

LIGHT THE NIGHT TIMES

The Official Newsletter of the 18th Annual Rochester Light The Night



Honored Hero Spotlight Allison Eberhardt's Story



Allison recently celebrated her 5-year remission milestone, and she currently works as a research technician at the U of R while pursuing her M.S. in Molecular Biology. You can read more about Allison's story on her blog, "Getting Over a Cold", the first year of which was published as a book.

Allison is a 25-year-old leukemia survivor originally from New Jersey, currently residing in Rochester. At the beginning of her sophomore year at the University of Rochester, her misdiagnosed "bad cold" turned out to be acute myeloid leukemia, a rare and aggressive form of blood cancer. She was immediately admitted to Memorial Sloan Kettering in NYC, where she underwent nine rounds of chemotherapy, as well

as countless spinal taps, bone marrow biopsies, and blood transfusions.

After eight months of treatment, Allison was declared in remission and has since resumed a normal life with a new-found motivation to raise money for cancer research. Since 2012, her Light the Night team has raised over \$26,000 for the LLS.



Social Media Spotlight

facebook

Here are some tips to help you maximize Facebook for your fundraising efforts:

- Post the link to your fundraising website on your Wall. This will allow it to show up on your friends' Newsfeed, so they can click to donate.
- Post photos of your past event experience to show people how fun & inspiring it was.
- Ask your Friends to participate.
- Post any additional fundraising events with all the details. You can make an official event on Facebook & send out invites to all of your Friends.
- Encourage others to "Share" your Wall post on their Wall to further spread the word about your fundraising efforts.
- Put a challenge out to everyone. Here's an example to update your Facebook status: "Vicky is wondering who will be the first to donate to help me beat blood cancers? [My Fundraising Page](#)"
- Update frequently! Share your progress & how much time you have left to reach your goal. If you met your goal, proudly share it with your Facebook friends & challenge them to see how much you can exceed it.
- "Like" your local LLS Chapter's event on Facebook to stay up to date & share their posts on your Wall.

#LightTheNight2017



Wonderful Walkers steps for success



Use the "My LLS" App

- Accept checks & credit card donations on your phone!
- Manage your donations
- Socialize your efforts to gain more support

My LLS fundraising app for Android & iPhone is here! Now raising funds to help end cancer is easier than ever. My LLS allows you to accept credit card and check donations directly to your Light The Night bank account via Android and iPhone – anytime, anywhere. For more information & Instructions for how to download the app, click [here](#).

Download the **free app** on [iTunes](#) or [Google Play](#). Search for "My LLS"

THANK YOU to our Team Captains! You are helping make **SOMEDAY...TODAY!**



Host a Team Kick-Off!

Teams have often seen the greatest success when the Team Captain gets all team members together for a **TEAM KICK-OFF**.

By gathering your team together, you are ensuring that all members have details regarding registration & Champion for Cures information, set your team's goal, discuss fundraising ideas, night-of-event details, etc.

Consider having the kick-off in your office cafeteria or meeting room, plan a picnic in a park, invite everyone over for an ice cream social, etc. Team Kick-Offs help create excitement, synergy and camaraderie. Plan yours today!

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):

#of walkers on your team x

each walker's individual goal = MTGA

Once you figure out your team's goal, you can enter it on your team's website. Please e-mail your goal to nicolette.corrao@lls.org

Looking to have an even greater impact?

Challenge yourself to become a Bright Light by raising \$1,000 or more.



As a member of the Bright Lights Club, you'll earn an exclusive long-sleeve performance shirt and be eligible for additional incentive items.

BECOME A CHAMPION FOR CURES!

Every Light The Night walker is encouraged to become a **Champion For Cures** by raising \$100 or more to help people fighting cancer live better, longer lives.

All Champions For Cures will receive night-of-walk benefits including:

Light The Night t-shirt

Light The Night Illuminated lantern

Wristband which entitles the walker to food and refreshments



Please call 800.784.2386 or email nicolette.corrao@lls.org if you would like to discuss fundraising ideas to help you reach your goal!

2017 Light The Night Incentives!



\$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

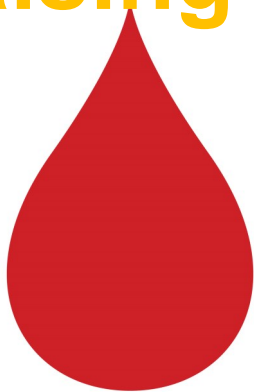
Shell Jacket* OR Drop Bottom Wheeled Duffel
*Available in Men's and Ladies sizes



\$10,000

Wagon Cooler OR Folding Tailgating Grill

Fundraising Ideas!



Fundraising Resources Are On the Web!

