

*If you have questions,
please contact
Suzanne Hamilton at
suzanne.hamilton@lls.org*

TEAM MEMBER HANDBOOK

2025
ATLANTA
CAMPAIGN



**STUDENT
VISIONARIES
OF THE YEAR™**



THE LEUKEMIA & LYMPHOMA SOCIETY (LLS)

The LLS Mission:

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



WE'VE INVESTED MORE THAN

\$1.7B

IN GROUND-BREAKING, LIFE-SAVING RESEARCH IN THE LAST 70+ YEARS

WE PROVIDE

FREE

EDUCATIONAL RESOURCES, PROGRAMS & SUPPORT SERVICES FOR PATIENTS & THEIR FAMILIES

OUR NETWORK OF OVER

30,000

ACTIVE ONLINE VOLUNTEER ADVOCATES FIGHT FOR LAWS THAT GRANT EQUAL ACCESS TO TREATMENTS & CARE

THE NEED



Every **3 minutes** someone in the US is diagnosed with a blood cancer.



Leukemia is the **#1 most diagnosed** form of childhood cancer.



More than **1.5M people** are either living with or in remission from a blood cancer.

THE IMPACT



Since the 1960s, five-year survival rates for blood cancers have increased by **2x**, **3x** and even **4x**.



LLS' **Dare to Dream Project** supports global, collaborative research & treatments specifically for children's blood cancers.



LLS has helped fund **over 70%** of FDA-approved blood cancer treatments since 2016.

What is a Visionary?

They look to the future—
and see infinite possibility.
They challenge the status quo—
and make the impossible possible.
They boldly imagine a better world –
and lead the charge to create it.

WHAT IS STUDENT VISIONARIES OF THE YEAR?

- Philanthropic **leadership development** program
- 7-Week **fundraising challenge** for the LLS Mission
- Students align their campaign with a chosen **LLS mission pillar**
- Student(s) raising the most money are awarded the '**Student Visionaries of the Year**' title

At LLS, we are proud to honor our candidates for being what we need most...

Visionaries



We are proud that Student Visionaries of the Year has ranked #9 on the 2023 U.S. Top 30 list of peer-to-peer fundraising programs as published by the Peer-to-Peer Professional Forum.



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™



The Leukemia & Lymphoma Society

OUR MISSION:

The mission of The Leukemia & Lymphoma Society (LLS) is: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

THREE PILLARS OF OUR MISSION



Research

We have invested more than \$1.6 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 families.



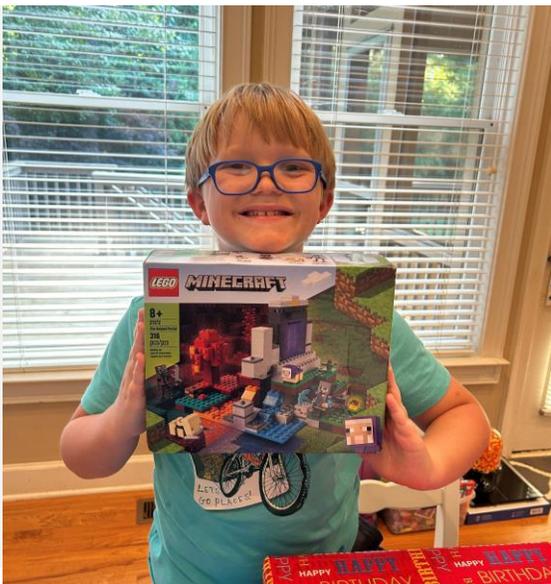
Advocacy

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

Our Honored Hero

As a Student Visionaries of the Year team member, you will be raising funds to celebrate James, our Honored Hero. Honored Heroes are local blood cancer survivors.

MEET OUR LOCAL HONORED HERO



James, 10

High-Risk Acute Lymphoblastic Leukemia

James was diagnosed with Acute Lymphoblastic Leukemia 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, and he had his first official Survivor's Clinic visit in 2024! Today, he is in the fifth grade and loves swimming, Harry Potter, and mac 'n cheese!



