

Team In Training

Fundraising Planner

Fundraising Planner

Everything You Need to Know About Fundraising

Welcome to the Team that's saving lives! Team In Training (TNT) participants have raised more than \$1.4 billion for lifesaving cancer research. That's a lot of hope for a lot of people, and we are still relentless for a cure! TNT is happy to welcome you to this legacy.

This planner is designed to provide you with a rough outline of the steps we have found lead to fundraising success. At the core of this plan is identifying your donor network, and efficiently and effectively asking for their help in the fight against cancer. In each section of the planner, we've outlined some steps for success shared with us by our top fundraisers. To maximize your fundraising success, check these steps off as you go. Plan ahead, have fun, use the resources we give you, and you will be a successful fundraiser!

GO TEAM!

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The Leukemia & Lymphoma Society

Mission and More: Why You Matter

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education and patient services. Since our founding in 1949, LLS has invested more than \$814 million in leukemia, lymphoma, Hodgkin's disease, and myeloma research, and has been the driving force for breakthroughs that are changing the lives of blood cancer patients today.

Since Team In Training (TNT) began in 1988, more than 600,000 participants have helped LLS raise \$1.4 billion for therapies that are changing lives.

FACTS

- Nearly 1 million Americans have a blood cancer, the 3rd most fatal form of cancer.
- Every four minutes someone is diagnosed.
- Every 10 minutes, someone loses their battle with blood cancer.
- Leukemia is the leading cause of cancer-related deaths in young people under 20 years old.

CURES & ACCESS

In addition to a health and wellness program, TNT gives participants the opportunity to fight blood cancers. **We are on the threshold of amazing breakthroughs.** The money raised through TNT accelerates new treatments and healing therapies once thought impossible. With our co-pay and insurance assistance, many patients can now afford the medications they need.

- LLS supports **research** in the U.S., Canada and 10 other countries. **In 2014, LLS invested \$79.8 million in research**, which includes funding for 106 new grants to researchers in academic institutions
- LLS provides a range of services, such as family support groups, an extensive educational website and free seminars and conferences.
- The Minnesota Chapter of LLS is engaged with state-based cancer coalitions to advocate for patient needs and support.

Basic Fundraising Checklist

This is a basic checklist of items that will maximize your fundraising success. The following pages include a sample timeline with more in-depth information to help you get started.

- Meet with TNT Staff and/or Mentor for Fundraising 1:1
- Brainstorm and Develop Donor Network
- Customize Personal Fundraising Website
- Write and Send Fundraising Letters
- Make Personal Asks
- Update Social Media with Link to Personal Fundraising Website
- Follow Up with Donors about Matching Gifts
- Host a Fundraising Event & Find Corporate Sponsors
- Tell Everyone What You Are Doing for TNT & LLS

Sample Fundraising Timeline

Customize Your Fundraising Plan This Season

This is a sample fundraising timeline. Schedule a 1:1 fundraising strategy meeting with your mentor or TNT Staff person to customize your fundraising plan this season.

- Within one week of joining the Team:** *Organize your donor network; customize your webpage; write your fundraising letter.*

Target completion date: _____

1. Brainstorm your donor network and create a list that includes their contact information. Identify key people within your network to make a larger personal ask of \$250+, or who could be resources for corporate sponsorships.
 2. Customize your fundraising webpage and download the [My LLS app](#) so you can accept donations anytime you have your smartphone on you.
-

- Within two weeks of joining the Team:** *Tell your network, finish your letters, formulate the rest of your fundraising plan.*

Target completion date: _____

1. Meet with your TNT Staff or Mentor to customize your fundraising plan and timeline. (See pg. 31) Bring a draft of your letter and your network list to the meeting. Your staff or mentor will help you work through the goal planning worksheet.
 2. Write your fundraising letter. Your mentor/TNT staff person are happy to help you proof your letters. When you're ready, print letters on the TNT stationery included in your welcome packet and buy envelopes. (See pg. 34-35)
 3. Announce your TNT event to your network through e-mail and social media. Include your fundraising website in an update on Facebook, LinkedIn, Twitter etc. Add your fundraising website to your e-mail signature.
-

- In the first month of the season:** *Keep your network updated on your progress!*

Target completion date: _____

1. Address, and seal your fundraising letter envelopes. If you're finishing your letters before the postage incentive deadline, there's **no need to add stamps. TNT will stamp and mail 50 letters for you!**
2. Tell at least one person a day about your commitment. The more people who know, the more people will donate!
3. Call individuals in your network who you identified as potential larger donors/potential corporate sponsors and set up a meeting to share about TNT with them.
4. As donations come in thank your network! Recognize your donors by tagging them in thank yous on Facebook, sending them a short note, or picking up the phone to give a quick thank you call. Try to thank donors within a week of receiving their donation.
5. Follow up with each donor to ask if their company offers matching gifts.
6. Start thinking about fundraising events and parties. Use holidays, events and seasons – your birthday, Halloween, 4th of July, Super Bowl, Academy Awards, summer BBQ! Start your brainstorming now – your staff will keep you updated on group fundraising opportunities.

7. Post regular updates on your progress, and remind them of your individual goal.

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- Two weeks prior to recommitment:** *Update your network, host a fundraiser; process those checks*

Target completion date: _____

1. Post an update on your training and fundraising on your fundraising website asking for donations. Share on social media.
2. Follow up with those who haven't donated
3. Host your fundraising event! Have a backyard fundraising bash, pumpkin-carving contest or holiday bazaar.
4. Make sure you've processed your donations through the [My LLS app](#).
5. Send out an update e-mail to your network.

-
- No less than 10 days before final fundraising deadline:** *Push "More for the Mission!"*

Target completion date: _____

1. Send an update to your online friends. "Almost there!"
2. Encourage friends and family to forward your fundraising website on to others. Don't be afraid to raise your goal!
3. Processing your checks with My LLS. Check to see if any of your donors' companies match gifts?

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- Post-Event:** *Pat yourself on the back!*

Target completion date: _____

1. Update your webpage – add a photo of you crossing the finish line!
2. Send your donors/network a final email or letter thanking all who donated and letting others know they still can.
3. Congratulate yourself on making a difference and helping cure cancer! Put this accomplishment on your resume.

