



WELCOME KIT





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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 2016, 8,400 people participated in the three New York City Light The Night events—Manhattan, Staten Island and Queens. This consisted of 762 teams from varying corporations and local families, coming together to further LLS's mission.

Our Goal: The 2017 New York City goal is to raise \$3.51 million. Last year, New York City raised a remarkable \$3.3 million and was the #1 Light The Night in the country for the tenth straight year!



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

New 2017 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.

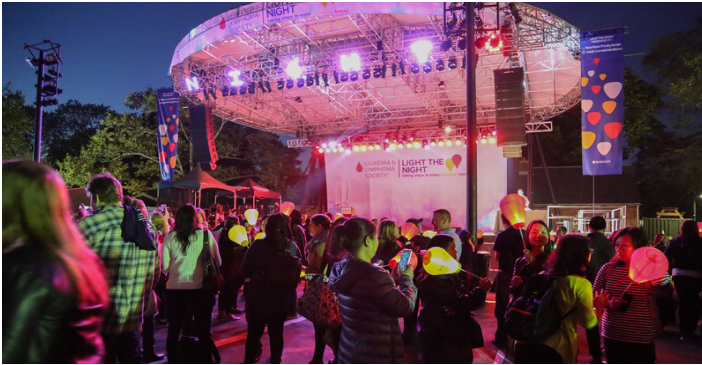


Those we have lost will be honored at the **Remembrance Pavilion** where tributes can be left to loved ones.



JOIN US IN OUR CAUSE TO FIND CURES

Light The Night takes place each year in nearly 200 communities across the nation! Mark your calendar for this year's New York City events and please visit www.lightthenight.org/nyc to register or learn more!



Manhattan Concert Event
Rumsey Playfield, Central Park
Thursday, October 5th
6:00PM Event Opens
Note: \$100 minimum fundraising
is required for admission to
Manhattan Light The Night



Queens Light The Night Walk
Astoria Park
Saturday, October 14, 2017
5:30PM Event Opens
7:00PM Walk Begins

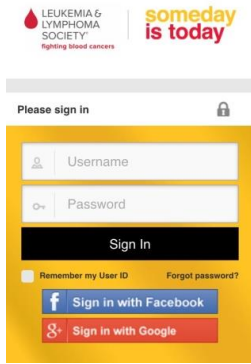


Staten Island Light the Night Walk
Midland Beach Promenade
Saturday, October 7th, 2017
5:30PM Event Opens
7:00PM Walk Begins

Questions? Please call (212) 376-5141 or email ltnnyc@lls.org



LLS APP

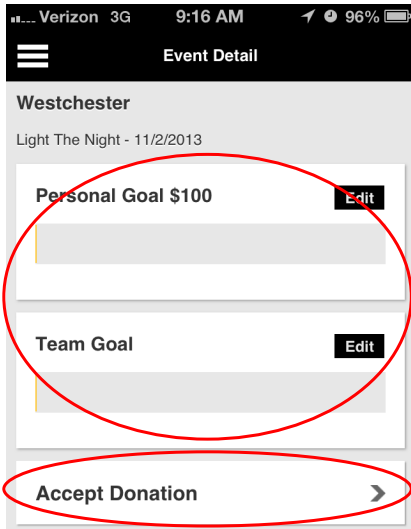
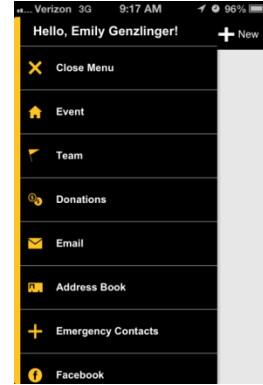


Sign In:

Your username and password are the same as your online fundraising page login information.

Menu:

From your menu you can access your event, see how your team is doing, make donations, e-mail donors, access your address book, or post information about Light The Night to your Facebook.

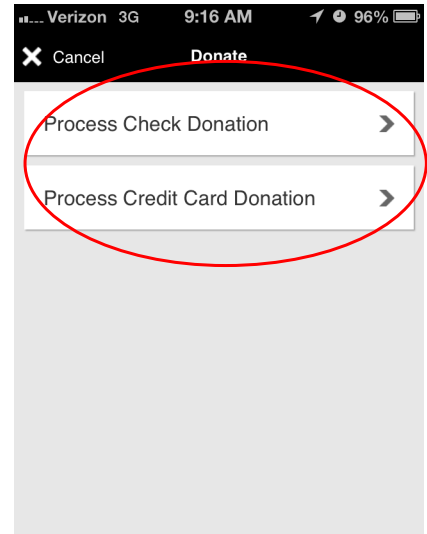


Event Detail:

You can view and change your personal and team goals and accept donations.

