



Hello!

Thank you for volunteering to be a Light The Night Team Captain! As a captain, you have taken on the important role of building and inspiring a team of dedicated walkers. By participating in Light The Night, you and your team will make a difference in the lives of the 1.2 million people who are touched by blood cancers. We are here to support you every step of the way. **Together, we will walk to end cancer!**

The funds raised by your team will fuel research to find cures and ensure access to treatments for all blood cancer patients. In 2016, teams and sponsors in the National Capital Area raised more than \$3.1 million! This year, our goal is to raise **\$3.5 million!** With your help, we know we will achieve and surpass this goal!

The **Light The Night Staff is here** to support you in leading a successful Light The Night Walk Team. Enclosed are some of our most helpful materials: information on LLS, templates, fundraising ideas, and more! You can also find these materials on our website at: <http://www.lightthenight.org/national-capital-area/article/team-captain-materials>

Our contact information is below; we encourage you to reach out to us as you get started. Here are just a few ways we can assist:

- Work with you to develop a **team recruitment strategy** and **fundraising goal**
- Help you plan an **online fundraising campaign**
- Talk through **event ideas**, including bake sales, happy hours, silent auctions & more
- Send **materials for events**, such as banners or brochures
- Provide **team rosters or donor lists** from previous years
- **Talk through any challenges** you may encounter throughout the season
- Provide **email templates** and fact sheets for:
 - Requesting donations from friends or family members
 - Soliciting support from vendors, clients, or local businesses
 - Garnering support within your company
 - Thanking your donors and teammates
 - ...And more! We're happy to help you create any other document you may need

Thank you again for your support. If you would like to set up a one-on-one meeting to talk more about Light The Night and your team, please call us at any time. **We are here to help** you reach your fundraising goals!

For a Cure,

The Light The Night Team

Ria Freyberg
Senior Director, Corporate Development
Ria.Freyberg@lls.org, 703.399.2938

Megan Swahn
Campaign Director, Washington, D.C.
Megan.Swahn@lls.org, 703.399.2922

ArDonna Hamilton
Campaign Manager, Montgomery County
ArDonna.Hamilton@lls.org, 703.399.2916

Sasha Rocke
Campaign Specialist, Washington, D.C.
Sasha.Rocke@lls.org, 703.399.2939



The Power of Your Donation

- \$7500** Funds a program to educate 200 doctors on emerging treatments for a specific blood cancer.
- \$3500** Funds a program to educate 70 nurses on emerging treatments for a specific blood cancer.
- \$1000** Provides one week's salary for a medical researcher at NIH, Johns Hopkins or GW who may discover key information for developing curative treatments for blood cancers.
- \$1000** Makes possible one-on-one conversations with health care specialists who provide patients with information about their disease, treatment options, and helps prepare them with questions for their health care team.
- \$ 500** Provides 10 patients the opportunity to logon to a webcast and hear the latest information on treatment for their disease.
- \$ 200** Provides funding for a Family Support Group Program for one year where comfort can be found and experiences can be shared among patients and family members mediated by a trained facilitator.
- \$ 150** Provides for 5 patients to make a First Connection with a trained peer volunteer patient/survivor.
- \$ 150** Provides a patient with leukemia, lymphoma or myeloma financial aid to support medical treatment and travel to medical appointments for one year.
- \$ 100** Provides 3 patients access to an informational teleconference.
- \$ 100** Helps supply laboratory researchers with supplies and materials critical to carrying out their search for cures
- \$ 75** Covers the cost of one tissue typing test that is used to become a bone marrow donor.
- \$ 50** Makes possible a Family Support group with a trained facilitator where comfort can be found and experiences can be shared among patients and family members.
- \$ 35** Provides transportation expenses for a patient living in the DC metropolitan area to a comprehensive cancer center for treatment.
- \$ 25** Provides patients and their loved one with FREE booklets that contain up-to-date information on their disease and help them make informed decisions about their treatment options.