More Information

This timeline is only an introduction. For more guidance, samples and ideas, reach out to your TNT staff and amazing mentors. They will provide you with all the one-on-one help you need to ensure your fundraising experience is stellar!



1st Steps

- Personalize your fundraising website
- Update your status on Facebook, LinkedIn, etc. & include your fundraising webpage address
- Using your donor network from *Fundraising 101*, send out your first fundraising e-mail
- Ask donors in your e-mail to let you know if their company matches – it’s a great way to double the size of the donation!
- Explore the fundraising materials and resources available on the Fundraising Toolkit tab in eTools
- When you’ve reached a milestone in your training or fundraising, update your status again and send out another note to everyone in your donor network
- Update your status again and again! You’d be surprised how many people respond to status updates by donating
- About 10 days before your final fundraising deadline, send another note to your donor network – for many participants, this final push message increases the fundraising total, often by as much as 30%!
- Post to your fundraising page and your social network sites from your event weekend – share your success and inspire still more people in your network to give by using a finish line photo or inspiring event weekend story

Where is my Fundraising page? Where do I sign in?

Within a day or two of registering for TNT, you’ll receive an email containing your eTools username and password. This message contains links to the personal fundraising page where your donors will go to give and the eTools account where you will sign in and customize your page. If you’re not seeing the email, it may have been caught in your spam filter. Visit

<http://etools.teamintraining.org/signin>, click the **Forgot Password** link, and enter the email you provided on your TNT registration form. You can also ask your team manager to resend you the link at any time.

Customize your Fundraising Page

Go to the **Personalize Pages** tab at the top right of the screen to edit your text and add photos. Have fun! Each week after you train with your team, update your text and add new photos to show off how far you've come.

The **Page Settings** tab lets you control the way your fundraising thermometer, top donors and contributor comments show up, or change your page title, personalize your page URL, or even redirect your page URL to land on a personal blog or website.

Click the **My Account** tab at the top left of the screen to change your password, username or personal account information.

Sending Your 1st Email Blast

- ◆ Send individual messages rather than mass e-mails to increase response
- ◆ Consider using a mail merge to personalize the message
- ◆ Keep the email short and simple and include your link
- ◆ Make sure you still include the who, what, where, when, why, and a call to action (ask for the donation!)
- ◆ Include your personal story and reasons for joining the Team
- ◆ Include a date by which you want your donors to give

- ◆ Use a catchy subject line such as “Training for a cure”, “Saving lives, 1 mile at a time”, “I’m running or walking a marathon!”, “I’m hiking for a cure”
- ◆ Ask your donors to forward on your email to those who may also want to support your cause

Tip! Time your mailing: Send emails early in the day and week. Get your email ready to go over the weekend or the night before, and then hit “send” when you wake up. Many people are more inclined to pay attention to emails in the morning and on Monday and Tuesday. Time your emails and letters to arrive around payday. People are more generous when they have fresh money in the bank!

Establishing Your Donor Network

Checklist for Establishing Your Donor Network

Open up your favorite spreadsheet application (or rolodex, little black book, SQL database, pile of sticky notes...) and list all the people you know. This list is the beginning of your *donor network*.

- Make a list of **every single person you know** who you can send your letter or email to. Aim high! See if you can list one hundred people. While it can be more time consuming on the front end to compile mailing addresses, emails and phone numbers, combining a physical letter writing campaign with electronic/online follow-up is the **MOST SUCCESSFUL** way to prompt your network to donate.
- Within your donor network list identify key people who you can target for larger donations (\$250+)
- Highlight people in your list who can connect you to other donors.** Is this a person who can help you secure a corporate sponsorship? Is it a relative who would be willing to forward your donation request on to family friends? Does this person work for a company that matches employee gifts to non-profits? If yes, mark their name for follow-up.
- Leave yourself space on your list to make a note when you send each person a **thank you** card.
- Connections to the mission will be important throughout the season and on event weekend – make space as you build your donor network to record each potential donor's **personal connection** to the mission.

Tips & Tricks

- **Brainstorm:** Our top fundraisers have over 1,000 people in their network, but most participants successfully fundraise above their commitment with 100 – 250 people in their network. **The easiest place to start is with a list you already have** (wedding guest list, holiday card mailing list, client or vendor list, alumni lists, professional organization member lists...) To help you brainstorm additions to your list, **see the Network Memory Jogger on pages 27-28**
- Don't exclude people from your list because you don't think they'll donate. **Ask everyone you know;** you'll be surprised by who has a personal connection to cancer.

Letters, Follow-Up & Thank You's!

Checklist for Letters, Follow-Up and Thank You's!

Event after event, season after season, year after year, TNT has found that combining a physical letter writing campaign with electronic/online follow-up is the MOST SUCCESSFUL way to prompt your network to donate. We believe so strongly in the power of a physical letter **that if you give your TNT Staff person 50 addressed and sealed letters by the postage incentive deadline, TNT will pay for the postage on your letters!!** Follow these simple steps to start your letter-writing campaign

- Determine which people in your donor network should be sent your fundraising letter, and which people in your network should be reached out to with a phone call or in-person ask (usually your potential larger donors or corporate sponsors).
- Use sample letters (pages 29-30) and helpful hints from your mentor to write your personal fundraising letter. Try to write your letter within the first week or two of joining the team. If you start right away you can focus more on training as your event nears.
- Don't forget to mention matching gifts – ask your donors if their company matches. It's an easy and great way to double the power of their gift!
- Ask your mentor to read your letter and make suggestions – not only can your mentor help make the letter even stronger, but it's also great practice for sending it out to your network.
- Use TNT stationery and buy envelopes – bright colored envelopes are attention grabbers, but please avoid red envelopes if TNT will be postmarking your letters for you.
- Address and stuff your envelopes – make it a party and ask friends and family to help!
- If you bring in 50 (no more, no less) letters, ready to be mailed, to the LLS office by the postage incentive deadline, we will pay for the postage. This is the most important step for success! Bring your letters to the TNT Kickoff Party and you'll be entered into a special prize drawing.
- Time your follow-up.* Calculate when your letters should be arriving to your network, and plan when you will send follow-up e-mails and make posts on social media that include your fundraising website. Marking these dates on a work or personal calendar will make follow-up easy to remember.

