

ATLANTA
CAMPAIGN

2026

CANDIDATE HANDBOOK



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™



2025 Campaign Dates

Campaign Overview and CACT Call	Wednesday, 10/15/25	7PM; Candidates and Parents Only
Parent Information Call	Wednesday, 11/5/25	7PM; Candidate Parents Only
Campaign Workshop	Saturday, 11/8/25	10AM; Candidates, Parents, & Team Members
Letters and Trackers Call	Wednesday, 11/12/25	7PM; Candidates, Parents, & Team Members
Candidate Letters & Contact Trackers Due	Monday, 12/1/25	5PM
Team Member Letters & Contact Trackers Due	Friday, 12/5/25	5PM
Auction and Fund the Fight Overview Call	Wednesday, 12/10/25	7PM; Candidates and Parents Only
Email Fundraising and Countdown to Kickoff Call	Wednesday, 1/7/26	7PM; Candidates and Parents Only
2026 SVOY Atlanta Kickoff!	Monday, 1/12/26	Candidates and Parents In-Person
Charitybuzz Forms Due	Monday, 1/19/26	5PM
What to Expect at Grand Finale Call	Monday, 1/19/26	7PM; Candidates and Parents Only
Auction Items, Program Ads, and Printed Benefits Deadline	Friday, 2/13/26	5PM
Deadline to Earn Grand Finale Tickets	Monday, 2/16/26	5PM
Guest Lists and Mission Award Applications Due	Friday, 2/10/26	5PM
Matching Gifts and Mobile Check Uploads Deadline	Wednesday, 2/25/26	5PM
Last Chance to Donate Online	Saturday, 2/28/26	3PM
Candidate Arrival at Grand Finale	Saturday, 2/28/26	4:30PM
2026 SVOY Atlanta Grand Finale!	Saturday, 2/28/26	6PM

Your Staff Partners

Joelle Kluck, Student Visionaries Director

Mira Patel, Student Visionaries Manager

Sarah Galbraith, Student Visionaries Manager

Reid Smith, Student Visionaries Manager

Sofia Gonzalo, Student Visionaries Specialist



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Parent/Guardian Checklist

Help Your Candidate Achieve Their Personal Best

Your LLS staff member is your partner! We are invested in your child and their goals. Through our partnership and communication, we can ensure that your child, their team, and your family has an incredible experience. Below are the key ways you can support your candidate across five core campaign areas:

Team Development

- ☐ Strategize a list of potential team members with your child
- ☐ Help your child identify adult team members
- ☐ Reach out to parents of youth team members to educate them on what's expected and invite them to a team meeting
- ☐ Touch base with parents of your team members leading up to and during the campaign
- ☐ Partner with adult team members

Letters/Emails

- ☐ Share your contact list (personal, professional, social media) for your child's letters and emails
- ☐ Notify key contacts that your child will be reaching out to for support on their campaign
- ☐ Follow up with key contacts that your child isn't hearing back from (after doing the follow up themselves)

Personal Asks

- ☐ Work with your child to identify individuals in your network who have the ability to give \$500+
- ☐ Practice asks with your child (have their first ask be to you!)
- ☐ Open doors to sponsorship/personal ask opportunities
- ☐ Help guide their research on the companies and individuals

Grand Finale

- ☐ Work with your child to identify and invite Grand Finale guests that will support during the "Last Chance to Give" portion of the night

Overall Campaign

- ☐ Attend meetings
- ☐ Attend 1:1 calls with LLS Staff
- ☐ Monitor LLS Communication



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Candidate Hall of Fame

Requirements

- ☐ **GOAL PLANNING** - Hold a minimum of (2) Goal Planning Meetings with LLS Staff & Parents (1 parent per candidate).
- ☐ **TEAM MEMBERS** - Register at least (10) multigenerational fundraising team members and conduct your first Team Meeting with candidate parents, team members (+ peer team member parents) & LLS staff in attendance.
- ☐ **THE BIG ASK** - Hold at least (1) sponsorship/personal ask meeting.
- ☐ **CONTACT LIST** - Working with your parents create an extensive contact list with everyone you know and as much contact info as possible (minimum 50 contacts).
- ☐ **EMAILS & LETTERS**
 - ☐ As a team send a minimum of **300** kick off letters.
 - ☐ Personally send email blast with a link to your personal fundraising page to at least **100** people by 4PM on kick off day. Must Copy LLS Staff.

