



BRING LIGHT

to the darkness of cancer

TEAM CAPTAIN HANDBOOK



HONORED FRIEND

Burlington

LEADING LIGHTS

Walgreens

The **Wawa**
Foundation

LUMINARY

AMGEN

BARCLAYS

Bristol-Myers Squibb

carter's | **OSHKOSH**
Good

Celgene

Elbit Systems
of America

Empowering
the Financial World **FIS**

Genentech
A Member of the Roche Group

Biogen

GILEAD

GLOBAL FRANCHISE GROUP

pharmacyclics
A Hologic Company

janssen | **pharmacia** COMPANY
or Johnson & Johnson

Pfizer Oncology

SARAH CANNON
Blood Cancer Network

STATER BROS. Charities

Takeda
ONCOLOGY

#LightTheNight

Our Mission

Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Our Impact

Research

We have invested more than **\$1 billion** in cancer research since 1949.

\$50–\$70 million

has been **invested annually** over the past decade.

Education & Support

Nearly **2,000** inquiries per month come in to LLS's Information Specialists from people seeking support.

More than **\$323 million** distributed in co-pay financial assistance and **1,000** clinical trial searches.

Advocacy

Advanced laws in **43 states** and Washington, D.C.

Helped pass the **21st Century Cures Act**

into law, ensuring reform that will enable the FDA to speed the review and approval of new therapies.

Light The Night is an evening community event supporting The Leukemia & Lymphoma Society's mission. Light The Night brings communities together to celebrate those who are fighting, honor those we have lost, and raise funds to cure blood cancers once and for all.

Our Inspiration

Meet Jordyn, lymphoma survivor

In September 2013, our 6-year-old daughter Jordyn was diagnosed with T-cell lymphoblastic lymphoma—a diagnosis no parent ever wants to hear. Within a day of diagnosis, she had already started chemotherapy. Numerous lumbar punctures and blood transfusions soon followed. Our life had changed in an instant.

Today, Jordyn is in remission, and she's a vibrant, happy and healthy 9-year-old girl.

Joe & Christine, Jordyn's Parents



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!

THANK YOU

for Being a Light The Night **Team Captain!**

- ① **Recruit 10+ team members**
and help them register online: LightTheNight.org
- ② **Encourage each team member to raise \$300**
by following these simple steps:
 - a. **Make a personal donation.**
 - b. **Customize your Light The Night fundraising page** – share a personal picture and story showcasing your motivation for curing blood cancers!
 - c. **Ask others for donations!**
Ask in person, via text, in an email, on social media or using your Light The Night fundraising page. There are many ways to ask. But most importantly, just ask!
- ③ **Set a team fundraising goal**
Suggested Goal: \$4,000. Each member striving for \$300 with one member striving for \$1,000 to become a Bright Light.
- ④ **Motivate and encourage your team** members along the way
 - a. **Share fundraising incentives** from LightTheNight.org/incentives.
 - b. **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
 - a. **Make a personal donation.** Others will follow your lead!
 - b. **As a team captain, think big!**
Strive to become a Bright Light at \$1,000.
- ⑥ **Celebrate with your team at Light The Night!**

Become a Bright Light

Raise \$1,000 or more and become a member of our Bright Lights Club.

Bright Lights Club members will enjoy special recognition and exclusive gifts in honor of your extraordinary efforts.

BE THE LIGHT: LIGHTTHENIGHT.ORG