Starting Your First Letter

With donor network in hand and fundraising webpage personalized and updated, you're ready for your first letter! **Write a letter within two weeks of joining the Team.** Start right away so you can focus more on training as your event nears.

What to include: If you write 1 – 2 sentences on each of these topics your letter will be finished in no time!

- Why you support LLS.** Talk about the services LLS provides, include research statistics, results, etc. The "Mission Programs & Updates" section has updated facts and figures on the services LLS offers. If you need other information reach out to your TNT Staff person.
- Your connection to the cause.** Your network and donors are supporting YOU in this adventure. With each donation, it is YOUR effort, passion and inspiration that are bringing them to support you. Few of the donors that contribute to you will have

contributed to LLS this year without your help. Make sure you show your friends and family why you are passionate about TNT and why it's important to you by sharing about your personal or team honoree.

- What event you are doing.** The event, distance, type of training, date of event, etc.
- Ask them to support you with a donation.** Be direct, and let them know what your personal fundraising goal is for the season. People will donate more if they know you're trying to raise \$3,000 versus \$1,500.
- How to donate.** Include a link to your fundraising website and give instructions for donating online or via postal mail.
- Give a deadline.** Within three to four weeks of sending your letter is good. This will help prevent your potential donors from forgetting to donate.
- Include matching gift information.** Some companies will match employee donations dollar-for-dollar (sometimes more!). Ask your donors to check with their company.
- Self-addressed-stamped-envelope.** If you're mailing your letters via post, this is highly recommended!

Tips and Tricks:

- Use individual salutations.** If you're tech saavy, don't write "Dear Friends"; write "Dear George". Use a mail merge program to facilitate this. If mail merge is impractical, write a short note on each letter. Handwriting provides additional emphasis and a personal touch. (i.e. "Sarah, let's plan to get a coffee soon!")
- Keep the text punchy.** Readers have short attention spans. Keep your writing concise.
- Add your own style.** Be sincere, dramatic, quirky or funny! Construct your letter in a way that speaks to your personality.
- Ask directly** for money and suggest how much to give. If you write with the intention of raising money but don't explicitly ask, your letter will confuse the reader.
- Use anecdotes.** What made you want to join TNT?
- Emphasize important points** by using ALL CAPS, **bold text** or *italics* to keep readers' eyes moving down the page.
- List names.** Naming your honorees makes the cause more personal.
- Photos.** Everyone likes pictures!
- Other ways to support.** If they can't donate, can they offer something for an auction or watch your kids while you train? Maybe they'd like to volunteer for SAG support or to run a hydration station for your team.
- Follow-Up Online.** Plan to post to your fundraising website within a couple days of your network receiving your letters. Schedule a follow-up e-mail to go out within a couple weeks of your letters to remind your network to take action. Seeing your updates after receiving your letter gives your network more than one opportunity to get excited about your training and fundraising.

Thank You, Thank You, Thank You!

Thank your donors as soon as you find out you got a donation. Keep it simple by thanking people in the same method they donated. If someone donated online send them an e-mail, or post on their social networking page (posting in public forums online can be a great way to remind mutual friends to donate!) If someone mailed you a check, keep stamps and a box of stationery or

cards handy so you can hand-write a note that day, and mail it the next morning. Acknowledging your donors right away makes them feel appreciated.

What to include:

- Thank you!
- Tie it back to the honoree you mentioned in your letters or how you are progressing in your training and fundraising goals. This donation has helped your honoree and millions of others living with blood cancers.
- Stretching your donations is easy! Once again, remind your donors to find out about their company's matching gift policies.
- Encourage donors to help spread the word by sending your letter or personal fundraising website address to their friends.

Tips and Tricks: *Make it easy, make it happen!*

- Buy thank you cards and stamps before you send your first letter. Sometimes it can be hard to find time to acknowledge all your donations, but you can make it easier if you keep cards in your desk at work and at home. Take a five-minute break every now and then to write one or two notes—your donors will appreciate your effort.

Update 1 – Halfway through the season

Sending out an update about halfway through the training season is a great way to keep your network engaged, to remind them to donate, and to let those who have donated know how you're doing and how they can continue to support you. Consider sending two versions of your update, **for everyone who has not yet donated** "Don't worry, it's not too late!" **For everyone who has already donated** thank them again (because you already sent a card, right?), and ask them to forward your letter to their friends. Include a reminder about matching gifts. This update can be sent as a letter, via email or through social media.

Tips on what to include:

- Pertinent points listed above for the first letter
- Personal milestones you've achieved. i.e. "Today, I ran/walked/biked/swam/skied further than I've ever gone before!!"
- Updates on your Honorees. Include new statistics that speak to the success of LLS (check the mission moment in your weekly staff update for the latest happenings within LLS).
- How your fundraising is going. i.e. "So far, you've helped me raise \$2,000! I'm still pushing to reach my goal of \$5,000!"
- Invitations to fundraising events you're planning

Revisit your donor network. Are you surprised at this point by who has or has not donated? Go back to your donor network and check it out: did you leave anyone off the list because you thought they wouldn't donate? Add them to the list and make sure they get your second letter!

Update 2 – one month before your event (about 10 days before your final fundraising deadline)

TNT has found that with this second update, many participants have raised 30% of their personal fundraising goal (which—of course!—was higher than their base commitment). Consider sending two versions of your update, **for everyone who has not yet donated** “Don’t worry, it’s not too late!” **For everyone who has already donated** thank them again, and ask them to forward your letter to their friends. Include a reminder about matching gifts. This update can be sent as a letter, via email or through social media.

Tips on what to include:

- Include pertinent points listed above for the first letter
- Personal milestones you’ve achieved. i.e. “The silent auction was a huge success and raised \$875!!”
- Updates on your Honorees. Include new statistics that speak to the success of LLS.
- How your fundraising is going. i.e. “So far, you’ve helped me raise \$4,100! I’m hoping you’ll help me in the final push to hit \$5,000!”
- A final appeal for matching gifts

One more go: the post-event Thank You

1. **Send the post-event letter within two weeks of completing your event.**
2. **What to include** in addition to all the points listed above for the first letter (check these off as you go):
 - How did your event go? What did you learn? What made you laugh?
 - Give a fundraising update. How much have you raised? How much has your team raised? If you’re only a few hundred dollars away from your goal, your donors will want to help you make it all the way there.
 - Again, write two versions of your letter using the same criteria as the first three letters.

