an LLS staff person to learn more about applying your professional skills to furthering the LLS mission.

## Your Opportunities to Engage with Light The Night

You can positively impact the lives of those who have been affected by blood cancer! Listed below are a few ways to get more involved with LLS & Light The Night.

### Share Your Story – Be an Honored Hero

Help spread the mission by sharing your personal story of how you or someone you know is affected by blood cancer. Your story will be used to help inspire and encourage others. Share your story in our “Community of Heroes” section online at [www.lls.org/ILHonoredHero](http://www.lls.org/ILHonoredHero)

### Sponsorships

Target responsive audiences and build equity with a proven brand as a member of our sponsor family. Own a high visibility, interactive piece of the Light The Night event real estate, provide employee volunteer opportunities and distribute company branded items. [Sponsorship opportunities.](#)

### Business Partnerships

Reach out to your existing business partners to unite in the fight against blood cancer. Provide increased awareness and exposure to your business partners through walk night promotional opportunities.

### Retail Programs

Partner with your customers to raise valuable funds for a worthy cause. Participate by selling paper icons, round up to the next dollar, or give \$1 receive \$1 coupon. [Retail Program Resources.](#)

### Ambassador of Light

Do you live near a Burlington, Walgreens or Chipotle? Become an Ambassador of Light! Our Ambassadors visit participating retail partners to encourage and thank store employees.

***Want to become an Ambassador of Light?  
Contact Chelsey Roche at 312.568.7717 or  
[Chelsey.roche@lls.org](mailto:Chelsey.roche@lls.org)***

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# Know Before You Go

## Frequently Asked Questions

### **What is the Remembrance Pavilion?**

The Remembrance Pavilion is a quiet space where family, friends and co-workers can leave tributes to their loved ones lost to cancer.

### **What do the opening ceremonies look like?**

Opening ceremonies last approximately 15 minutes. During the ceremony, we invite all survivors to take part in an inspiring survivor ceremony within the survivor circle while the white beam of hope reaches up to the sky, illuminating the darkness. We close with a countdown to the start of the Walk!

### **Will everyone that donates \$100 or more to my fundraising page get a t-shirt?**

Only registered walkers that raise \$100 or more are eligible for incentives, including t-shirts. Our Light The Night t-shirts are a fundraising badge of honor for your commitment to fundraise for a cure! Of course, we encourage you to personally thank all of your donors for their support – a little note of thanks or special token of your appreciation can go a long way!

### **Are patients and survivors expected to fundraise?**

Just like our other walkers, patients and survivors have an opportunity to raise \$100 or more and become a Champion for Cures. Many of our highest individual fundraisers are patients and survivors. All cancer patients and survivors receive a lantern and a special “survivor” T-shirt regardless of fundraising. Be sure to visit our LLS Tent.

### **What if some of our walkers want to participate at one walk site and some other walkers at another?**

No problem. We suggest appointing a team captain to lead a team at one walk site and another team captain for the other walk site.

### **Can I bring my dog?**

Dogs are not permitted onsite, we recommend leaving your furry family members at home to ensure their safety.

**For additional information visit our [Light The Night FAQ](#) page or contact your Light The Night Staff Partner.**