

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

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!

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| <p>OUR IMPACT</p> <p>INVESTED NEARLY</p> <p>\$1.5B</p> <p>IN GROUND-BREAKING RESEARCH SINCE 1949</p> | <p>OVER</p> <p>\$700M</p> <p>IN CO-PAY FINANCIAL ASSISTANCE</p> | <p>OVER THE LAST FIVE YEARS, LLS HELPED ADVANCE</p> <p>75%</p> <p>OF THE ALMOST 100 FDA-APPROVED BLOOD CANCER TREATMENT OPTIONS</p> |
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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



LEADING LIGHTS



LUMINARY

