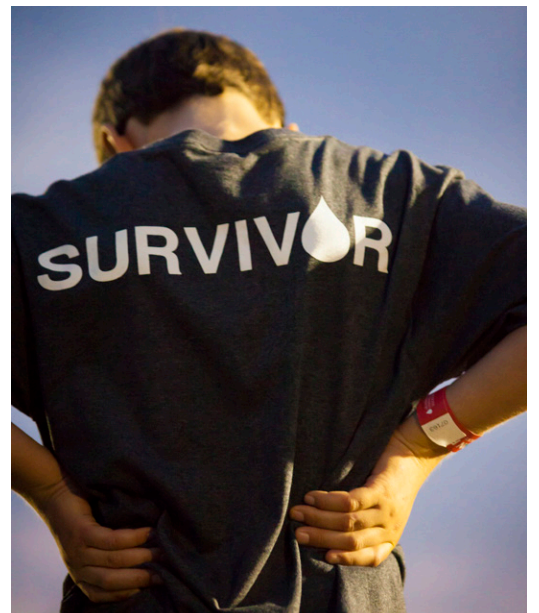




# WELCOME KIT





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National Presenting Sponsor of  
Survivorship & Hope



Local Presenting Sponsor



Local Premier Sponsors





LEUKEMIA & LYMPHOMA SOCIETY®

LIGHT THE NIGHT®



**The Leukemia & Lymphoma Society™ (LLS) Light The Night** is an inspirational community event that raises awareness and funds for LLS’s ongoing mission: To cure leukemia, lymphoma, Hodgkin’s disease and myeloma; improve the quality of life of patients and their families.

Friends, families and co-workers gather together to shine light on the darkness of cancer. Illuminated lanterns are carried to represent your personal connection—white for patients and survivors, red for supporters and gold to remember those we’ve lost.



**Our Community:** In 2017, 6,700 people participated in the three New York City Light The Night events—Manhattan, Staten Island and Queens. This consisted of 649 teams from varying corporations and local families, coming together to further LLS’s mission.

**Our Goal:** The 2018 New York City goal is to raise more than \$3 million. Last year, New York City raised a remarkable \$2.8 million.



### Get Inspired, Get Involved

- Join a corporate or friends & family fundraising team
- Become a sponsor
- Make an in-kind donation
- Become a retail partner
- Volunteer

### Lantern Colors and Representation



White in honor of patients and survivors



Red in support of those affected by blood cancers



Gold in memory of loved ones lost

### Inspirational Event Experiences!



Survivors & Patients can take part in an inspiring ceremony within the new **Survivor Circle** while the whitebeam of hope reaches up to the sky, illuminating the darkness.



Those we have lost will be honored at the **Remembrance Pavilion** where tributes can be left to loved ones.



## JOIN US IN OUR CAUSE TO FIND CURES

Light The Night takes place each year in nearly 150 communities across the nation! Mark your calendar for this year's New York City events and please visit [www.lightthenight.org/nyc](http://www.lightthenight.org/nyc) to register or learn more!



### **Manhattan Light The Night Walk**

Manhattan, Seaport District NYC

Thursday, October 18, 2018

5:30PM Event Opens

7:00PM Walk Begins



### **Staten Island Light the Night Walk**

College of Staten Island

Saturday, October 13, 2018

5:30PM Event Opens

7:00PM Walk Begins



### **Queens Light The Night Walk**

USTA Billie Jean King National Tennis Center

Saturday, October 27, 2018

5:30PM Event Opens

7:00PM Walk Begins

**Questions?** Please call (212) 376-5141 or email [ltn.nyc@lls.org](mailto:ltn.nyc@lls.org)



# YOUR FUNDRAISING PAGE

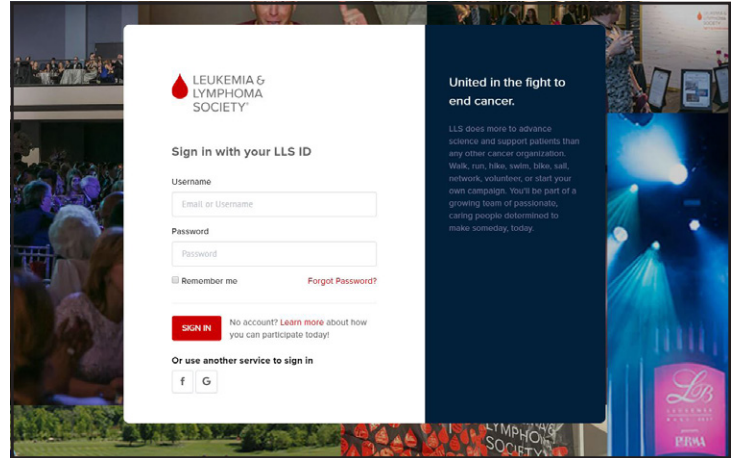
## GETTING STARTED

- Sign-in to your personal fundraising page (eTools)
- Check out the Fundraising Toolbox resources
- Edit and personalize your fundraising page

