



LEUKEMIA &
LYMPHOMA
SOCIETY®

LIGHT 
THE NIGHT®
bring light to the darkness of cancer

LIGHT THE NIGHT CORPORATE TEAM TOOLKIT

Purpose

This Toolkit has been developed to provide guidance and resources to teams in support of the Light The Night initiative.

Team Captain Resources

Corporate Team-Building Guide

Step 1: Set a Goal

Use the chart below to create your team fundraising goal.

\$	Number of walkers: ____. Each walker is encouraged to beat the national fundraising average of \$300 . (Include neighbors, co-workers, family, friends of employees, etc., on your team.)
\$	____ Bright Lights will raise at least \$_____ (Bright Lights raise a min of \$1,000. Each team is encouraged to have at least 1 Bright Light)
\$	Your personal fundraising goal (Lead by example and show your team members how easy it is to raise funds for a great cause)
\$	Corporate matching (Does your company match donations?)
\$	Business Partners (Can your company's vendors support your team efforts?)
\$	Team fundraising events/activities (Create some FUNdraising activities to spur excitement and raise funds.)
\$	Total Team Goal

Step 2: Recruit Multiple Team Captains

- A team captain's goal is to recruit walkers to raise funds for LLS's mission.
- Recruit multiple team captains by department, floor, group, etc. Get the word out through an internal memo from the CEO to all department heads, asking them to identify team captain candidates or to serve as captains themselves.
- Consider holding one or more "all-team captain meeting(s)" to discuss team goals/actions/progress and consider inviting your local or national LLS partner to help.

Step 3: Recruit Walkers

- Circulate an internal memo from a top executive to all employees, encouraging them to join the team.
- Plan an internal kickoff to sign up walkers and get them excited.
 - Lead short presentations at management and/or staff meetings, or hold a special company-wide kickoff event.
 - Share an employee's cancer experience.
 - Discuss goals and incentives.

Share the link to the Light The Night video found on the Light The Night website:

<http://www.lightthenight.org/ways/light-the-night-walk> or on [YouTube](#), with all employees.

Step 4: Create Excitement

- Create internal incentives to recognize the top individual fundraiser, top fundraising team captains or top fundraising department/team. Give prizes for walkers who raise more than \$500, or become Bright Lights by raising \$1,000 or more.

Incentive ideas:

- Company team t-shirts
 - Special parking space for a week/month
 - Lunch with the executive team
 - Sporting events/concert tickets/movie tickets
 - Special casual day
 - iPod or electronics prizes
 - Paid Time off
- Send a series of internal communications:
 - Announce your team's internal kickoff event(s) through email and fliers.
 - Create excitement with updates on your team's progress and incentives through internal emails to all walkers.
 - Provide fundraising suggestions to all walkers and share your team's fundraising success via email.

Step 5: Raise Lifesaving Funds

- Encourage every walker on your team to raise at least \$300 and beat the national fundraising average. Each walker who raises \$100 or more earns the title of Champion for Cures and a t-shirt.
- Approach vendors. Send a letter to vendors to solicit them to walk on your company's team, make monetary donations or donate incentive prizes.
- Encourage team captains to hold at least one team fundraiser, such as a luncheon, garage sale, casual day, etc.

Step 6: Celebrate Your Team's Success

- Attend the Walk. Take a team photo. Eat, drink and celebrate!
- Thank your walkers and share your team's fundraising successes.

Sample Script for Kickoff Events

Good morning/afternoon everyone and thank you for joining us for our Light The Night team kickoff. We're here today and participating in this unique event because every three minutes someone is diagnosed with a blood cancer.

As you may know, *[share your personal reason for walking here—if a colleague has been affected, you are affected by a blood cancer or have a personal friend or family member affected, please share about the diagnosis, treatment and why this walk is important to you].*

By joining our team and raising funds for this important cause, you'll be making a real impact on the fight against cancer. Walk night is a family-oriented evening in which participants carry illuminated lanterns, raise awareness of blood cancers and come together as a caring community.

When you or someone you love hears the words "you have cancer"... it's one of the darkest moments in your life. The light and warmth we will generate at this event delivers hope in a time of despair, community in place of loneliness and life-saving RESEARCH & SUPPORT for cancer patients and their families. We are taking steps to end cancer. WE LIGHT THE NIGHT.

LTN Registration & eTools Guide

The new eTools makes your fundraising experience easier than ever before. Go to <https://fundraise.lls.org/login> from any device and Sign in with your LLS username & password.

A few highlights of the new experience:

- Access all LLS campaigns you are participating in (or have previously participated) from one sign-on
- Easily track and manage donations
- Track fundraising goals
- Send emails from your own email account, using sample copy templates
- Manage how you want to be notified about donations and team members
- Ability to update fundraising page from a mobile device
- Ability to process check donations from a mobile device
- Access fundraising tips and ideas

The following guides walk you through the registration process and updating your pages in eTools.



