

**Blood Cancer  
United**  
Student Visionaries  
of the Year

# Team Member Handbook

Atlanta Campaign



## Overview:

Student Visionaries of the Year is a philanthropic leadership development program through which highly motivated, high-school leaders embark on a journey of professional growth, while working to raise as much as possible for the Blood Cancer United mission. These tenacious young changemakers fundraise for Blood Cancer United in honor of blood cancer survivors. Titles of Student Visionaries of the Year are awarded to the candidate teams who raise the most funds in their community during the 7-week competition.

## HOW YOU WILL STAND OUT!

PROJECT MANAGEMENT

BUSINESS PLANNING

PRESENTATION SKILLS

COMMUNICATIONS

MARKETING

ENTREPRENEURSHIP

“ Participating in the Student Visionaries of the Year campaign taught me valuable leadership skills and about the importance of teamwork. It also enhanced my communication skills. Success in pitching to companies and conducting individual online outreach taught me to be more confident and assertive in professional settings. ”

-Piper Downing  
Former Team Member

## Important Dates

### Fundraising Workshop

Saturday, 11/8/25  
10:00 AM  
Atlanta Tech Village, Buckhead

### Campaign Kickoff Celebration

Monday, 1/12/26  
6:00 PM  
Location TBA

### Grand Finale

Saturday, 2/28/26  
6:00 PM  
Coca-Cola Roxy

## 2026 Campaign Dates

Fundraising workshop	November 8 <sup>th</sup>
Finalized letter & mailing list deadline	December 5 <sup>th</sup>
Campaign Kickoff	January 12 <sup>th</sup>
Charitybuzz forms due	January 19 <sup>th</sup>
Program book tribute deadline	February 13 <sup>th</sup>
5K Club deadline	February 13 <sup>th</sup>
Grand Finale RSVP deadline	February 20 <sup>th</sup>
Matching gifts deadline	February 25 <sup>th</sup>
Online fundraising deadline	February 28 <sup>th</sup>
Last chance to donate online	February 28 <sup>th</sup> (3pm)
Grand Finale celebration	February 28 <sup>th</sup>

## Your staff partners

**Joelle Kluck, Student Visionaries Director**

**Sarah Galbraith, Student Visionaries Manager**

**Mira Patel, Student Visionaries Manager**

**Reid Smith, Student Visionaries Manager**

**Sofia Gonzalo, Student Visionaries Specialist**

**Bryan Landry, Georgia-South Carolina Executive Director**

# Remembering our why...

## The mission

Blood Cancer United's mission:  
To cure blood cancer and  
improve the quality of life of all  
patients and their families.

### Research

We have invested more than  
**\$1.8 billion**  
in the most pioneering science  
worldwide since 1949.

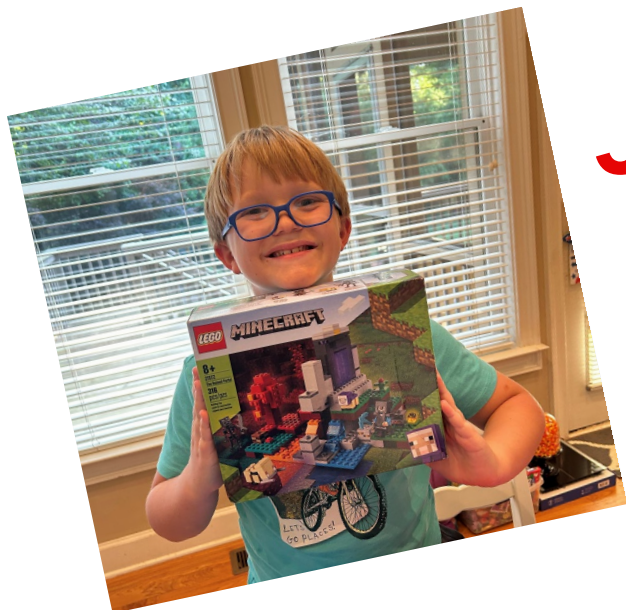
### Patient support

We are the leading source of  
**free**  
education and support for blood  
cancer patients and their families.

### Advocacy

We drive  
**policy changes**  
that accelerate new cancer treatments  
and break down barriers to care.