### Where is my fundraising page? How do I sign in?

Within a day or two of registering for **Light The Night (LTN)**, you'll receive an email containing your **eTools** username and password. This message contains links to the personal fundraising page where you can collect donations and the eTools account where you will sign in and customize your page.

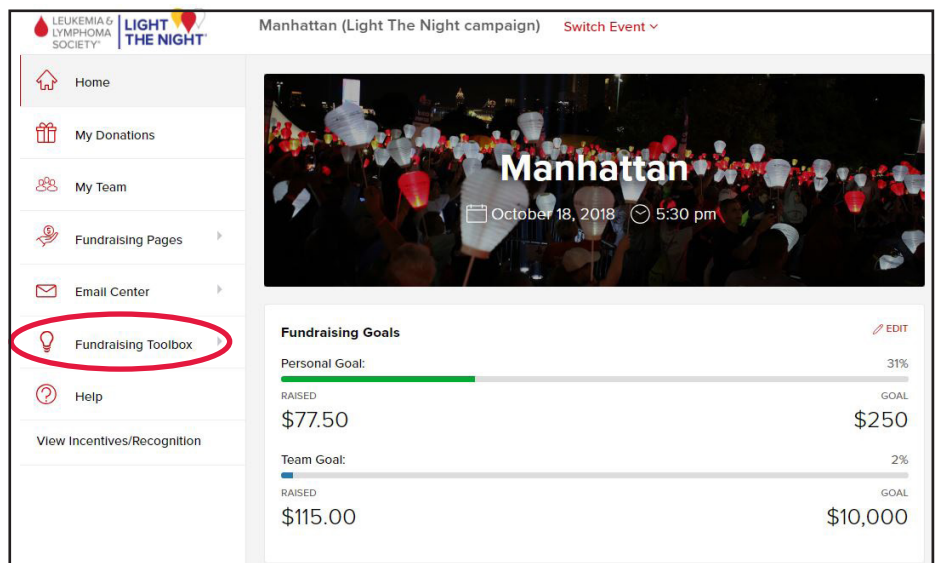
If have not received the email, it may have been caught in your spam filter. Just go to <http://fundraise.lls.org/login>, click the Forgot Password link, and enter the email you provided on your LTN registration form. You can also ask your LTN fundraising partner to resend you the link at any time. If you have more serious technical issues, those can be directed to the experts at [support.services@lls.org](mailto:support.services@lls.org) or 1-888-LLS-7177.



### Fundraising Toolbox Resources

There are different tabs to choose from once inside your page. One of the most useful ones is the **Fundraising Toolbox**. Here you will find:

- Tips on getting started
- Fundraising ideas
- Helpful documents
- Your local chapter info



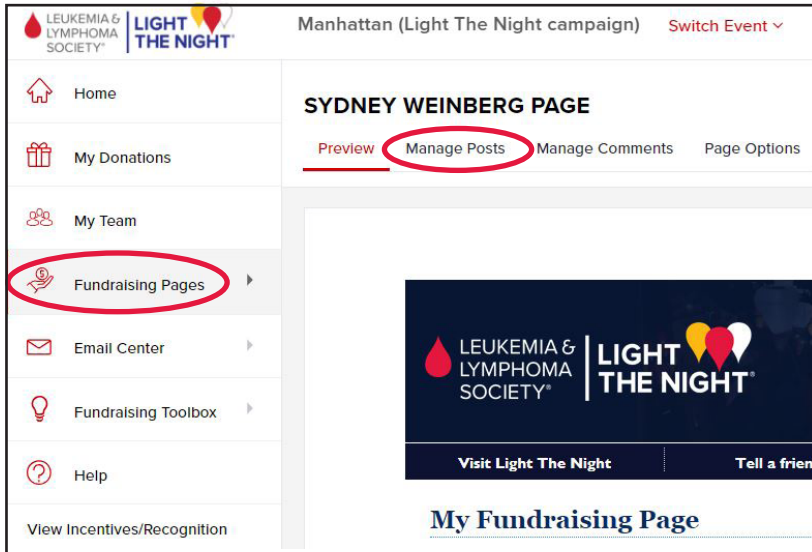


# YOUR FUNDRAISING PAGE

## CUSTOMIZING

### Customize Your Fundraising Webpage

Go to the Fundraising Pages button at the left of the screen then click My Page to edit your text and add photos. Have fun! Post regular updates and add new photos to show off your fundraising efforts.



