

Join The Leukemia & Lymphoma Society's

LIGHT THE NIGHT

Join our mission to find cures for leukemia, lymphoma, Hodgkin's disease, and myeloma, while changing the daily lives of patients and their families for the better.

MEET BEN
Blood Cancer Survivor



2024 TEAM CAPTAIN GUIDE

THANK YOU FOR HELPING TO LEAD LIGHT THE NIGHT!

Our Honored Hero, Ben, was diagnosed with acute lymphoblastic leukemia in 2019. After three years of tough chemotherapy, **he's finished treatment and is excited to tackle new adventures!**

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

LightTheNight.org/Register

2 Encourage each team member to raise \$350 via these simple steps:

- Make a personal donation.**
- Customize your Light The Night fundraising page** with a personal picture and/or story. Show your passion for curing blood cancers!
- Ask others for donations!** Ask in person, via text, or by email. Branch out by using your fundraising tools at fundraise.lls.org.

3 **Set a team fundraising goal.** We suggest a goal of **\$5,000**: each member pushes to reach \$350, and one member aims for \$1,000 to become a Bright Light.

4 **Motivate and encourage your team members along the way.**

- Share our recognition program** from LightTheNight.org/Recognition.
- Check in regularly** and acknowledge when members move closer to their goal and/or achieve it!

5 **Lead by example with your own fundraising**

- Make a personal donation.** Your team will follow your lead!
- As a team captain, think big!** Challenge yourself to reach \$1,000 and become a Bright Light.

6 **Celebrate your fundraising accomplishments with your team at your Light The Night event!**

OUR IMPACT

INVESTED NEARLY
\$1.7B
IN INNOVATIVE RESEARCH SINCE 1949

OVER THE LAST TWO DECADES, LLS HELPED ADVANCE
70%
OF THE ALMOST 100 FDA-APPROVED BLOOD CANCER TREATMENTS

\$300k
CO-PAY GRANTS AWARDED SINCE 2007

EARN LIGHT THE NIGHT GEAR



Does your company have a MATCHING GIFT PROGRAM?

If the answer is "yes," don't forget to submit all qualifying donations to easily achieve & surpass your goal!

Get rewarded for every dollar you raise. Secure your Champion For Cures and Bright Light shirts with your Light The Night fundraising. Learn more about our Incentive Program at LightTheNight.org.

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ILLUMINATION CHAMPION



LEADING LIGHTS



LUMINARY