➔ **Tip!** *Send postcards from your event*

In your event weekend suitcase, pack postcard stamps and address labels for all your donors. When you get to your hotel, grab a stack of postcards, write your thank you notes and drop them off at the hotel front desk.

Sample letters and more information

In your fundraising e-toolbox, you will find several examples of creative and compelling fundraising letters written by past participants. We welcome you to use these letters as templates to create your own. Ask your mentor to show you copies of their fundraising letters. Our mentors have completed at least one other event with TNT and have truly mastered the strategy of letter writing.

Optimizing Online Donations

Fundraising and Social Networking

Checklist for Optimizing Online Donations

Creating and maintaining an online presence is a great way to optimize online donations during the season. Whether you facebook, tweet, instagram, blog, etc., you can use social media to supplement your fundraising letters and emails and create a big impact for LLS and TNT!

- Follow TNT & LLS on social media! Facebook: [Team In Training - MN Chapter](#) & [The Leukemia & Lymphoma Society, Minnesota Chapter](#); Twitter: [@LLS_MN](#); Instagram: [@teamintrainingmn](#) and [@lls mn](#).
- Update your status on Facebook, Twitter, etc. to tell everyone what you are doing and include a link to your fundraising page. See **Sample Social Media Posts** in the Appendix.
- Document major milestones in training and fundraising with photos and status updates!
- Share facts, mission moments, photos and videos from the TNT & LLS Facebook pages
- Utilize the stories and photos of Honored Teammates in your updates
- Ask friends and family to update social media accounts to talk about your efforts.
- Create a Facebook event and invite all your friends to join. You can also create a Facebook page and invite friends to like the page. We recommend picking just one, if at all, to supplement posting to your own timeline.
- Edit your email signature with a link to your personal fundraising page. **Example:** "I'm training to run a marathon for The Leukemia & Lymphoma Society, to raise life-saving funds to help those fighting blood cancers. Join the fight against cancer! Donate to my event at: **[insert link]**"
- If you already have a blog, use it! Talk about your training and fundraising and link to your fundraising page.
- Use YouTube to ask for donations and say thank you on video!
- Post to your fundraising page and your social networking sites on your event weekend – share your success and inspire still more people in your network to give by using a finish line photo or inspiring event weekend story

Tips & Tricks

- ➔ *Always include the link to your personal fundraising page.*
- ➔ *Speak from the heart and make it personal.*
- ➔ *The more visual content (pictures, infographics, and videos), the better!*
- ➔ *Repeat – frequent updates are far more effective than one-time posts.*
- ➔ ***Do what works for you. If you don't tweet, it doesn't make sense to start a twitter account. If social networking isn't your thing, no worries! Your mentor and staff will help you create a fundraising strategy that plays to your strengths.***

Matching Gifts

Increase the Impact of Your Fundraising Effort

Double your dollars with matching gifts!

Many companies match their employees' charitable donations, so looking for matching gift opportunities is a great way to boost the power of your fundraising effort. To find out if a company has a matching gift policy, check with the company's HR department or go to www.matchinggifts.com/lls. This database is not a complete list, so **the best approach is to always ask donors if their company matches**.

Each company with a matching program has their own process for employees to request matching gift funds, but the one point in common is that **the employee who donated to you always has to be the one to request matching funds – you cannot do it on their behalf**. As each company has their own process, each also has their own forms to submit, so there is no single matching form you can use across the board. The good news is that most companies make it really easy for their employees to request matching forms. Here are two common formats:

1. Online matching forms are the most common approach. If your donor works for a company that has online matching, they'll simply go to a website to fill out a form. Once they complete the form, LLS and the company will communicate to ensure the matching gift is received and properly credited to your account.

2. Paper matching forms are becoming less common, but many companies still use them. A paper form will usually have a section for the employee to complete and a section for LLS Staff to complete. These forms should be submitted to your chapter office so that we can complete the part required of us and credit your account.

Matching gift information for LLS:

Leukemia & Lymphoma Society – MN Chapter
c/o Jessica Seipp
1711 Broadway Street NE
Minneapolis, MN 55413
jessica.seipp@lls.org or 612-259-4504

How to handle matching gifts: Submit a gift that is going to be matched by the donor's company as you would any other donation. *See the **Managing Donations** section.*

Tips and Tricks:

- If you work for a company that provides a matching gift program, get all the details in advance so that you can include a link to the matching gift website and instructions on how to request matching funds in your e-mail or letter to co-workers!
- There are LLS offices all over the country, so be on the lookout to make sure donors select the Minnesota Chapter office when requesting their matches.
- Do NOT hold checks from donors that are requesting a matching gift, process them through your My LLS app as you would other donations. LLS must be able to confirm the donation to the employer before the match can be issued.

Personal Asks

Cultivating Larger Donations

Capitalize on Your Donor Network!

When you were creating your donor network, you identified key people to target for larger donations (\$250+). These should be the one or two people on your list that you believe don't need to be constrained by the outlined suggested donations on your website (\$25, \$50, etc.), and you believe they could comfortably make a larger donation to help fund cancer research. Rather than just sending these contacts the same letter you've sent to the rest of your network, we recommend calling these donors and setting up a time to sit down face-to-face (ask them to lunch or out for a cup of coffee) to ask them to support you and LLS.

What to Say: If you write out your thoughts ahead of time it will help you be more effective in your conversation!

- Why you support LLS.** Prepare some information for them about LLS & TNT, what their money goes toward, talk about the services LLS provides, include research statistics, results, etc. The mission section of this planner has updated facts and figures on the services LLS offers. Have TNT staff contact information on you in case they have questions on LLS that you can't answer.
- Your personal connection to the cause.** Make sure you show your friends and family why you are passionate about this cause and why it's important to you by sharing about your personal or team honoree.
- Your fundraising and training goals.**
- Ask them to support you with a donation.** Be direct, and use a specific amount in your request (\$250, \$500, etc.). The worst they can say is no.
- When they say yes, ask them if their company offers matching gifts.** Some companies will match employee donations dollar-for-dollar (sometimes more!). Ask your donor to check with their company.
- Thank them!** Regardless of how much they decide to give, thank them for their time and support!

