



# WELCOME KIT



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

**LIGHT  
THE NIGHT**®



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*Special thanks to our local sponsors:*

## PRESENTING



## GOLD



HealthPartners®



HealthPartners®

Masonic Cancer Center

UNIVERSITY OF MINNESOTA

Comprehensive Cancer Center designated  
by the National Cancer Institute



## BRONZE

AMES CONSTRUCTION  
COORDINATED BUSINESS SYSTEMS  
MINNESOTA ONCOLOGY

## Media Sponsors



# Welcome to



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

LIGHT  
THE NIGHT®



## Lantern Colors Represent



**Red in support of patients and the power of research**



**White is carried by survivors**



**Gold in memory of loved ones lost**

## The Leukemia & Lymphoma Society™ (LLS) Light The Night

*Thank you* for joining Light The Night!

Enclosed you will find everything you need to know to prepare you for the 2017 Light The Night. Please read through this information carefully. If you still have questions, please contact your Light The Night staff at [LTN.MNG@LLS.org](mailto:LTN.MNG@LLS.org) or 612.259.4641.

**Light The Night** is a remembrance, a celebration, and a rallying cry to help fund critical advances in the fight against cancer.

On **Sunday, Oct. 15** you will help defeat the darkness of cancer. Thousands of supporters and survivors will come together for an inspirational evening of hope to honor patients and their families, and to celebrate survivors and the strides we are making to end cancer.

Festivities begin at The Depot, downtown Minneapolis with food trucks, live music and fun activities for all ages. At dusk, we will walk across the historic Stone Arch Bridge carrying symbolic, illuminated lanterns.

The light and warmth we generate brings hope in place of despair, community instead of loneliness, and lifesaving research and support for cancer patients and their families. Our goal is a world without blood cancers. And we're lighting the path to cures. Learn more at: [www.LightTheNight.org/MN](http://www.LightTheNight.org/MN).

**Our Community:** In 2016, more than 3,000 people participated in the night's events. This consisted of 227 teams from varying corporations and local families, coming together to further LLS's mission.

**Our Goal:** Our 2017 Twin Cities goal is to raise \$760,000. Last year, you helped raise more than **\$700,000!**

## New 2017 Event Experiences!

### Survivor Circle

During the opening ceremony, survivors can take part in an inspirational Survivor Circle while a white beam of hope illuminates the darkness.

### Remembrance Pavilion

Those we have lost are honored at the Remembrance Pavilion where tributes and photos can be left in memory of loved ones.



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# GENERAL EVENT INFORMATION

## EVENT SCHEDULE

**5:00 p.m.** Check-In  
Food Trucks  
Glam Station  
Kids Glow Zone  
Remembrance Pavilion  
Team Photo Booth  
Banner Decorating  
Live Music

**6:20 p.m.** Survivor Photo

**6:40 p.m.** Tribute Video

**6:45 p.m.** Ceremony

**7:00 p.m.** Light The Night

### Registration & Check-In

Walk-up Fee is \$25. Money may be turned in at check-in.

### Food & Beverages

Purchase meals and beverages from several food trucks that will be onsite from 5-8 p.m. Water bottles, coffee and hot chocolate will be provided in the warming nook (while supplies last).

### Lanterns and T-shirts

All participants receive one lantern. **(Only individuals who raise a minimum of \$100 earn a Light The Night T-shirt.)**

**All survivors** receive a lantern, a T-shirt, and one food truck voucher regardless of their fundraising level.

### Frequently Asked Questions

#### Can I bring my dog?

Dogs are not allowed on The Depot property and as much as you want Fido to experience Light The Night, it's best to keep your furry family members at home to ensure their safety.

#### What if it rains?

We will walk— rain or shine, so please dress accordingly. The ceremony is indoors and all festivities are under a shelter. Participants may choose to stay at The Depot during the walk.

#### How long is the walk?

Starting from The Depot, we will walk down 5th Avenue S toward the Stone Arch Bridge, then across the bridge and back. The entire walk route is approximately 1.5 miles and is wheelchair accessible.