**Preview** shows you a preview of what your page currently looks like.

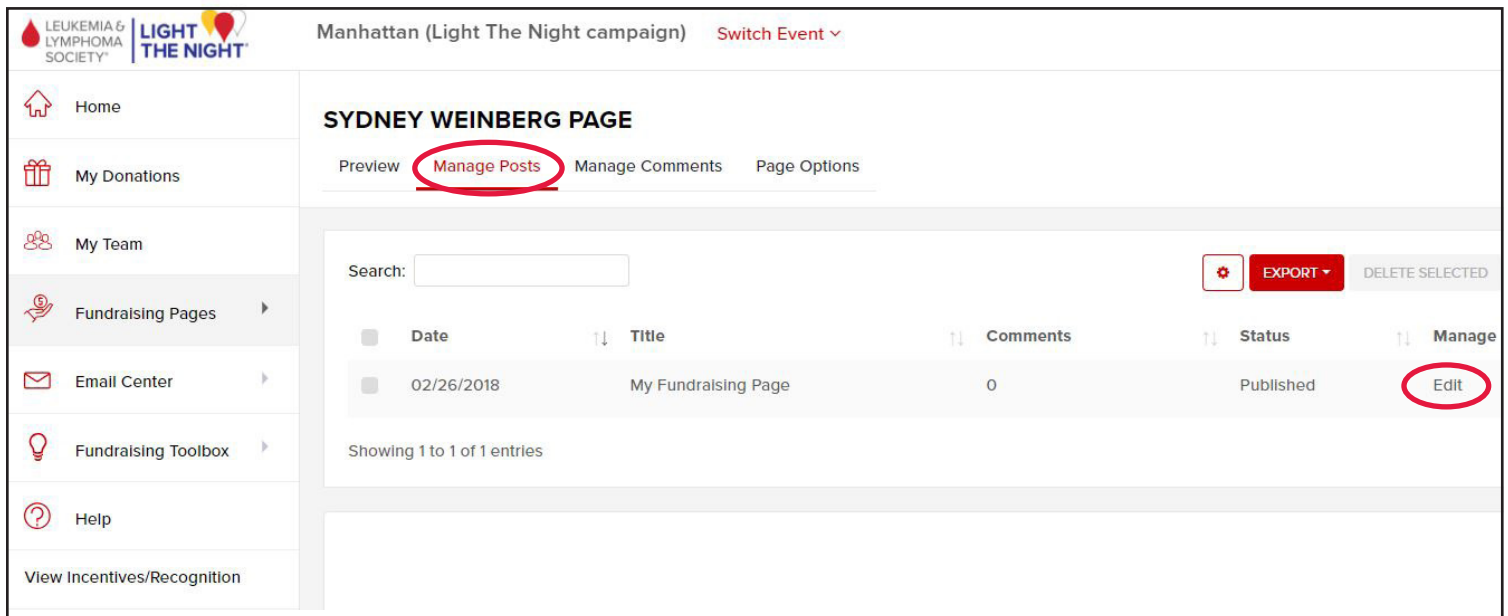
**Manage Posts** allows you to edit your current post or create new ones.

**Manage Comments** allows you to manage comments from your friends and donors.

**Page Options** gives you the option to change your page Title, URL, name, and many other options for your fundraising page.

#### Team Captain Tip!

If you are a Team Captain as well as a walker then you will also have the choice to edit “My Team Page” under the Fundraising Pages section.





# YOUR FUNDRAISING PAGE

## CUSTOMIZING

### How to add a photo or video

1. Edit or add a new post and click on the photo or video icon

The screenshot shows the top section of the fundraising page editor. It includes fields for 'Page title' (My Fundraising Page) and 'Page URL' (My-Fundraising-Page). Below these is a rich text editor toolbar with various icons. The 'Image' and 'Video' icons are circled in red. The main content area contains the text: 'Welcome to My Light The Night Fundraising Page' and 'Join me in bringing light to the darkness of cancer by donating towards my fundraising efforts in support of The Leukemia & Lymphoma Society's Light The Night.'

