

LIGHT THE NIGHT TIMES

The Official Newsletter of the 19th Annual Light The Night Walk

August 2017—Syracuse Edition



Give **light**, and the darkness will disappear of itself.



—Desiderius Erasmus

Countdown to Light The Night
21 DAYS!!!



You can help bring **light** to the darkness of cancer!

Back by popular demand at...



CLINTON SQUARE!

HAVE YOU SET A GOAL WITH YOUR TEAM?

The national average is \$300 per walker. Aim high & encourage your team to beat it! Remember that the funds you and your team members raise will support blood cancer research & local patient aid & services!

Use this formula to calculate your Minimum Team Goal amount (MTGA):

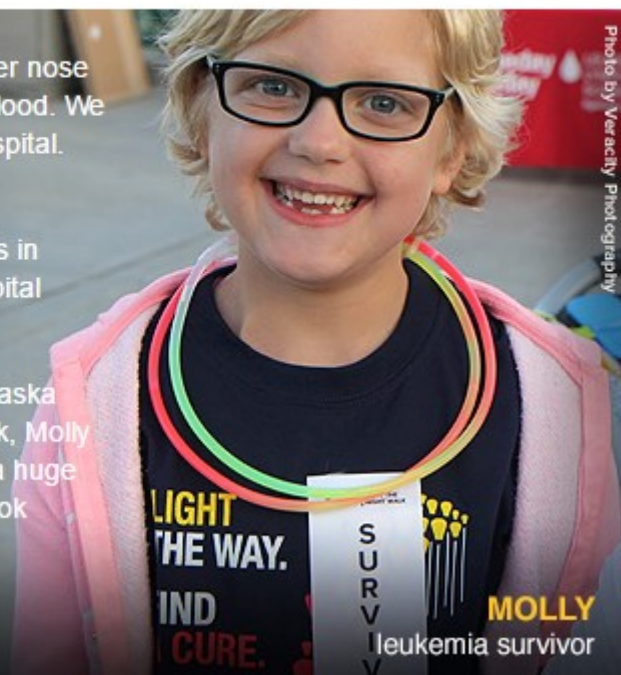
$$\# \text{of walkers on your team} \times \text{each walker's individual goal} = \text{MTGA}$$

"When Molly was 5, she developed a lump and a rash around her nose and hands. We took her to a dermatologist who tested Molly's blood. We found out that she had blasts in her blood and got her to the hospital. Molly was diagnosed with acute lymphoblastic leukemia (ALL).

Chemotherapy started the next day and after 28 days, Molly was in remission. Through hair loss, frequent weight changes and hospital stays, Molly faced the battle with positivity, humor and strength.

Molly was also the 2015 Light The Night Honored Hero for Nebraska Walks in Omaha and Lincoln. Being quite shy at the Lincoln Walk, Molly warmed up after she realized that she was going to get to lead a huge "parade" in her honor. Molly walked with her whole family. We look forward to when she's 5 years cancer free!"

Elise & Chris, Molly's parents

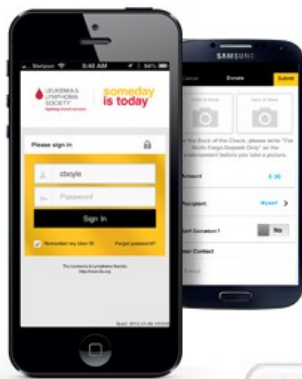


Download the new My LLS app!

Introducing My LLS—a new, free mobile app for iPhone®, iPad®, iPod touch® and Android™. My LLS makes it easy to keep track of fundraising on the go.

With My LLS, you can:

- Accept and deposit credit card and check donations and deposit them directly into your Light The Night account 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



Donations May Be Sent In Now!

Donations that you collect via cash or check will be posted to your account as well as your personal & team websites. Funds may be sent to our Chapter Office:

The Leukemia & Lymphoma Society
4043 Maple Road, Suite 105, Amherst, NY 14226
Attn: Light The Night

Please include a note that states your team name and the team member(s) who should receive credit for the donation. Once we receive the funds, we will post your donations.

**Please DO NOT mail cash. Convert to a check or money order.*



Include your own personal story

Many people participate in Light The Night in honor or in memory of someone touched by cancer. Share

your connection to the LLS mission to underscore the importance of raising much-needed funds to find cures. You can also add a personal picture to your fundraising page.

Social Media



Have you been using social media to promote your team and update your friends, family, and coworkers on your progress?

Post the link to your personal or team page on your social media sites so your friends and followers can easily donate and watch you reach your goal!

It's easy and effective!



LLS Western & Central New York Chapter
@llswcny

We're social too!
Tag us and use **#LightTheNightWCNY**

eTools

Sign in to your personal account on your team page to keep track of your progress, check up on teammates, and customize your fundraising page!