LTN Participant
Registration Guide_Mi



Fundraising Pages
eTools Guide

Sample Email to Recruit Previous Team Captains

Subject: Bringing Light to the Darkness of Cancer!

Dear Colleagues,

I'm excited to share with you that <company name> is partnering with The Leukemia & Lymphoma Society's (LLS) Light The Night Walk. Our participation will help LLS's mission to CURE leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

We are all called upon to support many worthy causes. Why are we doing this? It's not about me or even the Walk. It's about cancer patients fighting for their lives on a clinical trial...TODAY and the many more waiting for enough funding to participate. It's about advances in research and treatments that are improving survival rates and quality of life...TODAY and the innovative research and treatments still waiting for funding.

Advancing blood cancer treatments and cures also means advancing the science and treatment of other types of cancers and certain chronic diseases. In the past two years alone, the FDA approved 39 blood cancer medications; LLS supported 34 of these and many are now approved to treat other forms of cancer and non-malignant diseases. A "win" for blood cancers, therefore, is a "win" for the cancer community overall.

Together, we can make a difference but we need you! I would like to personally invite you to help lead our efforts as a team captain again this year! Please [register \(hyperlink "register" to team page\)](#) and create a team for your local walk under the <company name's> National Team today. Last year, <company name> had amazing results, we had ### walkers and raising an average of more than \$###...and you all made that happen!

All employees are invited to join the team, raise funds and attend this fun family event. Participating in the Walk is a great way to create camaraderie within our organization, and will have a positive impact on the communities we serve.

Our goal is to have ### walkers on our walk team—this includes employees across the country, their families and friends—and to raise \$###,000. We know this is a large fundraising goal, but when <company name> employees set our minds to something, we achieve it!

We invite everyone to join us and take action TODAY, raise lifesaving funds TODAY, donate TODAY, save lives TODAY!

Together, LLS and <company name> are bringing light to the darkness of cancer!

Thank you for your commitment and generosity.

[Name]

Sample Letter from President/CEO to Employees



Date:

To: All Employees
From: [President/CEO]

RE: Partnership with The Leukemia & Lymphoma Society and Support of Light The Night Walk

I'm excited to share with you a great opportunity. <Company Name> is partnering with The Leukemia & Lymphoma Society's (LLS) Light The Night Walk. Our participation will help LLS's mission: To cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

All employees are invited to join the team, raise funds and attend this fun family event. Participating in the Walk is a great way to create camaraderie within our organization, and will have a positive impact on our image in the communities we serve.

Our goal is to have [XXX] walkers on our walk team—this includes employees, their families and friends—and to raise \$[XXXXX]. We know this is a large fundraising goal, but when <Company Name> employees set our minds to something, we achieve it!

Please register to walk on our team, [Team Name]. By joining the company team, you'll enjoy an extraordinary experience, celebrating and commemorating lives touched by cancer. To join the Team, register today by clicking [team link].

LLS is the world's largest voluntary health agency dedicated to finding cures for leukemia, lymphoma, myeloma and other blood cancers. To date LLS has invested more than \$1.3 billion in cutting-edge research to advance therapies while providing support and advocacy programs that have helped millions of patients navigate their treatments and access quality, affordable and coordinated care. Thanks to research, survival rates for patients with many blood cancers have doubled, tripled and even quadrupled since the early 1960s.

Yet, despite these advances, about one third of patients with a blood cancer still do not survive even five years after their diagnosis.

Together, LLS and <Company Name> can take steps to end cancer. Thank you for your commitment and generosity.

All my best,

[Name]

Sample Letter/Email from Top-Level Management to Recruit Fundraising Walkers

Dear Colleagues,

Our company is excited to announce that we are raising money to support The Leukemia & Lymphoma Society (LLS). Our fundraising efforts will center around the Light The Night Walk on [\[date\]](#) at [\[location\]](#). We are forming a fundraising walk team for this event. I hope you will join our team, [\[name\]](#), as we raise funds and take steps to end cancer!

Light The Night Walk is an annual evening walk that raises funds for LLS's mission: To cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

We're asking employees to join Team [\[Team Name\]](#) and register today [\[include registration link\]](#).

Funds are raised by sending out emails (every registered walker receives his/her own online fundraising page), asking for donations, submitting matching-gift forms and holding fundraising events. We invite everyone to come and join us as we join in the effort to cure cancer and help patients.

For more information about LLS, visit www.LLS.org.

Thank you for your support. I look forward to seeing you at the Light The Night Walk.

Sincerely,

[\[Name\]](#)

Sample Email to Update Team Members on Fundraising Efforts

Dear Team,

Thank you so much for your participation in this year's Light The Night Walk. It's already [Insert Date] and the Walk will be here in [Insert # of weeks/days]. We need all of our team fundraising in order to hit our team goal of \$[Insert Team Fundraising Goal]. Remember, the funds we raise today will play a critical role in saving lives!