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™

How to Make an Impact as a Team Member!

1 Register as a campaign team member

Visit <https://www.llsstudentvisionaries.org/join-a-team> to register and create your personal fundraising webpage, once on this page search for the Candidate whose team you are joining, then select "Join Your Team" on the right side of the Candidate fundraising page under "Get Involved" and follow the prompts.

PRO TIP: Watch for sample emails and text messages from the LLS Team to help along the way!

2 Participate in your Team Meeting

Connect with your team and LLS staff to build your plan for success.

3 Personalize your fundraising letter, email and webpage**!

What's YOUR why? Use words and photos to share why you support LLS. Your supporters will donate directly to your page. **Note:** Fundraising pages will be available no later than one month prior to Kickoff.

4 Ready, set, FUNDRAISE!

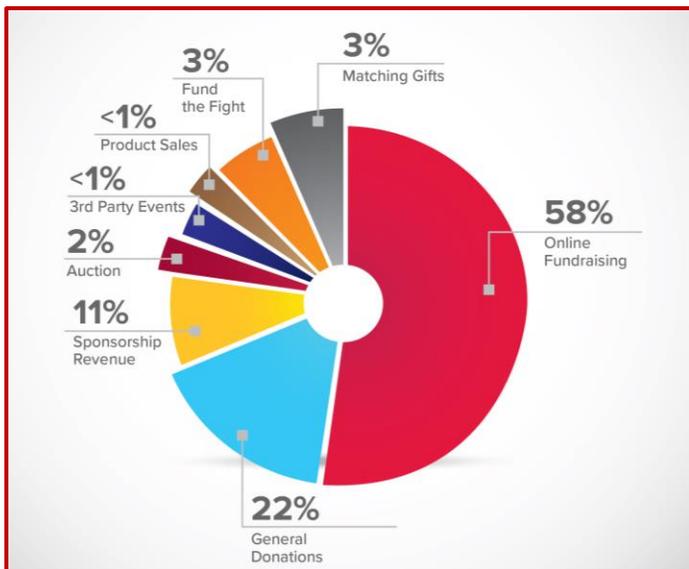
Share your fundraising URL in emails, letters and social media to your friends and family. Explore corporate sponsorship opportunities with your personal connections and work with your candidate team to make asks. **Note:** Sponsorships range from \$15,000 to \$100,000 and companies receive great marketing benefits and exposure by partnering with LLS!

5 Aim High!

Achieve the \$5K Club through your fundraising efforts. LLS staff are here to help!

PRO TIP: Planning can start now, you can make "asks," but dollars cannot be collected until Kickoff! Remember that funds, including those from sponsorships, cannot be collected before Kickoff.

WHERE DONATIONS COME FROM



80% of all money raised comes from online fundraising and general donations (i.e. checks or cash gifts).

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

Student Visionaries of the Year

OVERVIEW

Visionaries look to the future—and see infinite possibility. They challenge the status quo—and make the impossible possible. They boldly imagine a better world—and lead the charge to create it.

The Leukemia & Lymphoma Society (LLS) was built on that same vision -of a better world -one without blood cancers.

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 LLS mission. These tenacious young changemakers fundraise for LLS 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.

COLLEGE APPLICATION & RESUME ENHANCEMENTS

Through this campaign, candidates and team members foster professional skills like:

MARKETING

PROJECT
MANAGEMENT

COMMUNICATIONS

FINANCIAL
LITERACY

PRESENTATION
SKILLS

ENTREPRENEURSHI
P

\\ This campaign has taught us to be strong leaders, effective motivators, and most of all, good people. For at the end of the day we all seek one mission: to beat cancer once and for all.//

- Former Team Member

IMPORTANT DATES

Fundraising Workshop

Saturday, November 2nd, 2024
10 AM – 12:30 PM
Atlanta Tech Village
(Buckhead)