To Access eTools

1. Go to <http://www.lightthenight.org/wcny/>
2. Click "Sign in" on upper right

For a step by step tutorial see this video <https://www.youtube.com/watch?v=h3zF4KOTQpA&feature=youtu.be>

The screenshot shows a fundraising dashboard for Buffalo 2016. On the left, there's a 'Funds Raised' section with a progress bar at 23% and a 'Personal Goal' of \$250.00. Below that, it shows 'Total Raised: \$59.18', 'Donations Received: \$59.18', and 'Promised Matching Gifts: \$0.00'. There are also sections for 'Personal Leader Board' (58 of 463) and 'Team Leader Board' (5 of 171). At the bottom, the 'Event Date' is September 23, 2016.

The main content area has tabs for 'Donations', 'Promises', 'Email Center', 'Fundraising Toolbox', 'Personalize Pages', and 'Team'. Under 'GETTING STARTED', there's a 'Fundraising Quick Start Guide' and an 'Online tutorial for managing your fundraising page'. The 'Fundraising Toolbox' section includes a 'GET A FUNDRAISING WIDGET' option with a 'Copy HTML code' button. Below that, there are 'FUNDRAISING IDEAS' with a testimonial: "I am determined to raise \$1,000 and become a Bright Light this year! I already sent out my fundraising link to my family to donate, and am planning a dress down day in my office later this month. I have already raised \$550!"

** Make sure to include your team's fundraising goal on your team page in addition to your personal goal!*

Paper Icons and Retail Campaigns In Our Community

Special thanks to the following businesses that will be selling Light The Night paper icons to help raise funds to fight blood cancers!



7-Eleven

September 1-September 30

Global Franchise Group

Great American Cookies, Marble Slab Creamery, Maggie Moo's & Pretzelmaker

August 15 - October 15

Walgreens

November 1-14

Burlington Coat Factory

September 7 - November 30

**Special thanks to Burlington Coat Factory, an Honored Friend of LLS for 15 years & still going strong! Their long-term support has truly made an impact in the lives of local patients and their families!*



Fundraising Opportunities



Paper Icons

Paper icons make a great fundraiser for any restaurant or retail location. They can even be sold around the office.

Contact the chapter to request a paper icon kit.

Candy Bars or Canisters



A Box of 50 Niagara Chocolates candy bars can be purchased from LLS for \$25. Sell at garage sales, sporting events, etc.

Canisters can be used to collect spare change at local businesses, coffee shops, etc. where people pay with cash. Visit the chapter to pick up candy or canis-

Matching Gifts

Check with your company's Human Resources department to see if they offer matching gifts or visit www.matchinggifts.com/LLS!

Did you know

- **\$50** helps fund LLS educational materials for healthcare providers and their patients
- **\$150** helps fund general lab supplies for one week to help LLS-funded researchers conduct laboratory work needed to develop blood cancer treatments
- **\$250** helps defray the costs of treatment related travel for a patient



Already Reached your Champion For Cures Goal?

Check out our great 2016 Fundraising Incentives to see additional prizes you can qualify for!

2017 Light the Night Incentives
All participants raising \$250+ will have the chance to receive special recognition gifts based on their fundraising level

 \$100 Light the Night™ T-Shirt	 \$250 Swivel Lid Stainless Steel Tumbler OR Portable Charger	 \$500 Cameo Cooler OR Full Zip Hoodie	 \$1,000 Heavyweight Cameo Tote OR Microfleece Full Zip Jacket <small>*Available in Men's and Ladies sizes</small>
 \$2,500 Bluetooth Speaker OR Tech Backpack & Power Bank	 \$5,000 Shell Jacket OR Drop Bottom Wheeled Duffel <small>*Available in Men's and Ladies sizes</small>	 \$10,000 Wagon Cooler OR Folding Tailgating Grill	

Looking for an even bigger challenge? Join the Club!

Become a member of the Bright Lights Top Fundraising Club for exclusive prizes and recognition by raising **\$1000** or more.

Light The Night Executive Challenge

The Light The Night Executive Challenge is a national fundraising competition among participating corporate executives in the Western & Central New York Chapter to raise funds for The Leukemia & Lymphoma Society. On average a participating executive will personally raise \$2,500 this year.

Step Up and declare your support for ending cancer!

We invite you to Step Up and declare your support for ending cancer! To join the Executive Challenge, please contact Nancy Hails or Luann Burgio at [800-784-2368](tel:800-784-2368).

Participation Benefits

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

- Challenge participants individually raising \$5,000 or more will be listed in a national ad in Forbes Magazine to run in February 2018. The top executive per region will be included in the ad with a photo.
- The top executive per region will also be included on our 2018 national Light The Night website.

19th Annual Light The Night Walk
Thursday, September 14, 2017
Clinton Square

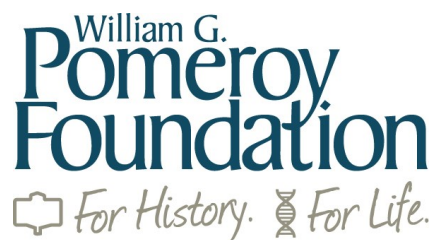
Registration: 5:00 p.m. Walk Begins: 7:30 p.m.

Thank You to our Local Sponsors!

Local Presenting Sponsor



Local Sponsors



THANK YOU FOR YOUR SUPPORT!

YOUR FUNDRAISING EFFORTS ARE HELPING US WALK TO THE END OF CANCER!