## PARKING INFORMATION

- |  |  |   |
|--|--|---|
| <b>1</b> The Depot Parking<br>(Outdoor/Garage Parking) | <b>3</b> 281 4th Ave S<br>(Parking Ramp) | <b>5</b> 711 S 2nd St.<br>(Indoor Garage) |
| <b>2</b> 711 2 2nd St.<br>*CASH ONLY* (Outdoor Lot)    | <b>4</b> 241 5th Ave S<br>(Parking Ramp) | <b>6</b> 240 Park Ave S<br>(Outdoor Lot)  |

### Still Have Questions?

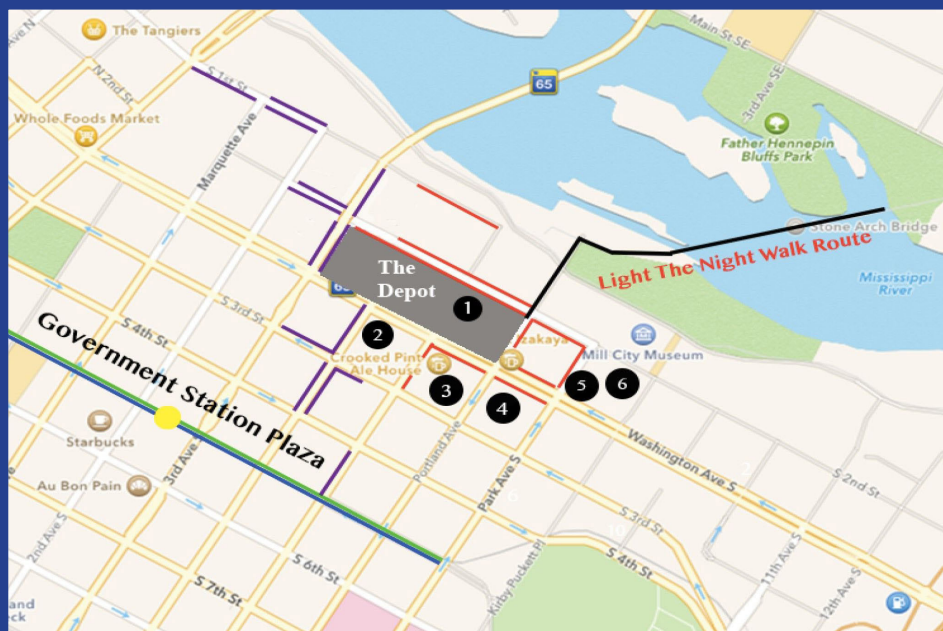
Contact: (612) 259-4641 or  
[LTN.mng@lts.org](mailto:LTN.mng@lts.org)

## LOCATION

225 South 3rd Ave  
Minneapolis, MN 55401  
Phone: (612) 375-1700  
[TheDepotMinneapolis.com](http://TheDepotMinneapolis.com)

For Hotel Reservations call:  
(612) 340-1200

**R**  
**RENAISSANCE®**  
MINNEAPOLIS HOTEL  
THE DEPOT



Red &  
Purple Lines

Lines denotes  
metered street parking  
Most parking is free or  
discounted on Sunday.

Light Rail Blue Line  
Light Rail Green Line  
Yellow Dot Light Rail  
Station Exit

Visit [MetroTransit.org](http://MetroTransit.org)  
for information on  
Light Rail and bus  
schedules.

# ONLINE FUNDRAISING

## Your Fundraising Page

Fundraise online and raise **SIX** 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**!



### 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!



Need help with your page?  
Call: (612)259-4641

## Steps to Personalize Your Page

1. **REGISTER** at [LIGHTTHENIGHT.ORG/MN](http://LIGHTTHENIGHT.ORG/MN)
2. **RECEIVE** an email with a link to your fundraising page
3. **LOG IN** and **CLICK** on "Personalize Pages" tab
4. **CLICK** on your page (or if you're a captain you can also edit the Team Page)
5. **CLICK** on "**EDIT**"
6. **TYPE** in your personal story. Upload photos by clicking on the camera icon 
7. **SEND** emails from the "Email Center"
8. **EDIT** your email and add your personal story
9. **CLICK** on "Manage Address Book" to import your contacts
10. **START** fundraising online!

