



Western & Central New York Chapter

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

HONORED FRIEND



LEADING LIGHTS



LUMINARY



September 2017—Syracuse Pre Walk Edition

# LIGHT THE NIGHT TIMES

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

## Countdown to Light The Night

# 3 DAYS!

### LIGHT THE NIGHT WALK SCHEDULE OF ACTIVITIES

THURSDAY SEPTEMBER 14th, 2017  
RAIN OR SHINE!

REGISTRATION: 5 PM - 7 PM  
Registration Tent

PRIZE WHEEL: 5 PM - 9 PM

REMEMBRANCE TENT: 5 PM - 9 PM



LIVE BAND FT. CXtec DINOSAURS: 5 - 9 PM

OPENING CEREMONIES &  
SURVIVORS CIRCLE: 7 PM



LIGHT THE NIGHT WALK START: 7:30 PM

CLOSING CEREMONY & GRAND TOTAL: 9 PM

*Back by Popular Demand at  
Clinton Square!*



### STEP ONE: CREATE YOUR FUNDRAISING WEBPAGE

1. Go to [www.lightthenight.org/wcny](http://www.lightthenight.org/wcny) & click on "Sign In" along the top
3. Enter your username and password or click "Forgot Password"
4. Under the "Funds Raised" section on the left, edit your team goal and your individual goal as Team Captain

### STEP TWO: PERSONALIZE YOUR WEBPAGE

1. Select the "Personalize Pages" tab
2. Click to select your individual or team page, then click "Edit"
3. Personalize the message on your web page with the reason you are walking
4. Add a photo of the person your team is walking in honor of, or of your team. Click on the camera icon on the editing bar, then click "Browse" to search your files for an image
5. Once you edit your message and/or photo, **be sure to click on "Save"**

### STEP THREE: E-MAIL YOUR PERSONAL LINK

1. Click on the "Email Center" tab. Click on the "Manage Address Book" tab to enter and/or import e-mail address. To import e-mail addresses, click on "Choose an Option," select your preferences, and follow the instructions.
2. Click on the "Compose E-mail" tab to personalize the template to send to your friends, family, neighbors and business associates.
3. Click on the address book icon next to the "To:" section to select which contacts you will send the email to.
4. Click on "Send"

Please call **888-557-7177** or email: [supportservices@lls.org](mailto:supportservices@lls.org)  
if you need help setting up your website.

# Night of Walk Benefits

All participants must turn in a collection envelope with funds raised during Registration. Team Captains and walkers will receive appropriate coupons based on their fundraising efforts.

## CHAMPIONS FOR CURES

All CHAMPIONS FOR CURES who raise \$100 or more will receive the official t-shirt the evening of the walk, an illuminated lantern, and a food/beverage wristband.

## BRIGHT LIGHTS

Participants who raise \$1,000 or more will receive the very Special Bright Lights Club Scarf, in addition to the Champions for Cures t-shirt.

## SURVIVOR SHIRTS

There will be a special Survivor t-shirt for all cancer survivors.



## THANK YOU!

Proceeds from Light The Night Walk help advance our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. This mission is carried out through funding extensive research for treatments and cures, government advocacy, patient assistance programs, community outreach and education programs.

**ellie age 11**  
**acute lymphocytic leukemia survivor**

Because she did not have symptoms, Ellie's diagnosis of Acute Lymphocytic Leukemia (ALL) at age four was incredibly shocking. Just one month after diagnosis, she was discharged from the hospital, already in remission.

Ellie is now a healthy, very active 11 year old and a competitive gymnast, practicing 20 hours a week. Ellie is thankful to everyone who participates in the Light The Night Walk and helps kids like her fight cancer.

## FUNDRAISING QUICK TIPS

**Send Your Link**– Send an email or follow-up email to everyone you know with your personal or team fundraising URL link!

**Send a Personal Text**– Text message your fundraising link to your contact list!

**Post It**– Post your link to all your social media sites including Facebook, Twitter, LinkedIn, Pinterest, etc. Be sure to include a short story of why you are walking!