2. To upload a photo, click "Upload A New Image" and select your saved file from your computer. To upload a video, copy and paste the video's URL into the "Insert Video" section.

The screenshot shows two dialog boxes. The 'Add Images' dialog has a 'Galleries' section with 'Upload a New Image' circled in red, and a 'Drag and drop your images here or Browse images' section. The 'Insert video' dialog has a 'Youtube, Vimeo & Dailymotion URLs only' section and a 'URL (ex: https://www.youtube.com/watch?v=EOIvnRUa3ik)' input field. Both dialogs have 'CANCEL' and 'OK' buttons.

3. Click Insert or Ok.

### How to add a text

You can simply type or copy the text you wish to have on your page into the text box. When you are done click **PUBLISH** and go to **Preview** to make sure everything looks correct.

The screenshot shows the fundraising page editor for 'SYDNEY WEINBERG PAGE'. It includes tabs for 'Preview', 'Manage Posts', 'Manage Comments', and 'Page Options'. The 'Page title' is 'My Fundraising Page' and the 'Page URL' is 'My-Fundraising-Page'. The 'Post Status' is 'Published'. The main content area contains the text: 'Welcome to My Light The Night Fundraising Page' and 'Join me in bringing light to the darkness of cancer by donating towards my fundraising efforts in support of The Leukemia & Lymphoma Society's Light The Night.' Below this is a paragraph about a child named Jordyn and a photo of her. The 'PUBLISH' button is circled in red.





# FUNDRAISING MADE EASY

## HAVE A CHECK TO DEPOSIT?

There are two ways to get a check donation applied to your page!

**Option 1:** Checks and cash sent to our office typically take 2-3 weeks to be processed and posted to your fundraising page. If you don't want to wait that long you can instantly deposit checks to your fundraising account by logging in to your fundraising page on a mobile device at <http://fundraise.lls.org>.

- Click the "Accept Donations" button and then select "credit card" or "check donation."
- For a check donation, scan the front and back of the check by selecting these options of the page.
- Enter the required information into the form and select process donation!

**Option 2:** Mail it to us! Be sure to include a note with your name and team name. Checks can be mailed to:

The Leukemia and Lymphoma Society

Attn: Light The Night

61 Broadway, Suite 400


New York, NY 10006


Need help? Call us at (212) 376-5154

## MAKE IT SOCIAL

- Share the link to your fundraising page on your social media pages.
- Utilize outlets like Facebook, Instagram and Twitter to spread the word about your team, invite friends and family to events, and inform your network of your fundraising progress along the way!
- Get creative with short videos and photos to drive people to your fundraising page.

Connect with us! #LLSNYC

 [www.facebook.com/LLSNYC](http://www.facebook.com/LLSNYC)

 <http://www.lightthenight.org/new-york-city>

## HOST A FUNDRAISING EVENT

1. Brainstorm with your team about the type of event(s) you would like to host. Consult with your staff manager, team members or another experienced fundraising event planner for feedback.
2. Think of your audience and what would appeal to your group of friends, family and co-workers. It's also fun to plan events around holidays throughout the year, like a 4th of July party or a Labor Day BBQ.
3. Delegate! Enlist your team members, friends, family and acquaintances to help you work on the event.
4. Keep your event low to no cost: Talk to contacts at restaurants, caterers, supermarkets, etc., to get as many of your supplies donated as possible.
5. As soon as you have the date, location and time of your event, send out emails, create a Facebook event and tweet about it. For people that cannot attend, encourage them to make a contribution.
6. Set up a laptop, tablet or your phone at your event so people can donate directly to your fundraising page as well!

### Ideas for Events

Auctions  
 Bachelor(ette) auction  
 Bake sale  
 Bar party  
 Candy sale  
 Cocktail party  
 Cookie decorating contest

Costume contest  
 Dance party  
 Derby party  
 Dinners  
 Fashion show  
 Ice cream social  
 Jewelry party

Karaoke party  
 Neighborhood BBQ  
 Poker night  
 Sports tournament  
 Trivia night  
 Wine tasting  
 Yard sale







# BRIGHT LIGHTS

By fundraising for our cause, you are having an incredible impact on the lives of blood cancer patients and their families. Why not maximize this impact by becoming a Bright Light? Bright Lights are our most devoted fundraisers, raising at least \$1,000 during the Light The Night season. Last year this group raised \$1.48 million of the \$2.8 million raised in the New York City area!