## Our 2025 Honored Hero

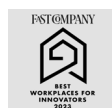


## James Budd Jr.

### Acute Lymphoblastic Leukemia

James, our 2025 local Honored Hero, was diagnosed with ALL when he was three years old. During his first year of treatment, he spent almost 100 nights in the hospital. James finished active treatment in 2021 but continues to receive maintenance treatment. He loves swimming, building Legos, and Harry Potter, and he just started the sixth grade!

## Charity rankings



onecause®

# How to make an impact as a team member

## 1. Create a fundraising goal and plan to achieve

All team members are expected to raise \$5,000. Achieve the \$5K Club through your fundraising efforts. Blood Cancer United Staff is here to help!

## 2. Personalize your webpage & send fundraising letters & weekly emails

What's YOUR why? Use words and photos to share to create letters and emails. Tell everyone about why you support Blood Cancer United. Your supporters will donate directly to your fundraising page page. (Sample emails and templates will be provided!)

## 3. Attend Team Meetings

Attend at least one team meeting with a Blood Cancer United Staff member (**peer team members must have one parent/guardian present and participating**).

## 4. Go on sponsorship and personal ask meetings

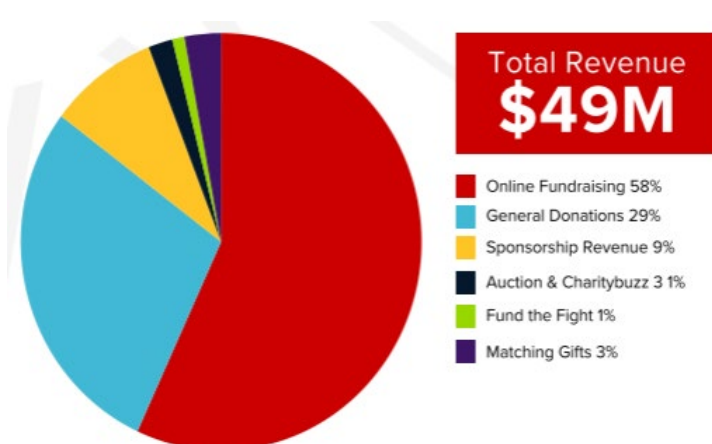
Meet with business leaders and philanthropists to get presentation experience and to pitch your campaign. You can go on meetings immediately after you sign on to a team ! **Note:** Sponsorships range from **\$15,000** to **\$100,000** and companies receive great marketing benefits and exposure by partnering with Blood Cancer United!

## 4. Ready, set, FUNDRAISE!

Share your fundraising URL in emails, letters and social media to your friends and family. Communicate your goal, shout out your donors and keep your contacts updated on your progress.

**IMPORANT:** Planning starts now, you can make corporate sponsorship asks and collect dollars before kickoff. Please note that personal donations and asks (even if a large donation) cannot be collected before Kickoff.

## WHERE DONATIONS COME FROM



**87%**  
of all money raised comes  
from letters, emails and  
personal asks!

**PRO TIP:** The #1 reason someone donates is because they are asked! Be prepared to ask and follow-up throughout the campaign.

# Securing corporate sponsorships

Corporate Partners are companies or foundations\* that use a dedicated budget to sponsor a program, campaign, or event. In turn they receive benefits and a unique experience that can bring their brand to life.

## Build your list & research

- Partner with your parents/guardians to brainstorm a list of potential companies and/or foundations
- Identify who has the potential to make a large donation
- Identify who you know the best and research why they may want to partner with Blood Cancer United.
- Talk with your candidate team about setting up a meeting