Rewards

- ✓ Team earns **2** tickets to Grand Finale (3 tickets for teams of 3)
- ✓ Earn **\$\$\$** towards your Student Visionaries of the Year campaign.
- ✓ LLS will mail and post up to **500** letters per team (letter and list due to LLS by **12/1/25**)

Recognition

Receive special recognition throughout your campaign.

Requirements must be fulfilled before 1/12/2026



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Building Your Campaign Team

Team Member Qualities

The best team members aren't always your best friends. Select your team members wisely as you will rely heavily on them for the success of your campaign. **Consult your parents when building your team.**

HARDWORKING

PASSIONATE

MOTIVATED

ORGANIZED

RELIABLE

HAVE A DIFFERENT NETWORK THAN YOU

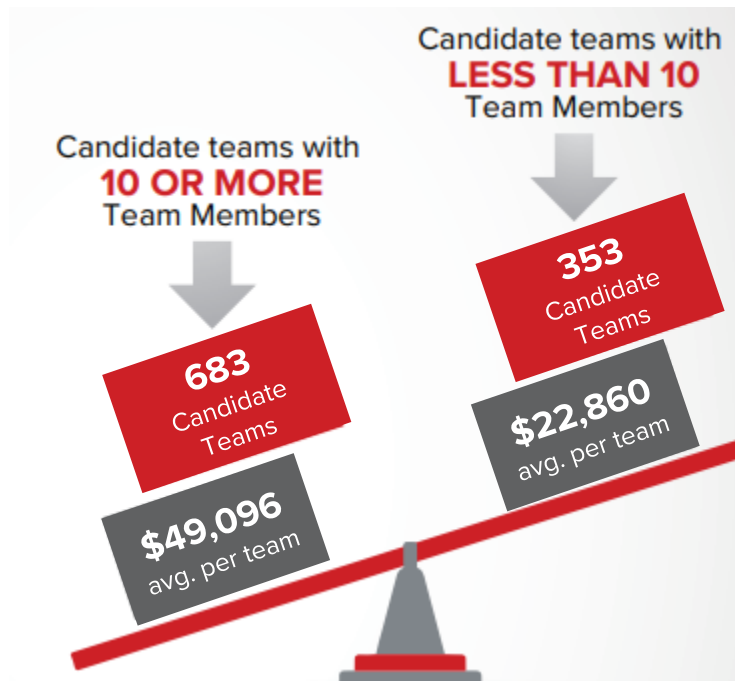
When selecting a Team Member, ask yourself...

- ☐ Will they fundraise?
- ☐ Would I choose them to do a school project with for a grade?
- ☐ Are they reliable and responsible?
- ☐ Will their parents support them and our team? (if member is a student)

The answer should be **YES** to all!

Making the Ask

- ☐ Share what you are doing (fundraising in the Student Visionaries of the Year Campaign).
- ☐ Share why you are doing it.
- ☐ I'm building a team to reach my goal of \$_____.
- ☐ You are [insert 2-3 qualities] and one of the first people I thought of!
- ☐ Would you consider learning more and help me defeat blood cancer by joining my team?



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Managing Your Campaign Team

Being a Great Leader

- ☐ **LISTEN:** Be open to your team members' ideas. Assign roles based off what they like.
- ☐ **BE CLEAR:** Provide clear expectations for your team members and their parents (if peer team member)
- ☐ **ASSIGN DEADLINES:** Create a timeline and assign clear deadlines for tasks.
- ☐ **COMMUNICATION:** Develop a weekly communication plan, talk to team members on the phone or in person, create group chats for students and parents, Include a plan for youth team members parents.
- ☐ **MAKE IT FUN!**

How can My Team Help?

View your team like a sports team, candidates are the captains. You want to recruit and manage team members who will work just as hard, fundraising along side you as everyone works towards the collective team goal.