Here is where we are to date:

Walker Recruitment Goal:

Walkers Recruited:

Team Fundraising Goal: \$

Amount Raised to Date: \$

Below are some steps you can take this week to reach your fundraising goal:

- **Lead by example**
Make your own personal donation, if you haven't already.
- **Personalize your personal fundraising webpage**
Potential donors are more compelled to donate when they know why you're passionate about raising money for The Leukemia & Lymphoma Society.
- **Send donation request emails to your friends and family.**
Oftentimes, people need to be asked 3 times before they donate, so don't forget to send reminders.
- **Use Social Media**
Use your Social Network to update your status on Facebook, Twitter, LinkedIn or other social network and ask for donations.

Did you know that fundraising online can help you raise more money in a shorter amount of time?

- Participants who fundraise online raise more than those who do not.
- Templates are available through your Participant Center eTools Login <https://fundraise.lls.org>
- You have access to more potential donors with email and text messages because there are no geographical boundaries!

Sincerely,

<Name>

<Title>

<Company Name>

Sample Thank You Letter

<Date>

<Contact Name>

<Address>

<City, State Zip Code>

Dear <Contact Name>:

We are all called upon to support many worthy causes. Thank you from the entire team at <Company Name> for your generous contribution of \$<Amount> to help support our efforts in the <City/County> Light The Night event. Your donation was vital in helping us to raise \$<Amount> and contributed to the overall funding in our fight to cure cancer.

Please know that with your support, The Leukemia & Lymphoma Society is making a difference in the lives of millions. LLS funds lifesaving blood cancer research around the world and provides free information and support services. For more than 65 years, LLS has invested more than \$1 billion to advance cancer therapies and save lives. This is very exciting and we at <Company Name> are thrilled that we are bringing light to the darkness of cancer!

Thank you, again, for your support!

Regards,

<Name>

<Title>

<Company Name>

Resources/Letters for Walkers

Did you know that it often takes 3 asks to receive 1 donation? People get busy and often need a reminder. Ask today and then mark your calendar to ask again. Don't worry about following up, they always have the option and you are trying to help save lives!!

Ask #1: Donation Solicitation Email

Subject: Bring Light to the Darkness of Cancer!

I'm walking and fundraising to support the Leukemia & Lymphoma Society's Light The Night event! The funds I raise are needed to help find better treatments and cures for blood cancers so patients can live better, longer lives. When you support LLS, you not only advance the most pioneering cancer research of our time, you accelerate promising treatments that save lives.

Will you support me and my efforts to helping to cure cancer?

As you may know, **[insert your personal reason for walking here—if you are affected by a blood cancer or have a family member affected, please share about the diagnosis, treatment and why this walk is important to you].**

Please consider a donation today. You can visit my personal fundraising page to make a secure, tax-deductible online donation. Please click "Donate Now," when you visit my page. If you prefer, you can also mail me a donation directly. **[LINK TO PERSONAL FUNDRAISING PAGE]**

Cancer impacts all of us, but because of events like Light The Night we are lighting a path to cures. The mission of LLS is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Thank you, in advance, for your donation and support!

[LINK TO PERSONAL FUNDRAISING PAGE]

Thank you,
[NAME]

Ask #2: Donation Reminder Email

Subject: There's still time to donate!

I'm getting closer to my goal, but I need your help!

As you may know, I'm walking and fundraising for the Leukemia & Lymphoma Society's Light The Night walk on **[PLEASE INSERT DATE OF THE EVENT HERE]**. The funds I raise are needed to help find better treatments and cures for blood cancers so patients can live better, longer lives. So far I've raised **[\$[PLEASE INSERT AMOUNT RAISED HERE]**, but I need your help to reach my **[\$[PLEASE INSERT FUNDRAISING GOAL HERE]** fundraising goal. Will you support me and my efforts to fight cancer?

To make a donation, please go to **[ENTER PERSONAL FUNDRAISING URL]** to visit my personal page then click on the "Donate Now" button to make a secure, online donation. If you prefer, you can also mail me a donation.

Thanks to The Leukemia & Lymphoma Society, thousands with blood cancer are coming home to live a normal life. And you're helping to make this possible.

Thank you in advance for your donation and support!
[NAME]

My Personal Fundraising Page: **[ENTER PERSONAL FUNDRAISING URL]**

Ask #3: Donation Reminder Email

Subject Line: Help us create a world without blood cancers

The Leukemia & Lymphoma Society's Light The Night walk is right around the corner and your help is needed now more than ever! I'm getting close to my \$[INSERT FUNDRAISING GOAL HERE] fundraising goal. Will you help LLS fund more life-saving research?

To make a donation, please go to [ENTER PERSONAL FUNDRAISING URL] to visit my personal page then click on the "Donate Now" button to make a donation. If you prefer, you can also mail me a donation.