## What Does it Mean to be a Bright Light?

Bright Lights raise at least \$1,000 individually throughout the Light The Night season. Upon reaching this incredible fundraising landmark, you also get some great benefits:

- The t-shirt, lantern, and snacks and beverages offered to all fundraising participants
- An additional Bright Lights exclusive memorabilia
- VIP benefits the night of the event

Raising \$1,000 is easier than you may think! LLS provides each participant with a personalized fundraising webpage as well as a team webpage. Email the link to your fundraising webpage to friends, family, colleagues and neighbors, and ask them to forward it along to their contacts, too. Then, be sure to follow up—thank your contributors and remind others of your goal and why it's so important.

## Why These Funds are Crucial to LLS:

We're advocating for issues that affect blood cancer patients. Every three minutes, someone is diagnosed with a blood cancer; every ten minutes, someone dies. We must remain relentless for a cure. We also fund cutting-edge research right here in New York City. Since its inception, LLS has invested more than \$1.2 billion into blood cancer research, and that number is growing. LLS is dedicated to funding the best blood cancer research possible to help patients and their families live longer, better lives.

## Reach Out and Ask Questions!

Light The Night staff are here every step of the way! Please call (212) 376-7090 for fundraising ideas and support.

# Bright Lights

# LEGACY PROGRAM

## What is The Legacy Program?

**Light The Night's Legacy Program** is a special program in New York City which acknowledges Friends & Family teams who have made a significant impact on The Leukemia and Lymphoma Society through a year after year dedication to our mission to cure blood cancers.

## Commitment Counts!

Every team that has participated for 3 years or more will be recognized as a Legacy Team with unique recognition on their 3rd, 5th, 7th, 10th or 15th years.

In 2017, we had over 230 Legacy Teams participate in Light The Night across NYC!

## Legacy Program Recognition

All Legacy teams will receive buttons the day of the event which correspond to the number of years the team has been participating in LTN and recognize continued commitment to the cause.



Questions?

[Olivia.Morawski@lls.org](mailto:Olivia.Morawski@lls.org) | (212) 376-7086





# EXECUTIVE CHALLENGE

## What is Executive Challenge?

**Light The Night's Executive Challenge** is a national fundraising competition among participating professionals who personally raise funds for The Leukemia & Lymphoma Society. New York City Executives compete against one another to be declared the local winner, and additionally compete with executives from across the country to be the program's champion.

In 2017, 55 New York City Executive Challengers raised \$535,242 with a fundraising average of \$9,731 raised!

**While the 2018 competition officially kicks off in August, all fundraising achieved prior to the start date will count towards your grand total! The winner will be announced on October 18, 2018.**

## Getting Involved

**Participating in the Challenge is simple— follow these proven steps to success:**

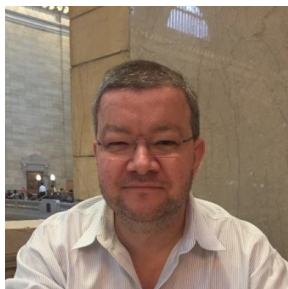
- Partner with the Light The Night Staff to create your customized fundraising plan.
- Set a fundraising goal and launch your efforts by making a personal contribution.
- Reach out to your network to solicit donations from your clients, customers, vendors and personal contacts. In this busy world reminders are always appreciated, so ask more than once to get a response.
- Share your participation socially via LinkedIn, Facebook and Twitter. Engage others to support your efforts!

Join the  
**EXECUTIVE  
CHALLENGE**

Rise to the top of the rankings and make your mark!

Contact Mara Hermano  
to learn more and register!

212-376-6743 or  
[Mara.Hermano@lls.org](mailto:Mara.Hermano@lls.org)



**New York City 2017 Executive Challenge Winner**  
Martin Schweitzer, *Goldman Sachs*

## Participation Benefits

There are several ways our top Executive Challengers from each industry will be recognized, both nationally and locally.

### National recognition includes:

- Challenge participants who individually raise \$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.
- The top executive per region will also be included on our national Light The Night website.
- Challengers who individually raise \$5,000 or more will be included in the "Executive Challenge Class of 2018" and have an LLS research grant named in their honor.