Tips and Tricks:

- Ask directly** for money and suggest how much to give.
- Use stories.** What or who made you want to join TNT and why LLS is a meaningful cause for you
- Be confident.** Remember you're not asking for a personal loan, you are asking for money to help find a cure for cancer.
- Thank them** both in person and with a follow-up note after your meeting

Corporate Sponsorships

Checklist

- ❑ Create a potential sponsor list – businesses give based on relationships, so go with your closest personal connections
- ❑ Do your homework – review the LLS Fact Sheet (you can download a copy from your Fundraising eToolbox) and take time to learn about each company you are approaching to ask for support
- ❑ Practice your proposal – start by downloading the sponsorship proposal from your Fundraising eToolbox and reviewing the benefits for your potential sponsors. A copy is also in the Appendix.
- ❑ Certain sponsorship levels are limited so work with TNT Staff Theresa Fetsch at Theresa.Fetsch@LLS.org or 612-259-4513, to confirm available sponsorship opportunities.

Corporate Sponsorships

Corporate sponsorship is a win-win—you get a hefty donation, and your sponsor gets a tax deduction and good publicity. When seeking a corporate sponsorship, approach your target with the following reassurances in mind:

1. LLS is the world’s largest voluntary health organization dedicated to funding blood cancer research, education and patient services. Since our founding in 1949, LLS has invested more than \$1 billion in leukemia, lymphoma, Hodgkin’s disease and myeloma research, and has been the driving force for breakthroughs that change the lives of blood cancer patients today.
2. TNT delivers a **targeted, affluent and engaged** audience. The average TNT participant is a 32-year-old college-educated woman who makes more than \$89,000 per year.

The quick sponsorship breakdown:

\$250 – Kickoff Expo Vendor (summer & fall seasons)

\$500 – Rehydration Station (at training; all seasons)

\$1,000 – Mission Moment (at training; all seasons)

\$2,000 – Jersey (logo on jerseys for one season)

\$3,000 – Cheer Station at local events (all seasons)

\$5,000 – Honored Teammate (Sponsor annual TNT honoree picnic in August)

\$10,000 – Inspiration Dinner (sponsor a TNT Inspiration Dinner before a local event week; all seasons)

In-Kind Donations

In-kind Donations are simply gifts of goods and services rather than cash. As you approach businesses with requests for sponsorship, keep in mind that they may still be willing to give even if they’re not prepared to give at the level of a full sponsorship. In-kind donations are great for silent auctions and other fundraising events. In some cases, in-kind donations may be tax deductible. Ask your staff person for guidelines **before** sending tax acknowledgement letters.

Fundraising Events

Planning Fundraising Events for the Cause

Checklist for Fundraising Events

- Brainstorm events that would be appropriate based on your interests and network.
- Decide on a small, medium or large scale fundraiser based on the time you're able to commit to planning and execution and the size and style of your audience.
- Set the date.
- Budget the cost of putting your event on, how much you expect to make, and the time it will take to plan.
- Fill out a 'DIY Agreement' form found in your Fundraising eToolbox and in the Appendix. Submit it to your TNT Staff for event approval.
- Make an event flyer (both hard-copy and electronic) and have your TNT Staff person proof it.
- Invite everyone you know!

Thinking Ahead

Start early! Begin your planning at least 3–5 weeks before the event date, and remember to work with or around holidays.

Don't limit yourself to house parties. See below for additional ideas, and think about your favorite places to eat, drink, shop, or listen to music, and imagine throwing yourself a party there! Put the FUN in fundraising!

Many organizations (especially restaurants) are already set up to host fundraisers—you just invite the guests. Research local fundraising opportunities and ask your mentor for help.

Fundraising Event Ideas

Small Scale Fundraisers

- Percentage events at local restaurant
- Sell TNT bracelets – ask your TNT staff
- Garage sale
- Set up a TNT banner and donation jar at your office, concert, movie theater, grocery store, mall, etc – be sure to ask permission from the venue
- Car wash
- Bake sale

Medium Scale Fundraisers

- Paint Pub
- House party
- Pub crawl
- Karaoke contest
- Poker night
- Guest bartending
- Mary Kay, Pampered Chef, Stella & Dot, ThirtyOne, etc. party
- Bingo night
- Happy hour

Large Scale Fundraisers

- Bachelor / bachelorette auction
- Speed dating
- Black tie gala
- Concert
- Tournaments – volleyball, kickball, bowling, beer pong, etc.
- 5K fun run

Your mentor and staff can help you brainstorm more event ideas!

Budgeting

Keep donation expectations at the front of planning. If 45 people attend your event and you charge \$10 entry, that's \$450! Add in extra ways to donate throughout the event like auction items, drink specials and door prizes to maximize your fundraising total.

Tip! *The more, the merrier!* Consider planning a group fundraiser with your teammates to ensure a large number of people attending your fundraiser. (Word of advice: decide how proceeds will be shared *before* the event, and put it in writing.)

Invite Everyone You Know

Make your event the place to be. Invite friends, family, coworkers, teammates, mentors, captains and coaches. Ask your coaches to invite the team and to include it in upcoming emails. Here's how to maximize attendance:

1. **Create an invitation on Facebook, Evite or Eventbrite** and send it to everyone on your contacts list.
2. **Encourage your contacts to share the link with everyone.** An open invitation doesn't just get more people to come—it encourages people to donate to your campaign even if they are unable to attend. You never know who's been affected by blood cancers.
3. **Send event reminders** a week or two before the event to everyone on your invite list. Remind people who can't come that they can still support you by donating online.
4. **Publicize your fundraiser** to other teams and the TNT Community! Post details about your event on the TNT facebook page.

Event Logistics

- Create an agenda for the event.
- How are you going to handle donations at the event? Will the venue allow it? If you're collecting cash, checks and credit card numbers, can you bring a cash box or a bank bag? If there's internet access, bring a laptop so people can donate online or use the [My LLS App](#) on your smartphone.
- If the venue is donating a portion of their proceeds for the night, ask them to give you an agreement in writing.
- Plan to arrive an hour before the event starts to setup and tend to last minute details.
- Recruit friends, family and co-fundraisers to volunteer in collecting donations, greeting guests and cleaning up. Make sure you have enough volunteers to staff the event.
- Ask your staff person for TNT banners, posters, and brochures for your event. Tell everyone to take home a poster or some information. You'll be amazed by how many people appreciate this.