## Build your pitch

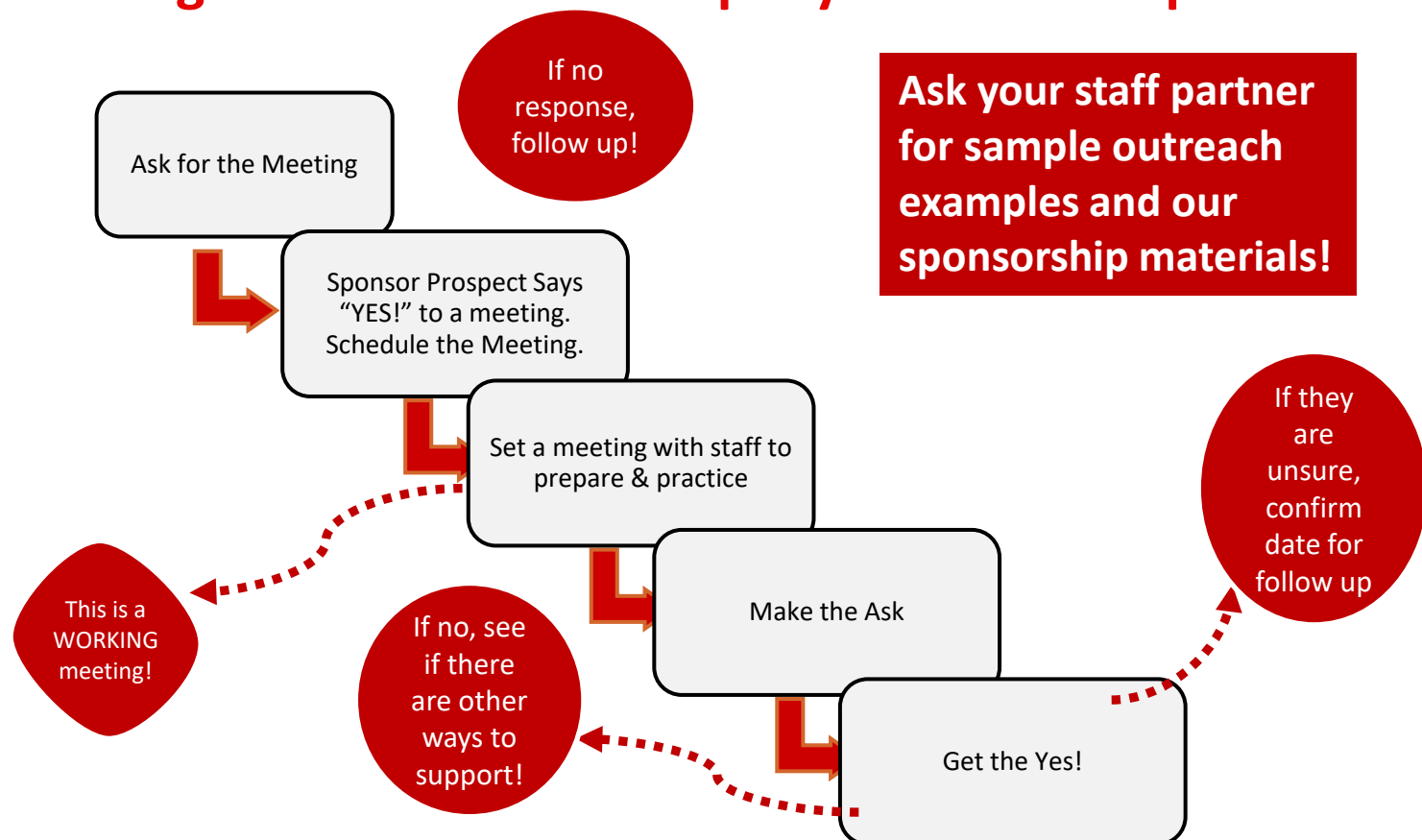
- Work on your presentation with your candidate team and Student Visionaries staff partner.
- Determine and explain why they should support your campaign.
- Think about how their mission might have similarities to ours.
- Include your business plan for achieving your goals!
- Practice, practice, practice!

## Make the ask

- Confirm the meeting date, time, and location
- Ensure your Student Visionaries Staff partner can join.
- Be prepared and confident with your ask amount!
- Ask Big!
- Identify next steps.

*\*a foundation is an independent entity set up solely for charitable purposes. Many companies have a foundation designed for giving and some families have their own family foundation.*

## Making the ask. How a company becomes a sponsor



# Next steps to get you ready for campaign kickoff

Complete the actions below before campaign kickoff. Schedule a meeting with Blood Cancer United staff to create a personal fundraising plan.