### Local recognition includes:

- Invitation to exclusive Executive Challenge networking reception.
- Special recognition at the Manhattan Light The Night Walk on October 18th with top fundraisers honored on the main stage!
- Complementary invitations to exclusive New York City Chapter events for your reigning year.
- Lifelong bragging rights!

[www.lightthenight.org/nyc](http://www.lightthenight.org/nyc)





# SPONSORSHIP

## CONNECT YOUR COMPANY TO THE CAUSE

Light The Night offers unparalleled marketing opportunities for businesses both at our event site and in our year-round publications. Best of all, your marketing money spent with us supports our mission. This is an opportunity for businesses large and small to build a strong rapport with their customers and prospective patrons.

The benefits of partnership provide broad-reaching opportunities:

### Brand Recognition and Goodwill

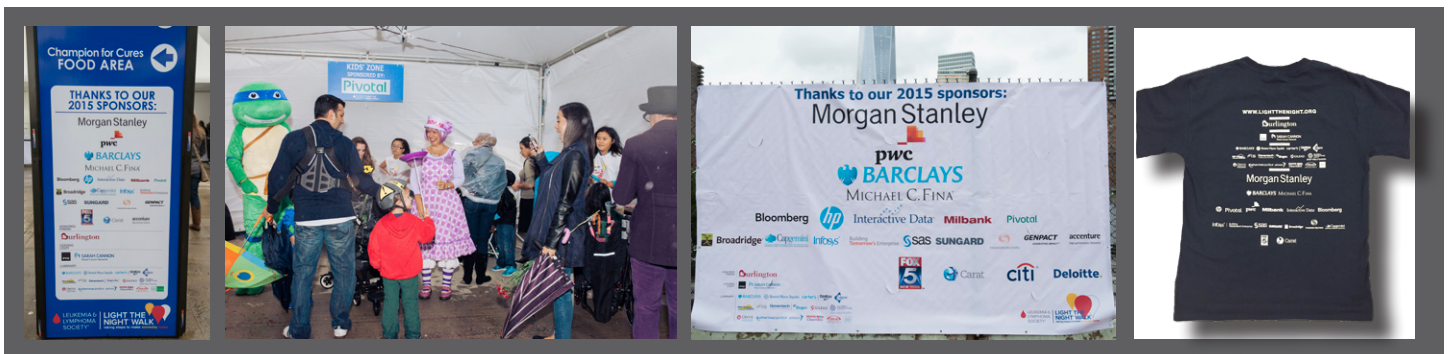
By selecting a highly customized sponsorship package, your brand will be associated with The Leukemia & Lymphoma Society's mission. We are the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services.

### Promotion of Company Products and Services

By partnering with LLS, an organization's brand, products and services can be promoted across a broad service area of New York City (prior approval needed). Light The Night participants have considerable market power: 40% have a college education, 25% make more than \$100K annually and 58% have children. By helping us achieve our mission, we can introduce you to people who can help you with yours.

### Team Building and Enhancement of Employee Morale

Building a team of participants brings people across an organization together, working for a common goal. Many people involved will have a personal connection to a blood cancer diagnosis, whether through a family member, friend, business colleague or self. Partnering with LLS to give back to people and communities inspires all of those who are involved to rally together, which greatly increases employee morale.



For more information on corporate sponsorship opportunities, please contact [Mara.Hermano@lls.org](mailto:Mara.Hermano@lls.org) or (212) 376-6743