After the Event: Thank you

- Thank the venue, for their commitment to our mission.
- Thank all of your volunteers, donors and attendees. People are more inclined to give again in the future if they feel appreciated.
- Thank your in-kind donors and pave the way for future fundraisers!

Form a Team

More on *Friends & Family Teams* and *Corporate Teams*

As a participant with TNT, you have the opportunity to share your experience by forming a team among your family, friends, or co-workers. Teams get all the fundraising and training support for your chosen endurance event plus a host of additional benefits. **All you need is 5 or more teammates, including yourself, to create your own team and you will receive additional incentives as Team Captain.**

▪ **Team Benefits**

- Group fundraising web page to supplement personal fundraising
- Opportunity to schedule a on-site information meeting with TNT staff to recruit friends and family
- TNT marketing materials to help recruit more teammates
- Additional fundraising support from the TNT Staff
- Improved health and camaraderie among friends/family team members

▪ **Benefits for corporations with 5 or more participants**

Health & Wellness

- Regular group training sessions located around the Twin Cities each week
- Certified coaches to support participants throughout the 4-5 month season
- Multiple health and wellness clinics on injury prevention, nutrition, gear, etc.

Teambuilding

- Ability to foster relationships with colleagues outside the office
- Enhanced employee morale
- Structured environment for employees to work together towards one goal

Community Involvement

- Partnership with the leading volunteer health organization for blood cancer
- Recognition of company as community leader
- Opportunities to network with other corporate teams

For more information on the Team Captain responsibilities and the local corporate program, please contact **Peter Kaiser** at Peter.Kaiser@lls.org

Managing Donations

How to Process Offline Donations

Check your fundraising status online

Every donation you receive is recorded on the internal dashboard on your personal fundraising website. Donations made through your fundraising webpage will show up immediately. When you receive donations in person or in the mail, you'll need to submit those using the [My LLS App](#) or by submitting the attached form to the LLS Office in Minneapolis.

Processing offline donations

Checks

1. Checks should be payable to LLS.
2. Checks can be submitted on your My LLS App or by submitting to your chapter.
3. If a check is made out to you, ask for a replacement or sign the back of the check and write, 'Payable to LLS' on the back of the check.
4. Write your name, team, sport, and Minnesota Chapter in the memo section of each check.
5. Be timely. LLS will return post-dated checks or checks dated older than 90 days.

Cash

Do not mail cash! Write a check for the amount and complete the Cash Donation Information section of the donor form in this packet, submit a check using the My LLS App, or submit the amount via your fundraising page/My LLS App with a credit card.

Credit Cards

If someone wants to use a credit card offline (not through your fundraising page or My LLS App), LLS can accept Visa, MasterCard, Discover and American Express credit card numbers. Fill out the Credit Card Donation section of the donor form in this packet.

Foreign Currency

1. The only way to accept foreign donations is via credit card, through your website. Please make sure your donors know to change the country when filling out the online credit card donation form.

Submitting Offline Donations

Mail your checks and completed Participant Donor Form to the LLS Office:

The Leukemia & Lymphoma Society
c/o Jessica Seipp
1711 Broadway Street NE
Minneapolis, MN 55413

Keep copies of everything you send. Do not staple or tape checks to donor forms.

Donor Privacy

Your donor's name will be entered in our database so they can be thanked for their donation and receive information about our programs. We do not share or sell our mailing list. If your donor does not want to be on our mailing list, block out their address on their check or do not include their address on the cash donation form in this packet. In this case, your donor will not receive a tax receipt from LLS unless you request one from your team manager.

Team In Training
Fundraising Planner
Appendix



The Power of Your Gift

- \$5000** Provides financial co-pay assistance for up to 10 patients to help with cancer treatment-related co-pays, health insurance premiums and insurance co-pay obligations for one year.
- \$2500** Provides 25 patients with leukemia, lymphoma or myeloma with financial aid that he or she can use for medical treatment and travel to medical appointments.
- \$1000** Helps supply laboratory researchers with supplies and materials critical to carrying out their search for cures for a week.
- \$500** Allows 10 patients to log on to a webcast and hear the latest information in treatment for their disease.
- \$250** Allows 5 patients to make a First Connection with a trained peer volunteer.
- \$100** Will educate 10 school employees on how to ease the transition back to school for a child with cancer.
- \$50** Provides a Family Support group with a trained facilitator where comfort can be found and experiences can be shared among patients and family members.
- \$ 30** Provides patients and loved ones with a free Be Your Own Advocate guidebook that contains up-to-date information on their disease and resources to help them make informed decisions about treatment options.

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

Why we need your help now more than ever..

Below are some facts that would be great to include in your letters or online campaign

This is a momentous time in cancer research. In just the past year, the FDA granted breakthrough therapy designations eight times. Four were for blood cancers. The Leukemia & Lymphoma Society (LLS) has been on the ground floor of these accomplishments because of research investments made possible by volunteers, like you, who have joined LLS to raise life-saving dollars. Below are a few examples why your fundraising is important now, more than ever:

- In a study published in the *New England Journal of Medicine*, Dr. Carl June and Dr. Stephan Grupp reported that 90 percent of children and adults with **acute lymphoblastic leukemia** achieved complete remission after receiving the investigational immunotherapy called CTL019. LLS has been funding these researchers for the past 22 years, with a total commitment of \$21 million through 2017. Additional fundraising is needed to fulfill this commitment.
- **Acute myeloid leukemia** (AML) is complex and difficult to treat. Fewer than 25 percent of newly diagnosed patients survive beyond five years. Sept. 2013, LLS announced a pioneering three-year collaboration called Beat AML to uncover the genetic mechanisms that cause the disease and move “precision medicine” toward reality for people with AML. LLS still needs to raise \$1 million toward the promise of \$8.3 million for this project.
- LLS and OncoPep have partnered through LLS's Therapy Acceleration Program® to advance an experimental cancer vaccine to treat patients with **smoldering multiple myeloma**. The vaccine, PVX-410, is being designed to target tumor antigens associated with myeloma. LLS has committed to an equity investment of \$690K to support the clinical development of the vaccine. Funding is still needed.