### Personalize Page Tab

### Page(s) to Edit

*\*Double check the link you're 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. Most incentives are based on individual fundraising totals.*

# LOCAL CLUBS & INCENTIVES

## INDIVIDUAL FUNDRAISING CLUBS

### Champion For Cures

\$100

- Light the Night T-shirt
- One food truck voucher
- A tribute photo on the main screen immediately before the opening ceremony.

### Bright Lights Club

*All previous benefits plus:*

\$1,000

- **NEW!** Exclusive Bright Light scarf
- Two invitations to the VIP lounge at the walk
- **NEW!** Check-in at the VIP Lounge and relax as your t-shirts and lanterns are brought to you!

### Torch Light Club

*All previous benefits plus:*

\$3,000

- Premier Torch Light apparel
- Two invitations to attend the annual LLS Lifeblood Awards Dinner in 2018

### Beacons of Light Club

*All previous benefits plus:*

\$10,000

- VIP parking spot at Light the Night
- Social media recognition
- Inclusion in LLS National Annual Report
- Beacons of Light plaque

## TEAM FUNDRAISING INCENTIVES

### Super Team

\$5,000

- Super Team check-in at registration
- Special team area at event
- Professionally printed team banner

### Mega Team

\$10,000

*All previous benefits plus:*

- Invites to VIP lounge (up to 10 Champions for Cures)
- Recognition in event program and on social media
- Invitation for team captain and guest to attend the annual LLS Lifeblood Awards Dinner in 2018

### Elite Team

*All previous benefits plus:*

- Special recognition on LLS MN Chapter website
- LLS hosted Team kickoff party for next year's Light The Night
- Elite team plaque
- Top fundraising team may lead the walk across the bridge

\$25,000



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# LIGHT THE NIGHT®

bring light to the darkness of cancer



**\$100**

Light The Night®  
T-Shirt



**\$250**

Swivel Lid Stainless  
Steel Tumbler OR  
Portable Charger



**\$500**

Canvas Cooler OR  
Full Zip Hoodie



**\$1,000**

Heavyweight Canvas  
Tote OR Microfleece  
Full Zip Jacket\*

\*Available in Men's and Ladies'  
sizes



**\$2,500**

Bluetooth Speaker OR  
Tech Backpack & Power  
Bank



**\$5,000**

Shell Jacket\* OR Drop  
Bottom Wheeled Duffel

\*Available in Men's and Ladies'  
sizes



**\$10,000**

Wagon Cooler OR Folding  
Tailgating Grill

Light The Night® recognition gifts are not cumulative. Participants must be registered to receive a recognition gift. The Leukemia & Lymphoma Society reserves the right to substitute a gift of equal or greater value at any time. Participants will receive their redemption certificate four weeks post-event from [lightthenight@lls.org](mailto:lightthenight@lls.org). Redemption certificates must be redeemed within four weeks.

# MATCHING GIFTS

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

## STEPS TO MATCHING GIFTS



### 1 Search for your company

Visit [www.matchinggifts.com/lls](http://www.matchinggifts.com/lls)



### 2 Submit your match

Direct your match



### 3 Double your impact!\*

\*Or triple it; some companies match 2:1



## FREQUENTLY ASKED QUESTIONS

### How do I know if my company will offer a matching gift for a donation?

To check if your company offers a matching gift program, please go to [www.matchinggifts.com/lls](http://www.matchinggifts.com/lls). If the company is in our database, you will see the specific instructions for that company's matching gifts process. Please look up each company individually. If your employer isn't listed on the website, contact your Human Resources department and ask if they make charitable gifts.

### The matching gift list includes a number of non-profits. Which one should I pick?

In order to ensure that the participant whom the matching gift is intended for receives the proper credit, please make sure you choose The Leukemia & Lymphoma Society - MN Chapter. If LLS-MN Chapter is not listed, contact your company's Human Resources department to find out how to get it listed within the company's matching gifts database.