Area of focus	Steps to take	Why now?	When?
<b>Team Meetings</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Attend at least 1 meeting (if student: with your parent/guardian)</li> <li><input type="checkbox"/> Come with ideas and names of individuals, companies, or organizations you want to</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Take the lead on creating your donor list or contacting potential sponsors for meetings. You'll be glad you started early!</li> </ul>	<b>Candidates will schedule</b>
<b>Corporate Involvement</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Make at least 2 meeting requests to people you/your family personally know</li> <li><input type="checkbox"/> Complete at least 1 ask</li> <li><input type="checkbox"/> Continue to grow your potential sponsorship list</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Start NOW! You can secure commitments from companies before the 7-weeks begins. Imagine going into the campaign with \$10K, \$20K, \$50K in sponsorship impact!</li> </ul>	<b>3 weeks after sign on</b>
<b>Letter &amp; Emails</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create contact list (goal to get to at least 50 contacts)</li> <li><input type="checkbox"/> Share contact list and finalized letter with Blood Cancer United Staff for review</li> <li><input type="checkbox"/> Begin writing your weekly emails to send during the 7 weeks</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> If you don't ask, the answer is always no – engage EVERYONE you know by continuing to grow your contact list.</li> <li><input type="checkbox"/> Follow up is key! Get ahead and write your emails to send during the 7-week campaign.</li> </ul>	<b>1 month before Kickoff (Letters due 12/5/25)</b>
<b>Personal Asks</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Reach out to secure meetings with everyone on your personal ask list</li> <li><input type="checkbox"/> Complete at least 4 asks</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Take advantage of this pre-campaign time to individually meet with those who have the capacity to give a larger gift.</li> </ul>	<b>3 weeks after sign on</b>
<b>Fundraising Webpage</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Personalize your fundraising webpage. Use words and photos to share why you support Blood Cancer United.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Personalizing your webpage is the first step in achieving Team Member Hall of Fame!</li> <li><input type="checkbox"/> Once the campaign kicks off, your supporters can donate directly to your page.</li> </ul>	<b>1 month before Kickoff</b>

# Fundraising Rewards & Recognition

## Team Member Hall of Fame

### The challenge

- ☐ Personalize your fundraising page
- ☐ Send email blast with a link to your personal fundraising page prior to Kickoff celebration to at least 50 contacts and copy Blood Cancer United staff
- ☐ Have a 1:1 Goal Planning Meeting with staff
- ☐ Create a contact list of at least 50 people to send a letter to

### The reward

- ☐ Recognition at Kickoff
- ☐ Entered into a drawing to win two (2) additional tickets to Grand Finale

## Week 1 fundraising incentive

### The challenge

- ☐ Be one of the first 10 team members across the entire campaign to raise \$250 on your personal fundraising page within the first 7 days of the campaign

### The reward

- ☐ Receive a \$50 Gift Card

## \$5K Club

### The challenge

- ☐ Fundraise \$5,000 through your personal fundraising page

### The reward

- ☐ Two (2) invitations to Grand Finale\* ***Note:** must be used for participant and parent/guardian.*
- ☐ 5K Club Grand Finale Recognition
- ☐ 5K Club pin
- ☐ Recognition in local social media and Tribute Journal
- ☐ Receive up to 50 service hours

## \$10K Club

### The challenge

- ☐ Fundraise \$10,000 through your personal fundraising page

### The reward

- ☐ Three (3) invitations to Grand Finale\* ***Note:** must be used for participant and parent/guardian.*
- ☐ Grand Finale Recognition
- ☐ Recognition in local social media and Tribute Journal

## Team Member of the Year

### The challenge

- ☐ Make the biggest impact and raise the most funds across all fundraising team members
- ☐ One team member will be awarded NATIONALLY

### The reward

Receive a special award and recognition at the Grand Finale\*

*Individuals who raise or donate \$50,000+ are eligible to link their name with a cutting-edge LLS-funded mission impact portfolio. For more information, [click here](#).*

**\*\*Funds must be raised by the Incentive Deadline of 2/16/26 to earn invitation(s) to and be recognized at Grand Finale.**

# Brainstorming notes page

Who do you want to ask to support you? Grab a pen and start writing!

## 5 relatives

- 1
- 2
- 3
- 4
- 5

## 5 friends

- 1
- 2
- 3
- 4
- 5

## 5 neighbors

- 1
- 2
- 3
- 4
- 5

## 5 Faith and/or social group contacts

- 1
- 2
- 3
- 4
- 5

## 5 people in their 20-30's

- 1
- 2
- 3
- 4
- 5

## 5 people from different towns/states/countries

- 1
- 2
- 3
- 4
- 5

## 5 of your parents'/guardians' friends

- 1
- 2
- 3
- 4
- 5

## 5 people you or your parents/guardians do business with (*bank, stores, salon, etc.*)

- 1
- 2
- 3
- 4
- 5

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**Thank you!**