FUNDRAISING STRATEGY WORKSHEET

LETTER WRITING & ONLINE FUNDRAISING CAMPAIGN

A. Letter Writing Campaign

The first part of a successful fundraising strategy is your letter writing campaign. You will find sample letters, donation forms, and tips on your Fundraising Home Page (<http://etools.teamintraining.org/signin>) under the "Fundraising Tools" tab. Remember to turn in your 50 letters by the deadline for free postage!

- How many letters will you send out? _____
- When will you write a rough draft of your letter? _____
- When will you submit a rough draft of your letter to your mentor/TNT Staff? _____
- When will you send out these letters? _____

B. Online Fundraising Campaign

When you registered, a Web site was created for you. This is a wonderful tool! Put your Web site address in your email signature and in your letters. Update your page frequently with your fundraising and training progress. Talk about your Honored Teammate(s)/personal honoree(s), post photos and accomplishments, and challenge your Web site readers and donors to competitions. Be creative! The more people want to read your Web site and stay updated with your progress, the more they will be inspired to donate to your cause.

- When will you personalize your Web site? _____
- When will you send your 1st email? _____
- 2nd update email? _____
- 3rd update email? _____

Below is a formula that will help you anticipate how much you can raise with your letter writing and email fundraising campaign.

<u>Letter AND Email Campaign Plan</u>	<u>Example</u>	<u>Plan</u>	<u>Actual</u>	<u>Example Formula</u>	<u>Expected Revenue</u>
A. Number of people to send letters	100			100x50%x\$59= \$2,950	
<i>Expect 45-55% return on letters, if followed up by email. Average donation: (\$55/average offline, \$64/average online)</i>					
B. Number of people to send emails	100			-----	-----
<i>Email to the same people you have sent letter</i>					
C. Number of <i>additional</i> emails to send to acquaintances (Include Social Networking: Facebook, etc.)	50			50x20%x\$64= \$640	
<i>Expect 20% return on emails if NOT combined with letter-writing campaign</i>					
Grand Total of Letter & Email Campaign				\$3,590	

FUNDRAISING STRATEGY WORKSHEET (cont.)

OTHER FUNDRAISING IDEAS

Matching Gifts

- Great way to double your money!
- Does your company have a matching gift program?
- Did you include this in your letter? If not, include it in a reminder email/postcard.

** Matching gifts are credited to your account when LLS receives a check.

Who do I know that works for a company that has a matching gift program?

Contact	Company	Date to contact by	Anticipated Donation

Corporate Sponsorships

- 1 sponsorship can = \$250, \$500, \$1,000 or more
- Ask your company
- Do you know someone that owns a business?
- What small, local businesses might be interested in supporting you?
- Hand-deliver the sponsorship proposal with a letter. Make sure to follow up!

** It is always good to have an “in” at a company when approaching them for sponsorships.

Who do I know that might help me with a corporate sponsorship?

Contact	Company	Date to contact by	Anticipated Donation

Special Events

- Who is your audience? Create an event based on your audience.
- Incorporate a silent auction into just about any event.
- Sell your services (babysitting, house cleaning, haircuts, do people taxes, etc.)
- Make sure to fill out a DIY Agreement (located on your Fundraising Home Page <http://etools.teamintraining.org/signin> under the “Fundraising Tools” tab) and return to your TNT Staff for approval.

Who do I know that could help me plan a fundraiser?

Event	Contact	Date to contact by	Anticipated Donation

Other

- Does your company have a newsletter or weekly email that you could add a blurb to?
- Do you belong to other groups? Do they have a newsletter, contact list, etc.?

Memory Jogger

Use to develop donor network

Who Is/Are My...

Parents
Grandparents
Brothers
Sisters
Aunts
Uncles
Cousins
Brothers-in-law
Sisters-in-law
Accountant
Fitness instructor
Alterations-Clothing
Ambulance Driver
Antique Dealer
Appraiser
Architect
Attorney
Auctioneer
Auditor
Baby Sitter
Baker
Bartender
Beautician
Bookkeeper
Bus Driver
Butcher
Carpenter
Carpet Cleaner
Caterer
Chiropractor
Dentist
Dietitian
Electrician
Electrolysis
Engineer
Engraver
Exterminator
Financial Planner
Funeral Director
Interior Decorator
Notary
Nurse
Nutritionist
Office cleaner

Optometrist
Painter
Pharmacist
Photographer
Physical therapist
Physician (family)
Dermatologist
OB-GYN
Piano instructor
Plumber
Police officer
Psychologist
Psychotherapist
Publisher
Recruiter
Reporter
Security guard
Veterinarian

Who Sold Me My...

Advertising
Auto
Antiques
AV Equipment
Auto Repairman
Auto Lessons
Awnings
Balloons
Banquet room
Barbecue
Battery
Beer
Bicycle
Bed
Bird food
Blinds
Boat
Boat supplies
Boat storage
Boiler
Books
Boots
Bricks
Brochure
Bridal gown
Burglar alarm
Cabinets
Camera

Camper
Car wash
Carpeting
Cash register
Cat
Cement
Chimney cleaning
Christmas tree
Clothing
Computer
Computer supplies
Computer software
Condominium
Contact lenses
Construction
Copier
Cosmetics
Dog
Drycleaning
Eye glasses
Fax
Fence
Firewood
Flowers
Formalwear
Furniture
Gas
Golf equipment
Horse
Insurance
Investments
Jewelry
Loan
Luggage
Lawn
Limousine
Manicure
Medicine
Mobile telephone
Mortgage
Motorcycle
Muffler
Music
Mutual fund
Newspaper
Office furniture
Oil
Paging
Paint

Paper
Party supplies
Paving
Payroll
Pet supplies
Photography
Piano
Picture framing
Pool
Printing
Quilting materials
Records
Refrigerator
Rentals
Restaurant equipment
Resume
Roofing
Sewing machine
Secretarial services
Septic tank (cleaning)
Sheet metal
Seeds
Shoes
Shoe repair
Shredding machine
Siding
Sign
Skirts
Skin care
Snow removal
Sporting goods
Spring water
Sprinkler system
Sterio
Storage
Store fixtures
Storm windows
Surgical equipment
Television
Tile
Tires
Title
Tools
Towing
Toys
Trailer
Travel
Typesetting

Uniforms
Uniform cleaning
Vacuum cleaner
Video
Voice mail
Vitamins
Waste removal
Wallpaper
Wedding supplies
Weed control
Wight control
Welding
Wine
Windows

I Know People At...