### 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.

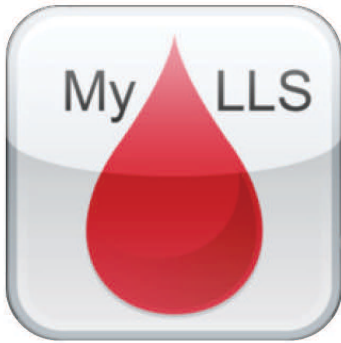
**Always make sure the LLS-MN Chapter is selected. If you are experiencing any issues or have questions, contact us at (612) 259-4641.**

## NEED-TO-KNOW INFORMATION

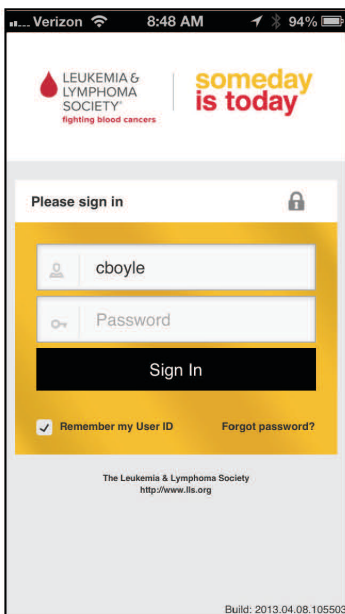
- The Leukemia & Lymphoma Society - MN Chapter
- Tax ID Number **13-5644916** (also known as Employee Identification Number or "EIN")
- If your company is not listed on the site, please contact your Human Resources department and ask if they match charitable gifts.
- Need help? Email [LTN.mng@lls.org](mailto:LTN.mng@lls.org)



# MY LLS APP



## Fundraising couldn't be easier, thanks to My LLS app!

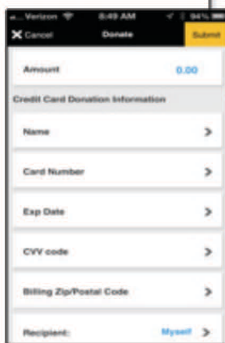
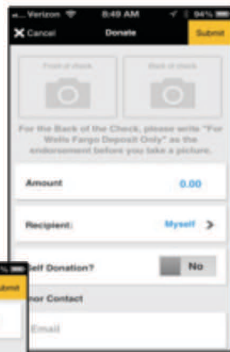


Introducing My LLS – a free mobile app for Light the Night participants, volunteers and teams.

My LLS makes every participant fundraising experience faster and easier. It encourages the 'immediacy of giving' by offering the ability to interact one-to-one with donors and instantly accept funds.

**With My LLS, you can:**

- **Accept and deposit credit card and check donations directly to your charity's bank account via Android and iPhone—any time, anywhere**
- **Import your social network contacts to help support your efforts**
- **Track and communicate with team members if you're a team captain**
- **Track and archive goals across events and campaigns**



**Download the app today!**

For iPhone/iPad Users:



For Android Users:



**someday is today**



LEUKEMIA &  
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SOCIETY®

**fighting blood cancers**

Please contact [SupportServices@lls.org](mailto:SupportServices@lls.org) or 888-557-7177 for assistance.

# 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 Brenna Wood** at (612) 259-4524 to learn more.

## Join a Committee

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



**Burlington**

## Get more involved 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 involved with LLS and Light the Night:

### 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.

### Corporate Walk Teams

**BUILD MORALE!** 36 percent of employees are more likely to feel a strong sense of loyalty to a company involved with a nonprofit. Walk with thousands of supporters to raise funds and help bring hope to families battling blood cancer.

### Retail Programs

Partner with your customers to raise valuable funds for a worthy cause. Participate by selling paper icons, or round up to the next dollar, or give \$1 get \$1 coupon.

### 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.

### 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 online at [LightTheNight.org/MN](http://LightTheNight.org/MN).

### Ambassador

Do you live near a Jersey Mike's Subs or a Burlington store? Do you like to shop and/or eat subs? Become a Light The Night Ambassador! Our Ambassadors "secret shop" Burlington and Jersey Mike's stores during their campaigns and give prizes to motivate the cashiers.



Become an Ambassador of Light:

Call: 612.259.4502 Email: [Michele.Asmussen@LLS.org](mailto:Michele.Asmussen@LLS.org)