I'm walking and fundraising to support the mission of the Leukemia & Lymphoma Society's mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services. For more than 65 years, LLS has invested more than \$1 billion to advance cancer therapies and save lives.

I hope I can count on you to support my fundraising efforts and the great work of The Leukemia & Lymphoma Society!

Thank you in advance for your support!
[NAME]

My Personal Fundraising Page: [ENTER PERSONAL FUNDRAISING URL]

Sample Donation Thank You Email

Subject Line: Thanks for being a light for so many!

[First Name],

Thank you so much for your generous donation towards my fundraising efforts for Light The Night Walk!

Through your financial support of The Leukemia & Lymphoma Society, you are not only helping our community, but you are also helping LLS fund lifesaving cancer research and services for patients, bringing help and hope to thousands of people battling blood cancers.

Thank you again for your support! We can't do it without you!

[Name]

If you'd like to learn more about Light The Night Walk visit www.lightthenight.org.

To learn more about The Leukemia & Lymphoma Society and other ways to support them, visit www.LLS.org.

Continue to check my progress by visiting my personal fundraising page: [LINK TO PERSONAL PAGE]

How to Use Facebook Fundraiser

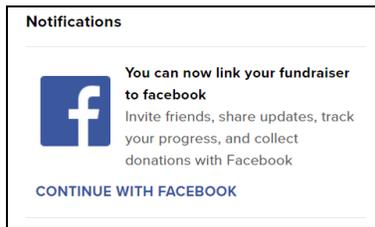
Light The Night is integrated with Facebook Fundraisers to make it easier than ever to accept donations on the world’s largest social network. With one click, your Facebook network can donate to your campaign – and all donations are linked back to your LLS fundraising page to get you closer to exceeding your goal!

Step-by-step instructions:

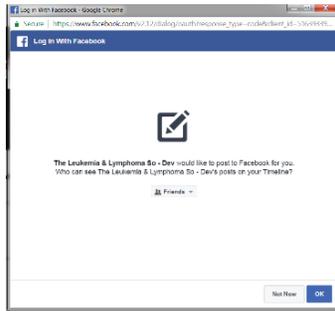
1. Registered participants should log into your LLS fundraising page here: <https://fundraise.lls.org/login>
2. Select your event from the drop-down menu at the top of the page – you will see the event name listed within the main image at the top of the screen.
3. Prior to activating your Facebook Fundraiser, click on Fundraising Pages on the left side of your screen and click on My Page to personalize your page. Your fundraising goal, fundraising page title, personal story and all copy will transfer over to your Facebook Fundraiser. This allows you to activate your Facebook Fundraiser without having to re-enter your fundraising page copy. Please note that pictures will not transfer and can be uploaded to your Facebook Fundraiser when you log into Facebook:



4. In the notifications section on the right side of the screen, you will see the Facebook icon. Click on the blue text labeled “Continue With Facebook” to start the activation process:

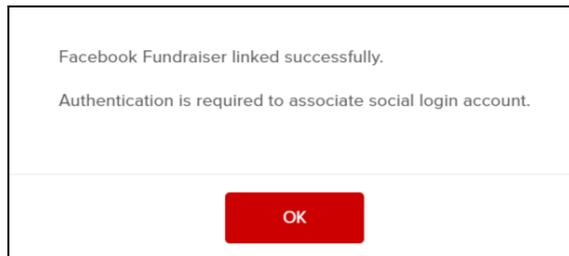


5. You will be asked to allow access via Facebook – click OK:
****Note: If this pop up does not display, check to be sure your pop up blocker is not blocking the page.**

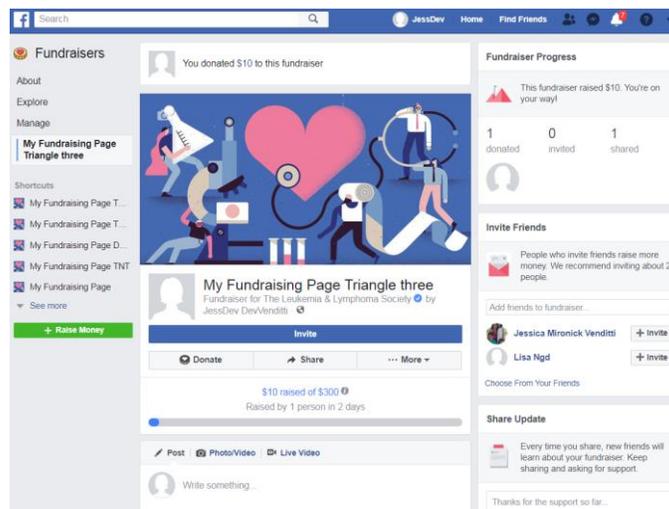


6. The fundraising goal from your LLS fundraising page will transfer to your Facebook Fundraiser. If you have personalized your LLS fundraising page, all copy will transfer over to your Facebook Fundraiser. Pictures will not transfer and can be uploaded to your Facebook Fundraiser when you log into Facebook:

7. You must log back into your LLS fundraising page to authenticate your account:



8. After logging back into your LLS fundraising page, click on “Fundraising Pages” on the left side of the screen and then click on “Facebook Fundraiser” to access your Facebook Fundraiser. This will bring you to Facebook where you can sign in using your Facebook username/password.