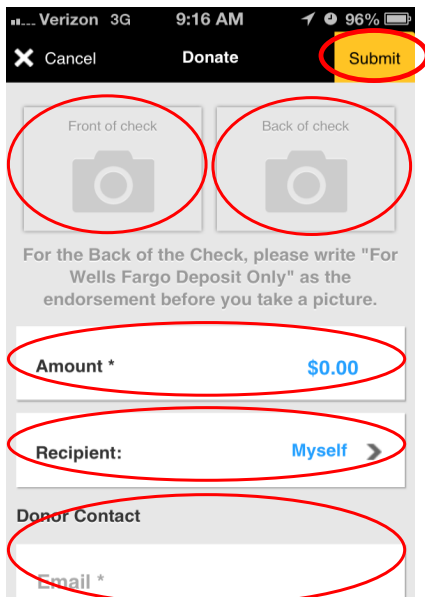
Accepting Donations:

1. Click **Accept Donation**.
2. Choose the method by which the donation is being made.



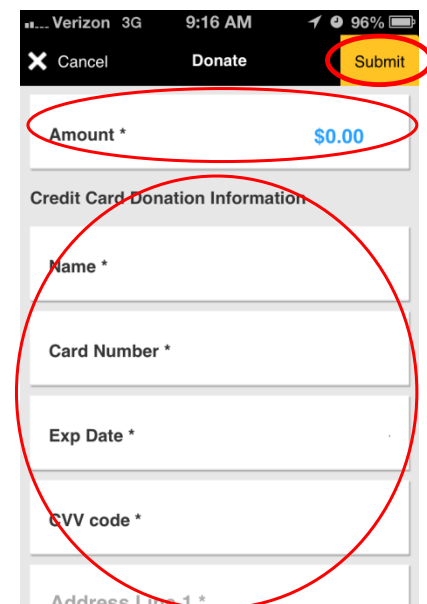
Check Donations:

1. Click **Front of Check** and take a picture of the front of the check.
2. Write "For Wells Fargo Deposit Only" as the endorsement.
3. Click **Back of Check** and take a picture of the back of the check.
4. Enter the amount of the donation.
5. Choose the recipient.
6. Enter the donor contact information.
7. Click **Submit** (top right of screen).



Credit Card Donations:

1. Enter the amount of the donation.
2. Enter the credit card donation information.
3. Click **Submit** (top right of screen).





YOUR FUNDRAISING PAGE

CUSTOMIZING

Share why you Light The Night!

Customize your page with photos and text to inspire others to donate and help you reach your fundraising goal!

Getting Started:

1. Click the **Sign In** button on the top right of your fundraising page. If you don't know your login information, ask your staff manager to provide it for you.
2. Click the **Personalize Pages** tab, then the button for which webpage you would like to edit. Team Captains will have two buttons, to customize the team page as well as their own fundraising page. Team members will have only one button for their own page.
3. Click **Edit** to open the body of the webpage and begin customizing. Remember to click **Save** when you are finished!

Adding Photos:

1. Click on the page to put the text bar where you would like the photo to go.
 2. Click the **Camera** icon to open the image gallery.
 3. Select an image, or upload one of your own! To upload your own photo, click the **Upload** button and choose the file from your computer.
 4. Click **OK**, and the image will be added to your webpage.
 5. To edit the image, double click and specify the photo's size, alignment, border, etc. Click **Save** on the Image Properties box when finished.
- Note: If your uploaded picture does not appear on your webpage, you may need to compress the image to reduce the file size.

Set a Fundraising Goal:

1. Go to the left side of your eTools personalization screen, where you will see a **Funds Raised** section.
 2. Click on the **Edit** button next to your Personal Goal, set your number, and click **Save**.
 3. Team Captains can edit the Team Goal as well.
- First time fundraising? Ask your staff manager for advice. Some participants like to set this number as something to honor their loved one; for example, a birth year, number of years in remission, number of months they battled a disease, etc.

More Personalization:

- In the **Personalize Pages** tab, click the dropdown menu that says **Manage Posts** and scroll down to **Options**. From here, you can change your webpage title to welcome guests, participate in honor or memory of someone, and adjust your donation options!
- If you have any questions about personalizing your page, contact your staff manager for help.

FUNDRAISING TOOLS

Sending Emails:

1. Click on the **Email Center** tab.
 2. Click on **Manage Address Book** to import your contacts from any of the providers listed (Gmail, Yahoo, Facebook, LinkedIn, etc.).
 3. Click on **Compose Email**.
 4. Click on the address book icon to add the email addresses you imported, or type in additional email addresses separated by commas.
 5. Choose **Message Type** to start with a template email that you can then personalize. There are templates for:
 - o Donation requests
 - o Invitations to join your team
 - o Thank-you email to your donors
 - o The Team Captain can also send a message to all members of the team.
- Note: Emails sent using this system will come from your personal email address.