# Registration Details

**Please ensure proper allocation of funds so that you and your team members receive any incentives they are entitled to!**

IT IS MANDATORY THAT ALL PARTICIPANTS TURNING IN FUND\$ HAVE A COLLECTION ENVELOPE. BOTH SIDES OF THE WALKER COLLECTION ENVELOPE MUST BE FILLED OUT COMPLETELY.

1. Distribute a walker collection envelope to each team member. (*Pre-write team name and Team Captain name on the envelopes to make it easier*)

*\*Additional envelopes will be available at Registration.*

2. Team members should fill out their contact information.

3. They should enclose all cash and checks, and record their fund\$ on the front of the collection envelope.

*\*Please note there are columns to include online fundraising and matching gifts.*

4. Team Captains can collect walker envelopes to turn in at the walk, or the walkers can turn in their own envelopes at Registration.

5. Once envelopes are turned in, participants will receive lantern coupons, food & beverage wristbands, & official LTN shirt along with bright lights scarves they are eligible for, based on funds raised.

6. Distribute incentives to your team members and enjoy the event!

## **IF YOU HAVE WALKERS ON YOUR TEAM WHO DID ALL THEIR FUNDRAISING ONLINE AND DO NOT HAVE FUNDS TO TURN IN:**

**1. There will be a designated line in Registration for those Walkers who have done all their fundraising in advance –either online or by turning in prior to the Walk. Volunteers will look their name up on an advance listing to know how much they have in their account to determine t-shirt eligibility.**

**2. These Walkers will not have to fill out a Walker Collection Envelope at the Walk as they are already in our system.**

**WHITE**  
is for  
all cancer  
survivors



**RED**  
is for  
supporters



**YELLOW**  
is in  
memory of  
loved ones



## **Did you know...**

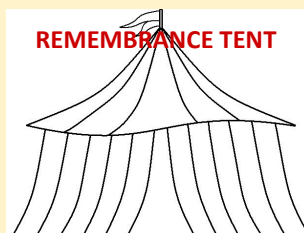
### **Light The Night is**

*Please be sure to have your pet on a leash!*



## **REMEMBRANCE TENT**

Please bring a photo and/or message in memory of a loved one lost to add to our remembrance tent throughout the evening.





**With only 3 DAYS remaining until Light the Night Walk, we encourage you to make a final fundraising push before the walk.**

*Now is a great time to:*

1. Organize one more simple, easy fundraiser such as a bake sale, car wash, or dress-down day at work!
2. Register additional team members and give them the opportunity to raise funds before the walk!
3. Make follow-up calls and texts to possible donors!

**Are you utilizing your online fundraising web page?**

Go to [lightthenight.org/wcny](http://lightthenight.org/wcny) and click on "Sign In" in the top right corner to get started!

**#LightTheNight #Raise4LLS**

### **Please note\***

*Our office will be closed on the following days for our Light The Night Walks across the Chapter:*

**Thursday, September 14: Syracuse, NY**

**Friday, September 15: Rochester, NY**

**Friday, September 22: Buffalo, NY**

### **How to Raise \$300 in 1 Day:**

- Start by Sponsoring yourself for **\$50**.
- Ask 5 family members to Sponsor you for **\$25**.
- Ask 5 co-workers to Sponsor you for **\$25**.

**Did you know...**

**September is Blood Cancer Awareness Month!**



IT'S NOT TOO LATE TO JOIN OUR EXECUTIVE CHALLENGE!



As an important executive leader  
You are cordially invited to join the

# 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.

All funds raised through the Executive Challenge are part of The Leukemia & Lymphoma Society's Light the Night Walk, which will be taking place in Buffalo, Rochester and Syracuse in September. Funds raised from Light the Night benefit life-saving research, provides support and services, and helps our patients navigate through their cancer journey.

The top 3 Executive Challengers will be acknowledged at the Walk, and any Challenger raising \$5,000 or more will be featured in the February issue of Forbes Magazine with other executive leaders nationwide.

*Please help us bring light to the darkness of cancer...  
Join the Executive Challenge today!*

2017 Walk Dates:

Syracuse – September 14\*\*\* Rochester-September 15\*\*\* Buffalo- September 22

# EXECUTIVE CHALLENGE

[Lightthenight.org/wcny](http://Lightthenight.org/wcny)

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Yes, count me in! I want to help make a difference in the lives of blood cancer patients and their families!