9. After creating your Facebook Fundraiser, you can instantly share your page with all of your friends and contacts on Facebook to start accepting donations. You will receive notifications in Facebook for every donation you receive and can view a complete donor list on your Facebook Fundraiser. All donations that you receive on Facebook will be automatically applied to your LLS fundraising page. When you are using Facebook, you can access your Facebook Fundraiser by clicking on the “More” button.

Team Fundraising Ideas

Writing letters and using your personal Light The Night Web page are proven, successful fundraising methods. When asking for donations, remember these helpful tips:

Ask everyone you know to donate, join your team or start a team of their own. Send your fundraising letter, with a link to your Web page, to your holiday card list, business and networking contacts, company vendors – everyone.

Do you have a Facebook/Twitter/LinkedIn page? Be sure to promote your fundraising efforts on those sites and include a link to your fundraising Web page.

Include your personal story. Many of us participate in Light The Night in honor or in memory of someone touched by cancer. Share your connection to the LLS mission to underscore the importance of raising much-needed funds to find cancer cures.

As you create a fundraising plan for your team, consider planning one (or more) of the following successful fundraising events to help your team reach its goal. (*Work with your executive leadership to secure approval for all company fundraising activities.*)

Plan a Dress-Down Day/Casual Fridays/Spirit Day

Steps to success:

- Dress-Down Fridays will be offered on (list specific days).
- Participants will pay \$5 on those days to dress casually/in favorite sports team apparel, etc.
- Participants will turn in funds to their team captain
- The event will be promoted via email the week before each Dress-Down Friday.

Send Out a Vendor/Business Partner Letter

Steps to success:

- Compile a list of all company vendors, such as janitorial services, food services, tech support, building management, insurance carrier and legal services.
- Write the letter and ask for a specific amount. Sample vendor letter is available.
- Follow up! Contact your vendors by phone and/or email to encourage them to donate to your team.

Use Incentives to Encourage Team Registration & Fundraising

Steps to success:

Raffle/Incentive ideas:

- The CEO parking space for a month to the team member who raises the most funds that month
- First team to reach a designated amount gets to choose a competitors team jersey that the CEO will wear for a day.
- Lunch with the CEO for the first three team members to raise \$500
- A day off (with pay!) for the top team fundraiser at the end of the campaign

Organize a Bake Sale

Steps to success:

- The sale will be held on (specific day and where).
- Create a list of potential bakers and enlist their support.
- Recruit volunteers to take shifts throughout the day.
- Promote to all employees by email and flyers on each floor the week before the sale.

Organize an Auction

Steps to success:

- The auction will be held on (specific day and where).

- Get creative! Donated items can be physical items, meals with executives, handmade art, home cooked meals, tickets to concerts or sporting events in company suite, night stays in hotels/resorts or even employee owned vacation homes.
- Promote to all employees by email and flyers on each floor the week before the Auction begins.

7 Day Fundraising Challenges

\$350 Challenge

<p>DAY 1</p> <p>1.3 million people in the US that are either living with, or are in remission from, a blood cancer. </p> <p>CHALLENGE: Raise \$13 for these patients and families.</p>	<p>DAY 2</p> <p>Leukemia is the second most common cancer taking the lives of children. </p> <p>CHALLENGE: Raise \$50 to help fight pediatric blood cancers.</p>	<p>DAY 3</p> <p>Every 3 minutes one person in the US is diagnosed with a blood cancer. </p> <p>CHALLENGE: Raise \$96 for the 960 new patients diagnosed today and tomorrow.</p>	
<p>7 DAYS TO A CURE</p> <p> </p>			<p>DAY 4</p> <p>In 2017, the U.S. Food and Drug Administration (FDA) approved 18 new therapies to treat patients with blood cancers. </p> <p>CHALLENGE: Raise \$18 to help support more FDA approvals.</p>
<p>DAY 7</p> <p>Whether its 7 weeks or 7 days, we have one goal: Bring light to the darkness of cancer. </p> <p>CHALLENGE: Raise \$63 today to reach a total of \$350 in 7 days!</p>	<p>DAY 6</p> <p>Approximately every 9 minutes, someone in the US dies from a blood cancer. </p> <p>CHALLENGE: Raise \$60 in honor of those who have lost their battle within the one hour.</p>	<p>DAY 5</p> <p>The five-year survival rate for leukemia has more than quadrupled since 1960s. </p> <p>CHALLENGE: Raise \$50 to help continue to raise survival rates.</p>	

\$1,000 Bright Light Challenge

DAY 1

1.3 million people in the US that are either living with, or are in remission from, a blood cancer.