Hundreds of fundraising ideas & tips are a click away. Visit www.lightthenight.org/wcny, sign into your fundraising account, and click on the 'Fundraising Toolbox'.

Some helpful documents include:

- Fundraising Widget for your Blog
- **NEW** Fundraising Ideas from across the country
- Sample Fundraising letters to send to local vendors or friends & family
- Templates for Fundraising Labels and Materials to run your own fundraiser!
- MANY MORE Fundraising Tips!

Paper Icons

Consider asking a local business to sell paper icons, or sell them at your office. For a \$1 or \$5 donation, the donor writes their name on the paper icon, which is then posted on a wall, window, etc. to show their support of LLS. Paper icons come in pads of 50. Order paper icons by e-mailing luann.burgio@lls.org or call our Chapter Office at 800.784.2368.

Restaurants

You may not know it, but many local restaurants offer to help with your fundraising efforts. For example, Joe's Crab Shack in Rochester will let you choose a night to dedicate a portion of their sales to LLS. All you have to do is hand out flyers for patrons to present at their meal. Even better, they will let you sell paper balloons that night, too! Other restaurants run similar programs, like Tully's. Contact restaurants directly for more details.

Dress Down Day

Upon approval from your employer, plan a Dress Down Day for your company. For a \$5 donation, employees participate by dressing in casual attire. If your office is already casual, consider a hat day, Local Sports Jersey Day, etc.

Matching Gifts

One of the quickest & easiest ways to double your fundraising efforts is through matching gifts. Encourage everyone on your team to see if their company participates. Then have your team members encourage their donors to look into whether their employers match, too! Visit www.matchinggifts.com/lls for participating companies.

Wrap Events

Try a wrap event! Do your friends love wine & cheese? Invite, friends, family & coworkers to your home for a night of food pairings for a donation. Also, see if anyone could donate a basket & run a small Silent Auction. Or maybe they enjoy Kan-Jam or card games. You can host a tournament & ask for a donation as an entry fee.

Delta Sonic

Delta Sonic offers the opportunity to purchase \$5 gift cards (good towards any car wash, detail, or oil change) for \$.50. You can then sell the gift cards for \$2 or \$3 or as a 2 for \$5 promotion. The funds raised by selling these can be put towards your fundraising. For more information on how to purchase gift cards, contact Elaine Rallo from Delta Sonic at 1-800-843-5477

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.*



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!



Burlington



Walgreens



Burlington

September 7 - November 30

**Special thanks to Burlington, 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!*

Global Franchise Group

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

August 15 - October 15

Walgreens

November 2017

Add your logo!

Partnership Opportunities

Corporate Partnerships for Light The Night are still available. If your company is interested in sponsoring this event, please call 800.784.2368 x4663 or e-mail luann.burgio@lls.org for more information.

SETTING UP YOUR WEBSITE IS EASY! IT ONLY TAKES A FEW MINUTES!

1. CREATE YOUR FUNDRAISING WEB PAGE

Visit <http://www.lightthenight.org/wcny/>

Click on "Sign In"

Enter your user name & password.

*If you do not have this information, click on "Forgot Your Password" and it will be emailed to you.

Click on "Personalize Pages" & begin to customize

2. UPDATE & CUSTOMIZE YOUR WEB PAGE

"My Fundraising Page" – Click 'Edit' and customize your personal page: share your story if you would like, add a photo, link to a YouTube video, or connect to other web pages.

The link for your fundraising page should appear as [http://pages.lightthenight.org/wcny/Buffalo16/\[FirstInitialLastName\]](http://pages.lightthenight.org/wcny/Buffalo16/[FirstInitialLastName])

THIS MAY VARY. BE SURE TO DOUBLE CHECK YOUR FUNDRAISING LINK.

3. EMAIL & SHARE YOUR PERSONAL LINK!

EMAIL your personal link to anyone you have an email address for, **SHARE** your link on social media, and **ASK** your contacts to forward your link to their contacts.

- **Fundraising Toolbox** – Read through the Quick Start Guide, add a fundraising widget to your page, and learn about more great fundraising ideas!
- **Donations, Promises, & Email Center Tabs** - Review your Donations & Promises, and send a personal request or thank you message to your donors.

***Please note that donations can no longer be entered through your personal webpage. ALL off-line donations MUST be received at the WCNY Chapter Office to be processed.*

**Some exclusions and restrictions apply.*

18th Annual Rochester Light The Night
Friday, September 15, 2017
Monroe Community College—Brighton Campus

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

Thank You to our Local Sponsors!

Local Presenting Sponsor



Local Sponsors



PEPSI BEVERAGES COMPANY



THANK YOU FOR YOUR SUPPORT!

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