Check Your Team's Fundraising:

- Have a little competition between team members! Click on the **Team** tab to see who has raised the most so far.

More Fundraising Ideas:

- Click on **Fundraising Toolbox** to download great templates and ideas for posts on social media! Some download options include:
 - o Donation collection forms (when collecting cash from co-workers and friends)
 - o Letter samples for donations
 - o Canister labels
 - o Logos
 - o Fundraising widget for blogs



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 \$1.3 million of the \$3.3 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 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! Contact your staff manager or call us at (212) 376-5141 for fundraising ideas and support.

Bright Lights



FUNDRAISING MADE EASY

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! #LTNNYC



www.facebook.com/LTNNYC



<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. Make a list of all the things you will need to hold your event. Consider anything that may be needed, from venue space for a bar party to baking supplies for a bake sale.
5. List all of the items you can get donated. Talk to contacts at restaurants, caterers, supermarkets, etc., to get as many of your supplies donated as possible.
6. Make sure to keep expenses low so that you can maximize funds toward your goal.
7. 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 make a contribution.

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



LEUKEMIA &
LYMPHOMA
SOCIETY®





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 Kimberly.McKeever@lls.org or (212) 376-4760

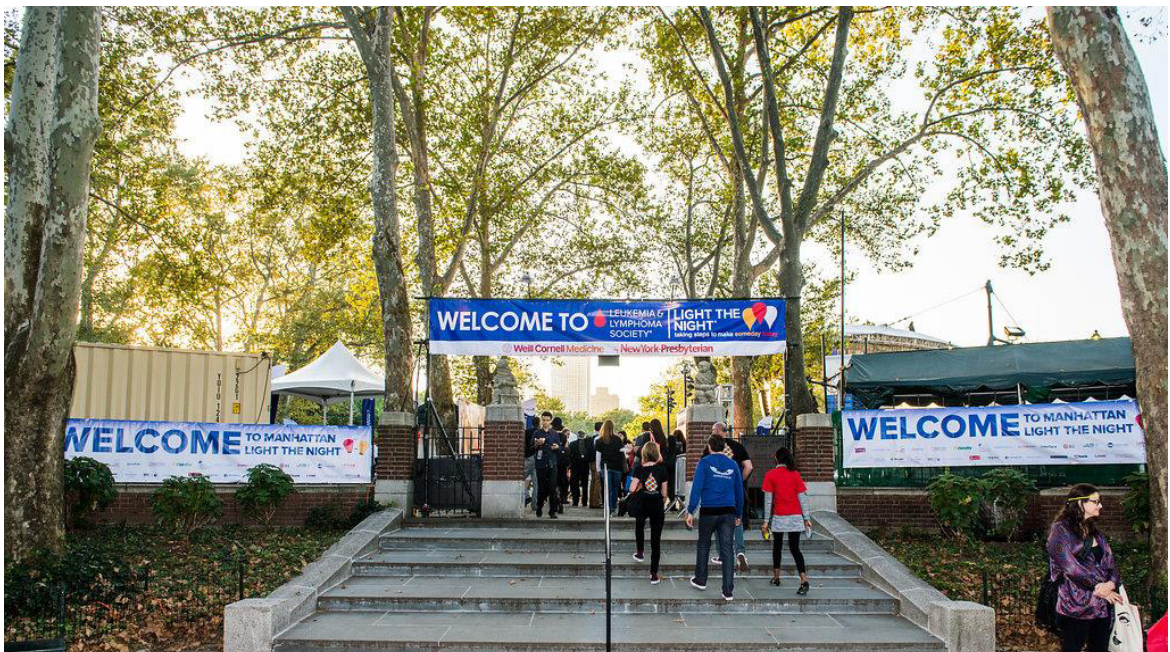


WELCOME BANNER

Advertise Your Brand and Welcome Participants at Light The Night!

The Welcome Banner 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 on Jumbotrons around the event site