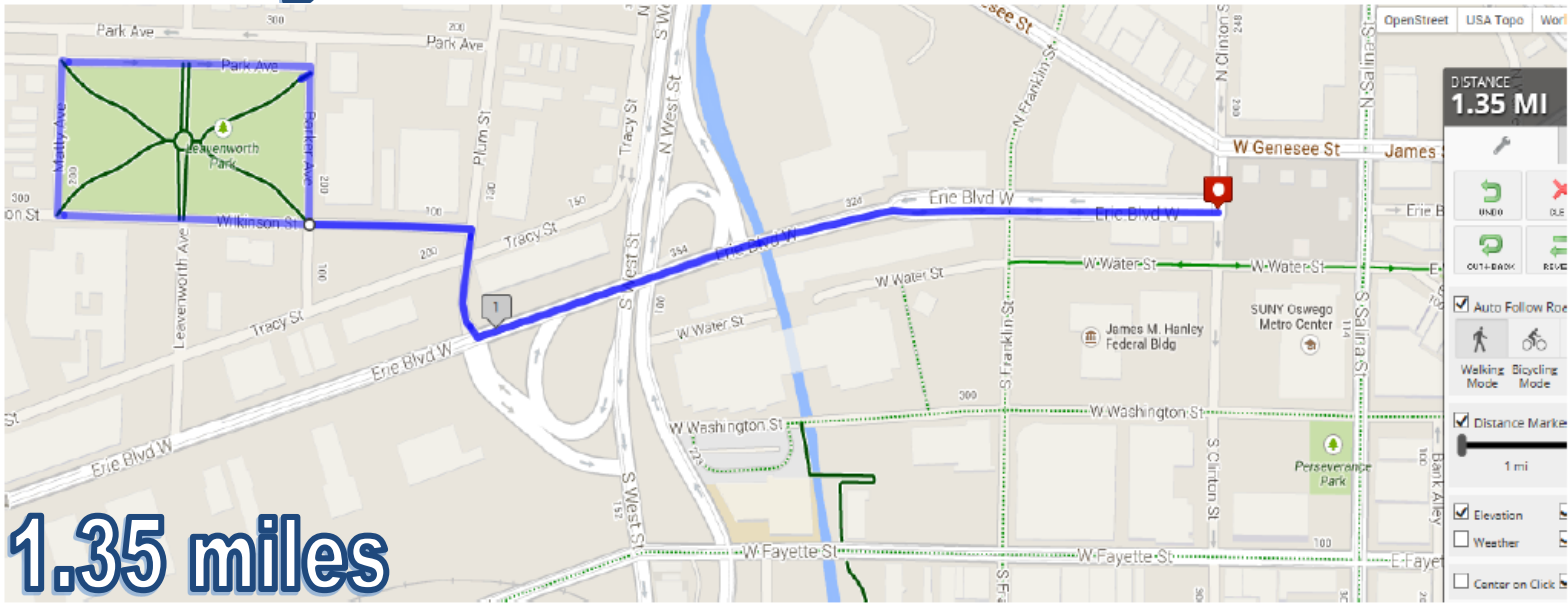
I would like to join with leaders in our community as a 2017 Executive Challenger for Light The Night.

Please contact me at:

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Best Time to contact: \_\_\_\_\_  
Preferred E-mail: \_\_\_\_\_