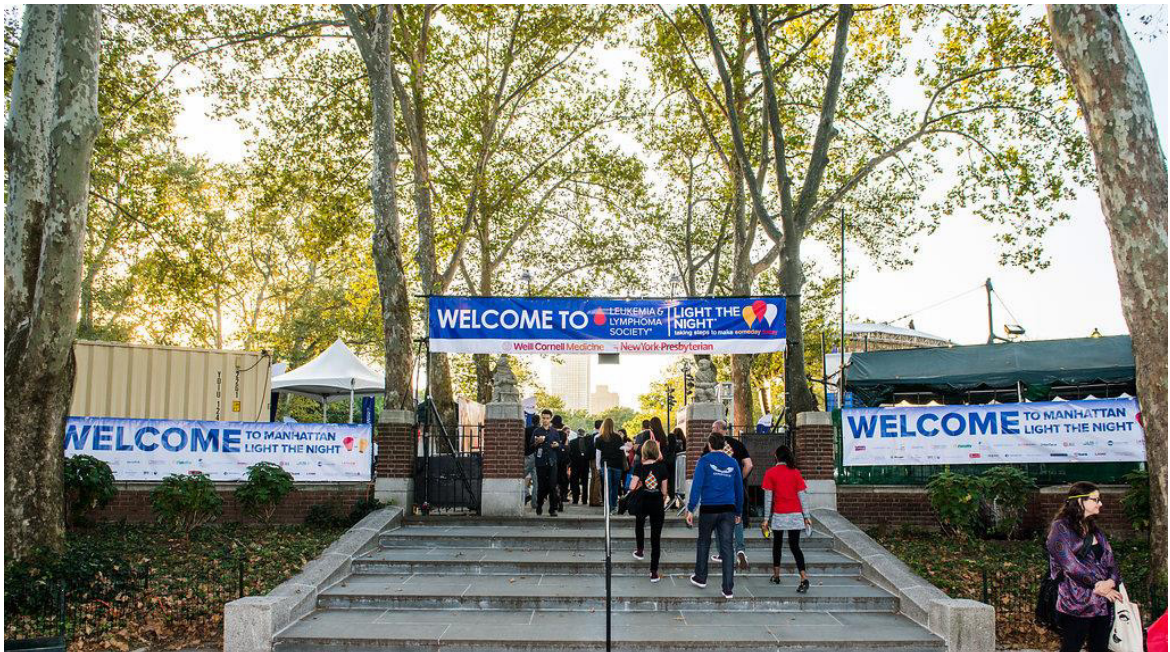


# WELCOME SPONSOR

## Advertise Your Brand and Welcome Participants at Light The Night!

The Welcome Sponsor is a co-branded sign at the entrance of the Light The Night site. Showcase your brand and welcome thousands of participants while supporting the fight against blood cancers!

- A great way to supplement your fundraising and provide an advertising opportunity for companies in return for their tax-deductible donation
- Company logos will also be included at Manhattan event, and on additional signage in outerborough walks



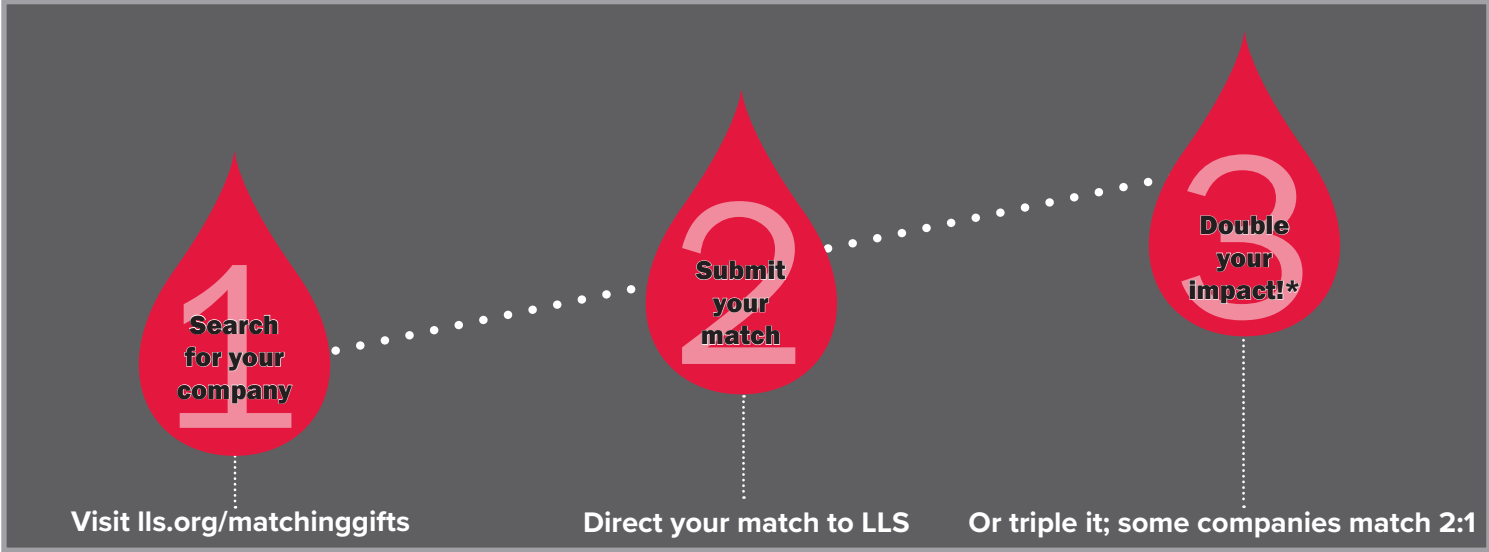
Submission deadline is **September 28<sup>th</sup>, 2018**