CHALLENGE:

Raise \$130 for these patients and families.

DAY 2

Leukemia is the second most common cancer taking the lives of children.



CHALLENGE:

Raise \$150 to help fight pediatric blood cancers.

DAY 3

Every 3 minutes one person in the US is diagnosed with a blood cancer.



CHALLENGE:

Raise \$144 for the 1,440 new patients diagnosed in three days.

BECOME A BRIGHT LIGHT IN 7 DAYS



DAY 4

In 2017, the U.S. Food and Drug Administration (FDA) approved 18 new therapies to treat patients with blood cancers.



CHALLENGE:

Raise \$180 to help support more FDA approvals.

DAY 7

Whether its 7 weeks or 7 days, we have one goal: Bring light to the darkness of cancer.



CHALLENGE:

Raise \$146 today to reach a total of \$1,000 in 7 days!

DAY 6

Approximately every 9 minutes, someone in the US dies from a blood cancer.



CHALLENGE:

Raise \$150 in honor of those who have lost their battle within the one hour.

DAY 5

The five-year survival rate for leukemia has more than quadrupled since 1960s.



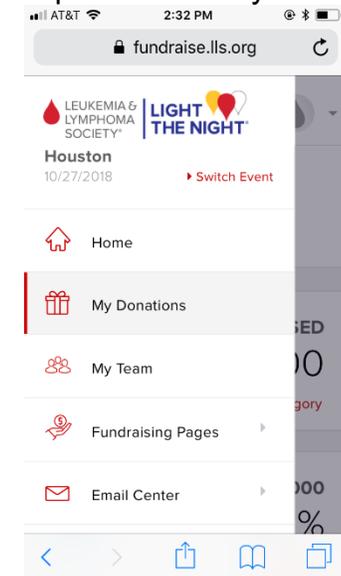
CHALLENGE:

Raise \$100 to help continue to raise survival rates.

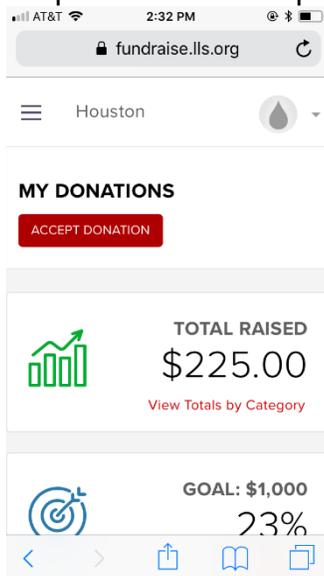
Processing a Check Donation via your Fundraising Page

Step 1: Login to www.fundraise.lls.org from a mobile phone or tablet (not from a computer).

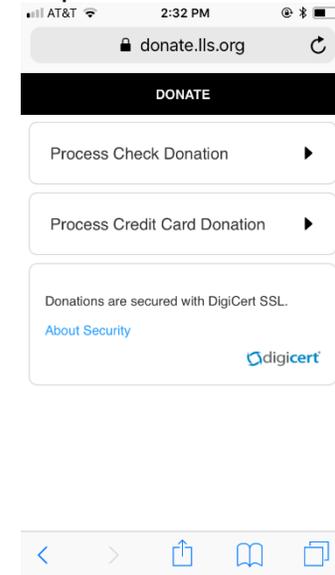
Step 2: Select “My Donations”



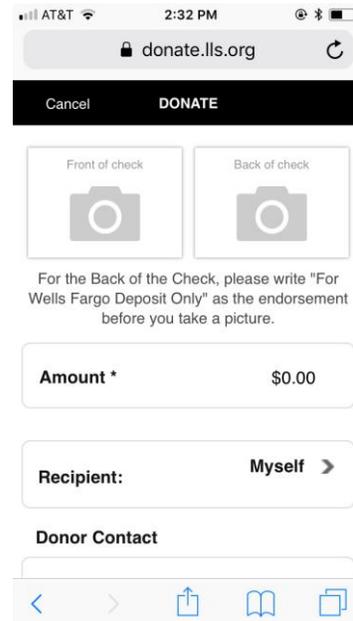
Step 3: Select “Accept Donation”



Step 4: Select “Process Check Donation”



Step 5: Complete the info and take photos of check.



Step 6: You'll receive an e-mail confirmation once the check is approved and has been credited to your account.

