

BRING LIGHT TO THE DARKNESS OF CANCER.

TEAM CAPTAIN GUIDE

Join The Leukemia & Lymphoma Society to celebrate, honor and remember those touched by cancer.

Light The Night is an evening fundraising event benefiting 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 CAYDEN

Acute Lymphoblastic Leukemia

Cayden was just three years old when his parents heard the words "your child has cancer." Courtney, his mother, has been on a mission to get Cayden through the surgeries, chemotherapy and

countless overnight hospital stays that he had to endure. Courtney credits Cayden for teaching her the most valuable lessons: to be brave, strong, resilient, and grateful.

Thank you for joining a Light The Night team!

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

\$1.3B

IN GROUND-BREAKING RESEARCH SINCE 1949

OVER

\$700M

IN CO-PAY FINANCIAL ASSISTANCE

HELPED ADVANCE MORE THAN

85%

OF FDA-APPROVED BLOOD CANCER TREATMENT OPTIONS SINCE 2017.

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!

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