



TEAM CAPTAIN HANDBOOK



BRING LIGHT to the darkness of cancer

HONORED FRIEND

Burlington

NATIONAL PRESENTING SPONSOR OF SURVIVORSHIP & HOPE



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LEADING LIGHTS



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RETAIL PARTNERS



LIGHT THE NIGHT

An evening fundraising 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 Mission

Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. The Leukemia & Lymphoma Society is at the forefront of the fight to cure cancer. We are the largest nonprofit dedicated to creating a world without blood cancers.

Our Impact

INVESTED NEARLY

\$1.3B

IN GROUND-BREAKING
RESEARCH SINCE 1949

DISTRIBUTED

\$431M

IN CO-PAY FINANCIAL
ASSISTANCE

HELPED ADVANCE

37

BLOOD CANCER
THERAPIES SINCE 2017

THANK YOU

for Being a Light The Night Team Captain!

Register online at LightTheNight.org/Register and follow these simple steps to lead a successful team.

- 1 Recruit 10+ team members** and help them register online: LightTheNight.org/Register
- 2 Encourage each team member to raise \$300** 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: \$4,000**, with 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.
 - **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 Light The Night!**

Our Inspiration—Meet Thalia

Thalia's fight started February 2018 with what her family thought was the flu. She ended up being rushed to the hospital and admitted into the PICU the day before her 5th birthday for an extremely low hemoglobin level. After a bone marrow biopsy, she was diagnosed with pre-B cell acute lymphoblastic leukemia.

There were many ups and downs through her treatment, but no matter what she always seemed to stay positive with a big bright beautiful smile on her face reassuring everyone everything would be OK. Thalia is now in the maintenance phase of her treatment and dreams of becoming an oncologist when she grows up so she can help other kids with cancer.



"My dream when I grow up is to become an oncologist to help other kids with cancer."

— Thalia

Shine Even Brighter... Become a Bright Light

Light The Night participants raising \$1,000(+) are BRIGHT LIGHTS!

As a Bright Light, you will receive special recognition at Light The Night, along with a special apparel item to showcase your "brightness"! Ask your local Light The Night staff partner for additional details AND for personalized fundraising coaching to help you achieve \$1,000 and beyond! We are here to help you!

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!