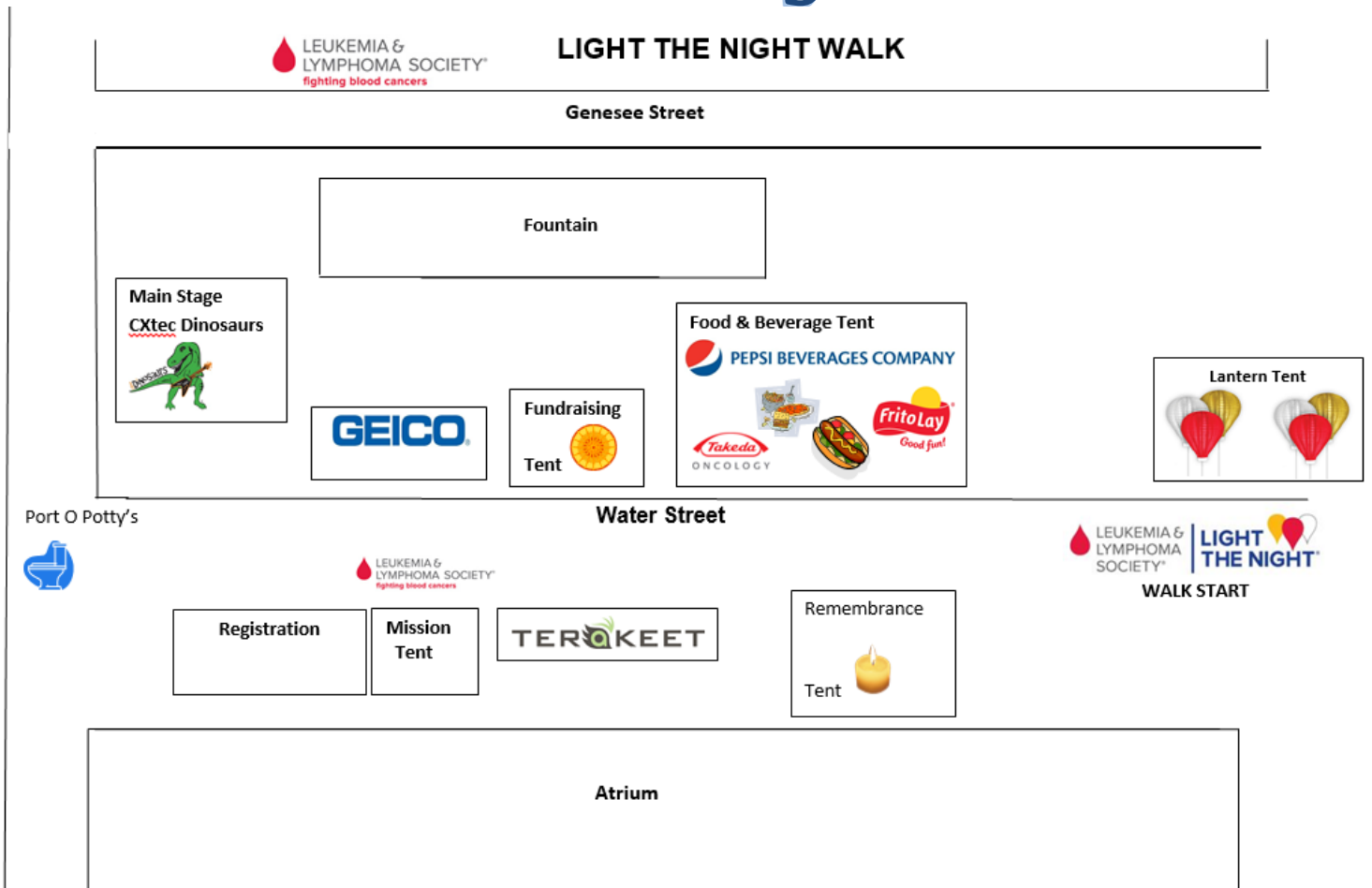
Please return this form to:      The Leukemia & Lymphoma Society  
4043 Maple Road, Suite 105      or call Luann at 716-249-3001  
Amherst, NY 14226      for more information

# Syracuse Walk Route:



1.35 miles

# Event Layout:



**19<sup>th</sup> Annual Light The Night Walk**  
**Thursday, September 14th, 2017**  
**Clinton Square**

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

Presented By:

**GEICO**<sup>®</sup>

Thank You to Our Local Sponsors:

William G.  
**Pomeroy**  
**Foundation**  
*For History. For Life.*

**TERA** **KEET**

**HOA** | **CENTERS FOR**  
**CANCER CARE**  
**AND BLOOD DISORDERS**



**THANK YOU FOR YOUR SUPPORT!**

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