Guidelines For Developing Materials

To ensure the most efficient use of time when creating marketing materials, sponsors should keep the following dos and don'ts in mind:

- In text, use the symbol "&," spell out and capitalize all others words in "The Leukemia & Lymphoma Society®"
- In text, always include a ® in first mention of The Leukemia & Lymphoma Society®
- The Light The Night logo uses the LLS corporate colors of blue, navy blue, yellow, red, and gray. Below are the PMS colors and CMYK (four-color process) equivalents:
 - **Blue:** PMS: 072 C or CMYK: C100 | M88 | Y0 |K5
 - **Navy Blue:** PMS: 2768 C or CMYK: C100 | M90 | Y13 |K61
 - **Yellow:** PMS: 123 C or CMYK: C0 | M24 | Y93 |K0
 - **Red:** PMS: 186 C or CMYK: C0 | M100 | Y75 |K4
 - **Gray:** PMS: 425 C or CMYK: C0 | M0 | Y0 |K77
- **Font:** Helvetica
- In Text Light The Night® has initial caps. "The" is always capitalized
- On first usage, always include the ® following "Night"
- Never refer to Light The Night as LTN, without first referring to it as Light The Night® (LTN)
- The logos may not be altered in any way
- Don't place the logo on a visually competitive background
- Allow 3/16" free space around logo
- If you place our logo on a colored background, please make sure there is sufficient contrast, and use the reverse to white version logo.
- To maintain legibility, we have established a minimum logo width 3.5" inches wide

Program Service Marks

The following marks are acceptable for use in partner promotional materials as well as the website. Use of the marks should follow the guidelines above with prior approval.

Color Version:



Reverse Version:



Black & White Version:



Leukemia & Lymphoma Society Boilerplate

About the Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, and Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, N.Y., LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

Why It Matters

The following visuals/printable materials provide some of the many reasons this is so important to all of us and our communities.

The Power of Your Donation

- **\$25** helps fund an episode of The Bloodline with LLS, a free podcast series that provides information to patients and caregivers.
- **\$50** helps fund educational booklets for healthcare providers and their patients.
- **\$100** helps fund the training of Patti Robinson Kaufmann First Connection Program volunteers, who provide peer support to patients and their families around the country.
- **\$200** helps fund general lab supplies for one week, allowing researchers funded by The Leukemia & Lymphoma Society to conduct critical blood cancer research.
- **\$300** helps fund one week of an online support group on www.LLS.org for patients and caregivers coping with a blood cancer diagnosis.
- **\$500** helps defray the costs of treatment-related travel for a patient.
- **\$1,000** helps fund one day of nurses providing patients and caregivers with clinical trial search navigation and support through The Leukemia & Lymphoma Society's Clinical Trial Support Center.



2017 & 2018 FDA APPROVALS FOR BLOOD CANCERS

LLS Helped Advance 34 of the 39 Blood Cancer Treatments Approved by the FDA in 2017 and 2018

Acute Lymphoblastic Leukemia	Acute Myeloid Leukemia	Chronic Lymphocytic Leukemia	Chronic Myeloid Leukemia	Hodgkin Lymphoma	Non-Hodgkin Lymphoma	Myeloma	Other
<ul style="list-style-type: none"> calaspargase pegol-mknl * (Asparlas™) blinatumomab (Blinicyto®) for minimal residual disease positive ALL tisagenlecleucel * (Kymriah®) † inotuzumab ozogamicin * (Besponsa®) blinatumomab (Blinicyto®) 	<ul style="list-style-type: none"> gilteritinib * (Xospata®) glasdegib * (Daurismo®) ivosidenib * (Tibsovo®) arsenic trioxide (Trisenox®) venetoclax (Venclexta®) enasidenib * (Idhifa®) midostaurin * (Rydapt®) daunorubicin and cytarabine (Vyxeos®) gemtuzumab ozogamicin (Mylotarg®) 	<ul style="list-style-type: none"> duvelisib * (Copiktra™) also approved for small cell lymphocytic lymphoma and follicular lymphoma venetoclax (Venclexta®) also approved for small cell lymphocytic lymphoma 	<ul style="list-style-type: none"> nilotinib (Tasigna®) for Ph+ pediatric chronic myeloid leukemia bosutinib (Bosulif®) dasatinib (Sprycel®) for Ph+ pediatric chronic myeloid leukemia 	<ul style="list-style-type: none"> brentuximab vedotin (Adcetris®) pembrolizumab (Keytruda®) 	<ul style="list-style-type: none"> brentuximab vedotin (Adcetris®) for peripheral T-cell lymphoma tisagenlecleucel (Kymriah®) † ibrutinib (Imbruvica®) pembrolizumab (Keytruda®) mogamulizumab * (Poteligeo®) axicabtagene ciloleucel * (Yescarta®) † acalabrutinib * (Calquence®) brentuximab vedotin (Adcetris®) for two rare subtypes of cutaneous T-cell lymphoma obinutuzumab (Gazyva®) rituximab hyaluronidase (Rituxan Hycela®) also approved for chronic lymphocytic leukemia copanlisib * (Aliqopa™) 	<ul style="list-style-type: none"> carfilzomib (Kyprolis®) daratumumab (Darzalex®) elotuzumab (Empliciti®) 	<ul style="list-style-type: none"> moxetumomab pasudotox * (Lumoxiti®) for hairy cell leukemia tagraxofusp * (Elzonris™) for blastic plasmacytoid dendritic cell neoplasm ibrutinib (Imbruvica®) for graft versus host disease vemurafenib (Zelboraf®) for Erdheim-Chester disease

● Supported by The Leukemia & Lymphoma Society
 * New therapy
 ■ Approved in 2018
 ■ Approved in 2017
 † CAR T-cell immunotherapy

Note: all other therapies were approved as new indications, reformulations of other therapies, new dosing schedules or in combination with another therapy.



