

TAKE STEPS TO END CANCER

VANCOUVER
2016 WALKER TOOLKIT

 LEUKEMIA &
LYMPHOMA
SOCIETY
OF CANADA

**LIGHT THE
NIGHT WALK**





WHAT IS THE LIGHT THE NIGHT WALK?

The Leukemia & Lymphoma Society of Canada's Light The Night Walk is the nation's night to pay tribute and bring hope to all those affected by blood cancer. Each fall, teams of friends, families and co-workers gather in cities across North America to walk in twilight carrying illuminated lanterns: **red for supporters**, **white for patients and survivors**, and **gold to remember loved ones lost**.

An unforgettable evening filled with music, food, and family fun, the walk promises a unique opportunity to support the fight against blood cancer.

WHAT IS THE LEUKEMIA & LYMPHOMA SOCIETY OF CANADA?

The Leukemia & Lymphoma Society of Canada (LLSC) is Canada's largest voluntary health organization dedicated to funding blood cancer research, education and patient services.

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

WHEN VANCOUVER LIGHTS THE NIGHT

**SATURDAY,
OCTOBER 15, 2016
STANLEY PARK,
LUMBERMAN'S ARCH**

4:00 PM

Registration: Pick up incentives and lanterns

4:00 PM – 6:30 PM

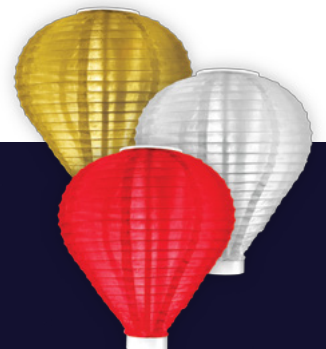
Food, music and games.
Fun for all!

5:30 PM – 6:00 PM

Remembrance Ceremony

6:30 PM

The Walk Begins!



303 – 1401 W. BROADWAY
VANCOUVER, BC V6H 1H6
604-733-2873

 www.facebook.com/LightTheNightBC
 www.twitter.com/LightTheNightBC

LIGHTTHENIGHT.CA

I'M REGISTERED, NOW HOW DO I GET STARTED?

1

Personalize your Fundraising Webpage

[Login and update your photo, fundraising goal and personal message](#)

2

Schedule a chat with your Light The Night Staff

[Contact your local staff for a one-on-one brainstorming meeting on how to raise funds](#)

3

[Download your fundraising tools from our website, and share them on social media](#)

4

Raise Funds Online

[Login and view your “Get Sponsors” page to send a personalized email to send emails asking for support](#)

OR

Collect Funds

[Download your donation form here](#)

5

Thank your Donors!

[Login and view the ‘thank sponsors’ page to personalize a message to your donors](#)

NEED HELP?

[Contact your local staff to assist you in setting up your fundraising page](#)

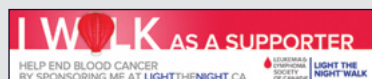
FUNDRAISING TOOLS



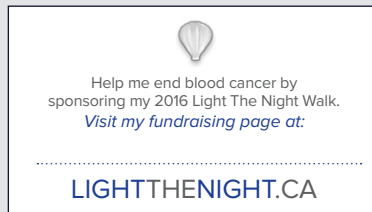
FACEBOOK COVER & PROFILE IMAGES



FACEBOOK ADS



EMAIL SIGNATURES



WALKER CARDS

**HODGKIN LYMPHOMA PATIENT SURVIVAL RATES
HAVE MORE THAN DOUBLED TO 86%, SINCE THE 1960'S.**

TEAM WORK

Individuals who fundraise as part of a team, raise on average 59% MORE than those who are not on a team.

Plus, teams who raise \$10,000 or more, get their very own TEAM TENT the night of the walk.

BENEFITS TO HAVING A TEAM TENT

- A guaranteed location for team members to meet and congregate
- Refreshments, food and incentives delivered directly to the team
- An assigned volunteer to assist the team throughout the evening
- Shelter from the unpredictable elements
- BRAGGING RIGHTS!

TEAM BANNERS FOR TEAMS WHO RAISE OVER \$1,000



DON'T HAVE A TEAM?

Follow the 5 easy steps below and contact your local staff to get one started!

- 1** Identify a Team Captain
- 2** Create a Team Name
- 3** Set a Team Goal
- 4** Recruit team members
- 5** Plan an event or fundraising strategy and HAVE FUN!

SINCE ITS FOUNDING IN 1955, THE LEUKEMIA & LYMPHOMA SOCIETY OF CANADA HAS INVESTED MORE THAN \$31 MILLION IN LEUKEMIA, LYMPHOMA AND MYELOMA RESEARCH.

FUNDRAISING CLUBS

The more you raise individually, the more you earn! Fundraise over **\$100** to receive a lantern and t-shirt, and become a member of one our exclusive clubs below. Fundraising clubs are based on individual fundraising performance, to view team benefits see page 4. All club benefits are cumulative!

 <p>LEUKEMIA & LYMPHOMA SOCIETY OF CANADA LIGHT THE NIGHT WALK</p> <p>CHAMPION FOR CURES</p>  <p>\$100 to \$499</p>	 <p>LEUKEMIA & LYMPHOMA SOCIETY OF CANADA LIGHT THE NIGHT WALK</p> <p>LIFE SAVERS</p>  <p>\$500 to \$999</p>
 <p>LEUKEMIA & LYMPHOMA SOCIETY OF CANADA LIGHT THE NIGHT WALK</p> <p>BRIGHT LIGHTS</p>  <p>\$1000 to \$4,999</p>	 <p>LEUKEMIA & LYMPHOMA SOCIETY OF CANADA LIGHT THE NIGHT WALK</p> <p>CANCER CRUSADERS</p>  <p>\$5000 to \$9,999</p>
 <p>LEUKEMIA & LYMPHOMA SOCIETY OF CANADA LIGHT THE NIGHT WALK</p> <p>EARTH ANGELS</p>  <p>\$10,000 +</p>	

SINCE THE 1960'S, BLOOD CANCER SURVIVAL RATES HAVE DOUBLED, TRIPLED OR EVEN QUADRUPLED.