Bingo
Bed & Breakfast
Bowling
Camp
Child Care
Church, Synagoge,
Mosque, Temple, etc.
Chamber of Commerce
Clinic
Construction Site
Delicatessen
Federal Government
Garden Cetner
Golf course
Hardware store
Health club
Hospital
Hotel
Kennel
Library
Museum
Night club
Nursing home
Pharmacy
Post office
Recycling center
Resort
Restaurant
High school
College
Night school

Sight-seeing tours
State government
Super market
Tanning salon
Tennis court
Theater
Thrift shop
Volunteer group
Warehouse
Yacht club

Other People

Bank teller
Groomsmen
Bridesmaids
Checks written to
Children's friends'
parents
Children's teachers
College friends
Congressman or woman
Editor
Farmer
Federal express person
Fire chief
Fisherman
Flight attendant
Fraternity friends
Health club contact
High school friends
Judge
Lifeguard
Mailman
Military friends
Model
Other networks
People from past jobs
People you grew up with
Play bridge with
Play sports with
Sorority friends
Taxi driver
UPS person
Vacation friend
Your next door neighbor

Sample Letter One:



June 1, 2013

Dear Friends and Family,

Call me crazy, but I've committed myself to running a 5K on June 16th a 10K on August 4th and a half marathon (Whoa!) on October 26th. I will complete the "Three Event Series" with a team of people all committed to The Leukemia and Lymphoma Society (LLS). While this will be a challenge for me, *I have a mission-to help find cures and more effective treatments for blood cancers.* Like the other members of TNT, I will be raising funds to help find cures and better treatments for leukemia, lymphoma, Hodgkin's disease and myeloma.

My motivation and commitment to this cause are very personal. I lost my grandfather, Bill Knox to Leukemia when I was a child and more recently lost a very close family friend, Oris Peterson to Lymphoma. I feel lucky to have known them and been a part of their lives. Also, It is with honor and joy that I run for a friend that is a cancer survivor and is celebrating her **20 year cancer free anniversary** this year! Lindsey Smith who had childhood Leukemia now lives her life as a healthy adult. Her happiness and perseverance are contagious, and I will carry that with me!

I'm starting this adventure from the beginning and it will be a huge challenge. I've never even dreamed about doing anything like this before, but when I heard about Team In Training, I couldn't turn it down. So now **I ask you to please make a donation in support of my efforts with Team In Training and help advance the research for cures.** My goal is to raise \$2000. I'm improving the quality of my life by participating and with your support, I can help improve the quality of life for patients and their families as well.

You can donate by visiting: **[insert link to personal fundraising page]** and donating generously to The Leukemia & Lymphoma Society. Every bit counts!

Donations are tax deductible. Thank you for your support and Go Team!

Warm regards,

Karen

The tax id # is: **#13-5644916**

"There is an underappreciated truth about disease: it will harm you even if you never get it. Disease reverberates outward, and if the illness gets big enough it brushes everyone."--N.R.Kleinfield

Sample Letter Two:



January 15, 2014

Hello Friends, Family and Fabulous Supporters

I'm back! Once again this year I am running and raising money as a member of The Leukemia & Lymphoma Society's (LLS) Team In Training. I'm so happy to be back with a great team and a wonderful organization.

Last year I was so excited to have run and completed the Twin Cities Marathon, crossing the finish line was one of the most amazing experiences of my life. So this year I'm doing it again. In May I'll enter enemy territory, and tackle the Green Bay Marathon.

My fundraising goal for this season is \$3000. I'm pushing to go higher than ever before because this year the fundraising has become more personal. Last month Millie, a girl in Harrison's class and a former friend from Church, was diagnosed with Leukemia. It was very sudden, one day she was going to school like every other 2nd grader, and the next week she had to celebrate her 8th birthday in the ICU.

Unlike other types of cancer blood cancers like leukemia can't be "caught early" the way other cancers can be. Millie is why I run, and I know that with LLS 78% of every dollar donated will go directly back to patients like Millie in the form of financial aid, or to education and research to find a cure. In fact in 2012 alone LLS invested \$70 million in cutting edge research.

I would love to have your support this year with my fundraising, no amount is too small (or too big)! Please support me and patients like Millie by giving online at: **[insert link to personal fundraising page]** or write a check made out to LLS and send it to me in the envelope provided. When you make your gift please take a few minutes to check with your employer's HR department to see if they'll match it.

Thank you so much for all your support,

Jessica Olson

Sample Social Media Posts:

Don't forget to personalize the posts!

Team In Training

Help me save lives! I'm training for an endurance event with Team In Training, and I need your help to cross the finish line. Please support my efforts to help find a cure for blood cancers by visiting my website **[insert link to personal fundraising page]**.

Who will be the first to donate to help me beat blood cancers! Visit my donation page now: **[insert link to personal fundraising page]**

How long does it take to run 13.1 miles? I'm going to find out: **[insert link to personal fundraising page]**

Don't just stand for something – ride/run/walk/ski/tri for it!" [Join me and Team In Training in the fight to find a cure for blood cancers!](#)

"Why LLS?" Facts and Figures

LLS exists to find cures and ensure access to the best available treatments for all blood cancer patients.

For more than 60 years, LLS has invested nearly \$1 billion to advance cancer therapies and save lives.

Almost half of new cancer therapies approved by the FDA between 2000 and 2014 were first approved for blood cancer patients.

LLS has helped advance laws in almost half the states to ensure coverage and payment parity for cancer medications, regardless of how or where administered.

Hodgkin lymphoma survival rates more than doubled, to 87% since the 1960s.

LLS partners with academic centers and biotechnology companies to get new treatments to more patients, faster.

LLS advocates for state and federal legislation to ensure patients have access to quality, affordable and coordinated care.

LLS collaborations brought programs to 23,153 patients from underrepresented areas across North America.

In 2014, LLS invested in \$79.8 million in research which included funding for 106 new grants to researchers in academic institutions

LLS is the leading source of free blood cancer information education and patient support. We have one goal: a world without blood cancers.