BLOOD CANCER RESEARCH LEADS THE WAY

Breakthrough advances in blood cancer research are now helping patients with other cancers and diseases.



1940s - 1950s

Chemotherapy, medicine used to kill cancer cells, was established first for leukemia, and later used to treat other cancers.



1970s - 1980s

The 1970s brought an early understanding of genomics, which is the study of genes and their functions, laying the groundwork for precision medicine approaches to treatment.



1990s - 2000s

By the 1990s, the pursuit of genomics was followed by the first FDA approval of a revolutionary targeted therapy known as imatinib (Gleevec®) to treat leukemia.

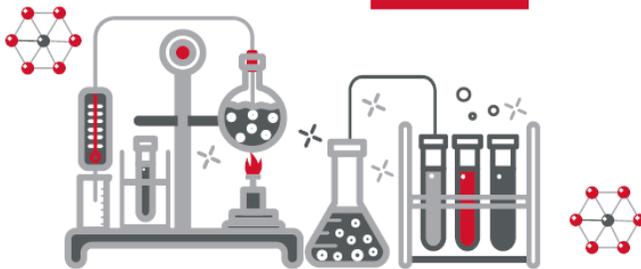
This drug was the first to target the “kinase” enzyme. Today, more than 40 “kinase inhibitors” are approved to treat other cancers.



2000s - 2020s

LLS-funded researchers played an instrumental role in the advancement of immunotherapy.

In 2017, a groundbreaking treatment called “CAR T-cell immunotherapy” was FDA approved for blood cancer, and it is now being tested in more than 500 clinical trials for other cancers.



“ Cancer cells in the blood are more accessible than those in solid tumors, making it easier to study cancer-causing molecules, measure the effects of new therapies and make pivotal biologic discoveries applicable to other diseases. ”

GWEN NICHOLS, MD, CHIEF MEDICAL OFFICER, LLS

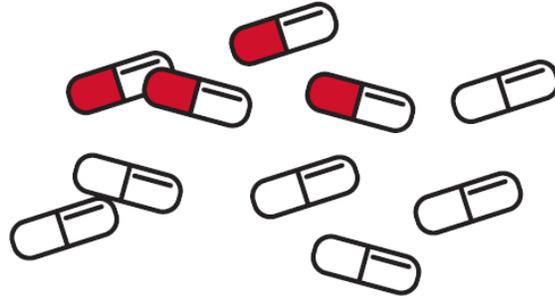
5-YEAR

SURVIVAL RATES FOR BLOOD CANCERS HAVE INCREASED SINCE THE 1960S BY

2x 3x 4x AND EVEN

40%

OF ALL NEW CANCER THERAPIES APPROVED BY THE U.S. FOOD & DRUG ADMINISTRATION (FDA) SINCE 2000 ARE BLOOD CANCER THERAPIES.



REVOLUTIONARY APPROACHES FOR BLOOD CANCER

are now being tested in clinical trials with other cancers and diseases, including:

BONE CANCER

BRAIN CANCER

BREAST CANCER

DIABETES

KIDNEY CANCER

LIVER CANCER

LUNG CANCER

LUPUS NEPHRITIS

MELANOMA

MULTIPLE SCLEROSIS

OVARIAN CANCER

PANCREATIC CANCER

PROSTATE CANCER

RHEUMATOID ARTHRITIS

STOMACH CANCER

SKIN CANCER

5/18

**BEATING
CANCER
IS IN
OUR BLOOD.**

Since our founding, The Leukemia & Lymphoma Society has invested more than 1.2 billion dollars in research. This has led to game changing advances in immunotherapy, genomics and personalized medicine. The treatments we've pioneered for blood cancers are now saving the lives of people affected by many different types of cancer. Find out more at www.LLS.org.

Additional Resources

Media Kit Infographics and Fact Sheets

<http://www.lls.org/lls-newsnetwork/media-kit>

The Leukemia & Lymphoma Society YouTube Channel

<https://www.youtube.com/user/LeukemiaLymphomaSoc>

The Leukemia & Lymphoma Society Instagram Page

<https://www.instagram.com/leukemialymphomasociety/>

Light The Night Facebook Page

<https://www.facebook.com/lightthenightlls>

Light The Night Website

<http://www.lightthenight.org/>

Light The Night Video

<http://www.lightthenight.org/what/>