For pricing details and to learn more:  
Contact [Clare.Kerrigan@lls.org](mailto:Clare.Kerrigan@lls.org) or (212) 376-7090





# MATCHING GIFTS



## TOP 20 MATCHING GIFT COMPANIES

**AIG (2:1 match) - American Express - Bank of America - BlackRock - Coach (2:1 match)**  
**Deutsche Bank - Gap - Goldman Sachs - Google - HSBC - Johnson & Johnson (2:1 match)**  
**Macy's - Moody's - Pfizer - Soros Fund Management (3:1 match)**  
**Thomson Reuters - UBS - United Technologies - Verizon - Yahoo**

## 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.lls.org/matchinggifts](https://www.lls.org/matchinggifts). If the company is in our database, you will see the specific instructions for that company's matching gifts process. Different organizations have different requirements and procedures, so 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. If LLS 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 within two weeks from the date the application was submitted; however, companies may vary.

**Please reach out to [matchinggifts@lls.org](mailto:matchinggifts@lls.org) if you do not see the Matching Gift reflected on your page after 2 weeks, or if you have any other questions**

### Need-to-Know Information:

- The Leukemia & Lymphoma Society - Rye Brook • 3 International Drive, Suite 200 • Rye Brook, New York 10573
- 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 [MatchingGifts@lls.org](mailto:MatchingGifts@lls.org) or call 1-888-557-7177

### Important Reminders:

- When submitting your match application make sure that all of the information listed reflects the same information of the donation made i.e. donor name, donation date, etc.
- Take a screenshot once you have submitted your application for the page or of your email confirmation and keep it for your records.





# SUPPLIES

We want to help you in your fundraising efforts. If you need any supplies, let us know!  
 Fill out the form below with the quantities you will need of each item.

Supplies	Description	Quantity
Paper icon kit	Includes paper icon pads, a poster, and a letter to explain details. Setup fundraiser at local businesses where they ask customers for donations at the register.	
Goal thermometer posters	Watch the dollars climb and motivate your team to reach the top!	
Light The Night brochures	Get the people in your office, local coffee shop, or library interested in what you're doing. Includes brochure stands.	
Light The Night posters	Show off, spread the news, advertise!	
Participant collection envelopes	Gather all collected checks and send to our office.* <i>The Leukemia &amp; Lymphoma Society</i> <i>Attn: Light The Night</i> <i>61 Broadway, Suite 400</i> <i>New York, NY 10006</i> Be sure to include your name and team name in the memo line on all checks!	

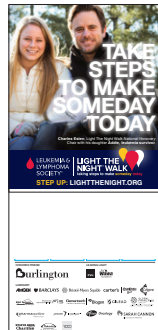
Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip code: \_\_\_\_\_ Phone: \_\_\_\_\_

I will pick up my supplies from the LLS office

Please mail my supplies to me



Scan your completed forms to [ltn.nyc@lls.org](mailto:ltn.nyc@lls.org) or call (212) 376-5141 to place an order.



# RECOGNITION PROGRAM 2018

All participants raising \$250+ will have the chance to receive special recognition gifts based on their fundraising level. These are only some of the HUNDREDS of gifts you are eligible to receive.

Raise Funds and earn great prizes! [LightTheNight.org](http://LightTheNight.org)



**\$100**

Light The Night® T-Shirt



**\$250**

16oz H2Go Karma, unisex  
Speckled Knit Cap or more!



**\$500**

Performance Twill Apron,  
Plush Fleece Solid Throw or more!



**\$1,000**

Men's ThermaCheck 100 Vest,  
Women's ThermaCheck 100, Everyday Duffel or more!



**\$2,500**

Men's Sport Fleece Jacket, Women's Bomber Jacket,  
Coated Canvas Insulated Tote Cooler or more!



**\$5,000**

Men's Fleece Lined Outrigger Jacket,  
Women's Fleece Lined Outrigger Jacket or more!



**\$10,000**

Men's Reversible Nylon Jacket,  
Women's Reversible Nylon Jacket or more!