

Join The Leukemia & Lymphoma Society's

# LIGHT THE NIGHT

The Leukemia & Lymphoma Society's mission to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

**MEET HARPER**  
Leukemia Survivor



## 2022 TEAM CAPTAIN GUIDE

THANK YOU FOR JOINING A LIGHT THE NIGHT TEAM.

Harper was diagnosed with infantile Acute Lymphoblastic Leukemia with the MLL gene rearrangement, on June 1, 2017, at 10-weeks old. With a 10% prognosis for survival, she was immediately admitted to our local Children's Hospital, began IV chemo treatment, and enrolled in a brand new LLS funded clinical trial that ultimately saved her life.

**1 Recruit 10+ team members** and help them register online:

[LightTheNight.org/Register](https://LightTheNight.org/Register)

**2 Encourage each team member to raise \$400** by following these simple steps:

- Make a personal donation.**
- Customize your Light The Night fundraising page** share a personal picture and story showcasing your motivation for curing blood cancers!
- Ask others for donations!** Ask in person, via text or email. Connect your fundraising page to a Facebook Fundraiser through your Fundraising Tools to reach all of your friends on social media. **Most importantly, just ask!!**

**3 Set a team fundraising goal.** Suggested Goal: \$5,000 with each member striving for \$400 with one member striving for \$1,000 to become a Bright Light.

**4 Motivate and encourage your team members along the way.**

- Share the recognition program** from [LightTheNight.org/Recognition](https://LightTheNight.org/Recognition).
- Monitor individual progress** and recognize members when they achieve their goal and/or move closer to their goal.

**5 Lead by example with your personal fundraising**

- Make a personal donation.** Others will follow your lead!
- As a team captain, think big!** Strive to become a Bright Light at \$ 1,000.

**6 Celebrate your fundraising accomplishments with your team at your Light The Night event!**

## OUR IMPACT

INVESTED NEARLY  
**\$1.5B**  
IN GROUND-BREAKING RESEARCH SINCE 1949

OVER  
**\$700M**  
IN CO-PAY FINANCIAL ASSISTANCE

OVER THE LAST FIVE YEARS, LLS HELPED ADVANCE  
**75%**  
OF THE ALMOST 100 FDA-APPROVED BLOOD CANCER TREATMENT OPTIONS

## EARN LIGHT THE NIGHT GEAR



**\$100** Champions for Cures

**\$1,000** Bright Lights

Does your company have a **MATCHING GIFT PROGRAM?**

If the answer is "yes," then make sure to submit all qualifying donations to easily achieve & surpass your goal!

NATIONAL PRESENTING SPONSOR OF SURVIVORSHIP & HOPE



NATIONAL PRESENTING SPONSOR OF CELEBRATION & COMMUNITY



LEADING LIGHTS



LUMINARY