Campaign Kickoff Celebration

Monday, January 6th, 2025
6:00 PM
Zoom

Grand Finale

Saturday, February 22nd, 2025
6:00 PM
The Coca-Cola Roxy



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™

Fundraising Rewards &

TEAM MEMBER HALL OF FAME

THE CHALLENGE

- Complete at least one Goal Planning Meeting with LLS Staff
- Send email blast with a link to your personal fundraising page prior to Kickoff celebration to at least 50 contacts and copy LLS staff

THE REWARD

- Recognition at Kickoff, Grand Finale, Program Book, and local social media
- Entered into a drawing to win two additional tickets to Grand Finale

WEEK 1 FUNDRAISING INCENTIVE

THE CHALLENGE

- Be one of the first 10 team members 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 during the 7-week campaign

THE REWARD

- 1 invitation to Grand Finale*
- Recognition at Grand Finale, in program book, and on social media
- Up to 50 community service hours
- Letter of Recommendation from LLS

\$10K

THE CHALLENGE

- Fundraise \$10,000 through your personal fundraising page during the 7-week campaign

THE REWARD

- 2 invitations to Grand Finale and recognition*
- Up to 50 community service hours
- Recognition in local social media and Tribute Journal
- Letter of Recommendation from LLS

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 February 6th, 2025 to earn invitation(s) and to be recognized at Grand Finale.**

**Grand Finale benefits subject to modification to ensure safety of participants, including patients & survivors.*



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™

Road To Kickoff: Actions For

Success actions below before campaign kickoff and lead your team to incredible success! Schedule a meeting with LLS staff to create a personal fundraising plan - we're here to help!

AREA OF FOCUS	STEPS TO TAKE	WHY NOW?	COMPLETE
Team Meetings	<ul style="list-style-type: none"> <input type="checkbox"/> Your team will meet at least once with LLS staff prior to Kickoff to discuss all of your amazing fundraising ideas! <input type="checkbox"/> Make sure to not only join these meetings but speak up! Ask questions and share your ideas! 	<ul style="list-style-type: none"> <input type="checkbox"/> Teamwork makes the dream work! Help your team turn ideas into action by taking the lead on creating your donor list or contacting a potential sponsor for a meeting. You'll be glad you started early! 	Goal: Attend at least 1 meeting
Corporate Involvement	<ul style="list-style-type: none"> <input type="checkbox"/> Make at least 2 meeting requests <input type="checkbox"/> Complete at least 1 ask <input type="checkbox"/> Continue to grow your potential sponsorship list - brainstorming at least 20 companies and share with your candidate 	<ul style="list-style-type: none"> <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! 	Goal: 2 weeks after team meeting
Letter/Email	<ul style="list-style-type: none"> <input type="checkbox"/> Create contact list (goal to get to at least 50 contacts) <input type="checkbox"/> Share contact list and finalized letter with LLS Staff for review <input type="checkbox"/> Begin writing your weekly emails to send during the 7 weeks 	<ul style="list-style-type: none"> <input type="checkbox"/> If you don't ask, the answer is always no – so engage EVERYONE you know by continuing to grow your contact list. <input type="checkbox"/> Follow up is key! Get ahead and write your emails to send during the 7-week campaign. 	Goal: 1 month before Kickoff
Personal Asks	<ul style="list-style-type: none"> <input type="checkbox"/> Reach out to secure meetings with everyone on your personal ask list <input type="checkbox"/> Complete at least 4 asks 	<ul style="list-style-type: none"> <input type="checkbox"/> Maximize your impact by taking advantage of this pre-campaign time to individually meet with those who have the capacity to give a larger gift. 	Goal: 1 month before Kickoff
Fundraising Webpage**	<ul style="list-style-type: none"> <input type="checkbox"/> Personalize your fundraising webpage. Use words and photos to share why you support LLS. <input type="checkbox"/> <i>**Fundraising pages will be available no later than one month prior to Kickoff.</i> 	<ul style="list-style-type: none"> <input type="checkbox"/> Personalizing your webpage is the first step in achieving Team Member Hall of Fame! <input type="checkbox"/> Once the campaign kicks off, your supporters can donate directly to your page. 	Goal: 1 month before Kickoff