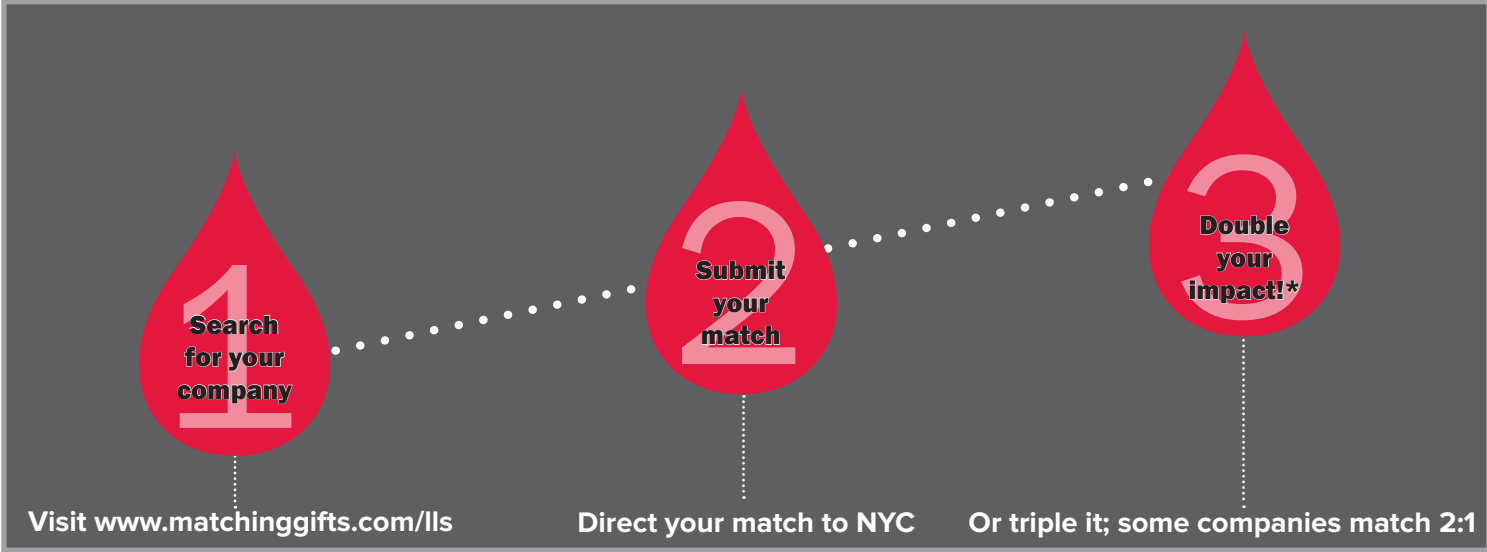
Submission deadline is **September 8th, 2017**

For pricing details and to learn more:
Contact Emily.Narcessian@lls.org or (212) 376-5152





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 (2:1 match) - 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.matchinggifts.com/lls. 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 - NYC Chapter. If LLS-NYC 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-NYC Chapter is selected. If you are experiencing any issues or have any questions, be sure to contact your staff manager.

Need-to-Know Information:

- The Leukemia & Lymphoma Society - New York City Chapter • 61 Broadway, Suite 400 • New York, New York 10006
- 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 MatchingGiftsNYC@lls.org





VOLUNTEERING

AMBASSADOR NETWORK



What is the Ambassador Network?

The Ambassador Network is a way to connect the resources, knowledge and experience of the New York City Light The Night participants. Having one central community allows the best flow of communication and support, and it brings participants from all three Light The Night events together to reach our goal of ending blood cancers.

How Does it Work?

Ambassadors sign up based on their skill set and preferences, choosing to volunteer and participate according to their schedule. Throughout the season, we will reach out to our ambassadors for opportunities based on their requested volunteer roles.

Role of the Ambassador:

- Host, contribute to or attend fundraising workshops throughout the year.
- Add to the Ambassador Network Favorite Fundraiser Library.
- Volunteer in a role that fits you best.

Role of the Light The Night Staff:

- Help facilitate fundraising workshops throughout the year.
- Put together the Ambassador Network Favorite Fundraiser Library.
- Reach out to all ambassadors to volunteer in their roles as needs arise.

Ways You can Volunteer:

- Secret shop at a Light The Night retail partner
- Make thank-you phone calls to high fundraisers
- Mentor new teams
- Host, contribute to or attend a fundraising workshop
- Attend events that directly help patients
- Secure in-kind donations
- Be an on-call volunteer
- Be a public speaker or share your mission connection story
- Recruit new teams
- Volunteer during the event week

**For more information, contact
Kelly.Smith@lls.org or (212) 376-4767**





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 send to local businesses.	
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 & Lymphoma Society Attn: Light The Night 61 Broadway, Suite 400 New York, NY 10006</i> Be sure to include your name and team name in the memo line on all checks!	

**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, download the free MyLLS app to instantly deposit checks to your fundraising account! See the LLS app information on page 4 for details.*

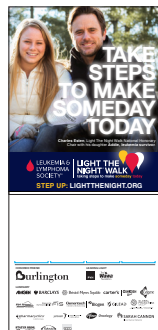
Name: _____ Email: _____

Address: _____ City: _____

State: _____ Zip code: _____ Phone: _____

I will pick up my supplies from the LLS office

Please mail my supplies to me



**Return your completed forms to ltnnyc@lls.org
or call (212) 376-5141 to place an order**





LEUKEMIA &
LYMPHOMA
SOCIETY®

**LIGHT
THE NIGHT®**

bring light to the darkness of cancer



2017 RECOGNITION PROGRAM



\$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. Redemption certificates must be redeemed within four weeks.