Team
Member
Expectations

- ✓ Set a personal fundraising goal
- ✓ Partner with parent/guardian to create an extensive contact list of 50+ people
- ✓ Attend a full team meeting with LLS staff + parent/guardian
- ✓ Present to people you know for corporate support
- ✓ Send kick off letters & weekly emails
- ✓ Participate in campaign incentives



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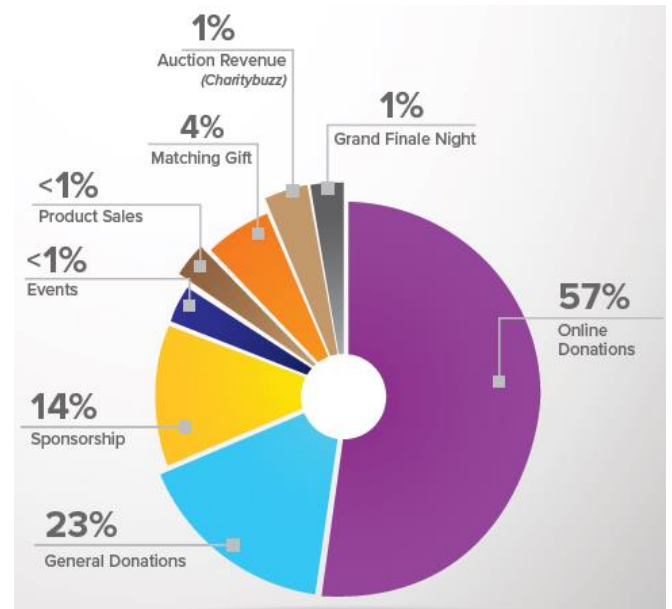
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Ways to Fundraise

Online Fundraising

The Leukemia & Lymphoma Society (LLS) provides a personal online fundraising page for you and each of your team members that makes it easy for your supporters to give directly to your campaign.

All donations received through this site are tax deductible and donors receive an automatic receipt.



This valuable tool allows you to:

- ☐ Easily track and manage your donors and donations.
- ☐ Have secure way for donors to make credit card donations.
- ☐ Scan checks to directly to your account from your smart phone.
- ☐ Track your team's progress towards fundraising goals.
- ☐ Ability to update fundraising page from a mobile device.

Keys to Success:

- ☐ If you don't ask, the answer is always no
- ☐ Follow up until you receive a donation or a "no"
 - ☐ No response is not a "no"
 - ☐ Provide other ways to support if they cannot support financially right now

CAMPAIGN
LETTER

EMAIL
SIGNATURE

SAVE THE
DONATION
(HOLIDAY
CARD)

WEEKLY
EMAILS

SOCIAL
MEDIA

ON AVERAGE IT TAKES

6

ASKS TO RECEIVE
A DONATION



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Ways to Fundraise

Email & Letter Writing

Emails & letters are a highly effective and efficient fundraising method! As part of achieving Hall of Fame, LLS will print, stuff, and mail up to **500** letters on behalf of co-candidates. Take advantage of this! You'll find letter examples in your Student Visionaries of the Year online resource.

Email & Letter Checklist

- ☐ **Share your WHY!** Connect people with your passion—**MAKE IT PERSONAL.** Share facts about LLS and **your reasons** for supporting the cause.
- ☐ On mailing envelopes and in your letter, use **your name and address** instead of LLS's. This ensures your letter will be opened, and that checks (which should still be made out to LLS) are sent directly to you from donors.
- ☐ Share your **fundraising goal**- show that you're doing something big and need their help in a big way! **Set a deadline for donations.**
- ☐ Tell your recipient that their gift is **fully tax deductible.**
- ☐ **Provide your URL or QR Code for online donations.**
- ☐ **You should send MULTIPLE emails for a variety of reasons** 1) a **save-the-date email** to announce your candidacy, 2) a **personal ask email** with all the above information, 3) a **follow-up email** that includes facts about your fundraising, and 4) other follow-up emails to share updates, your campaign progress, upcoming events, and more! Be sure to look at email examples provided by LLS staff.

REMINDER: Your donors are investing in LLS, but they are also supporting **YOU** and your campaign. They will want to stay updated on your progress and success!



Ways to Fundraise

Personal Asks

A personal ask is simply an ask for a donation done by sending letters, emails, over the phone, or in person. You will follow up using a combination of ways.

Personal asks **make up 80% of all donations**. **Make your message honest and compelling**. Explain what you are doing, why you are doing it, what you hope to accomplish and why LLS is worthy of the donor's support. Include the **deadline** when funds must be received and how they can donate.

- ☐ Plan ahead - collect phone numbers, email and mailing addresses **WELL BEFORE** the campaign kicks off.
- ☐ Set up a meeting and personally ask your parents/family for support first.

Making Personal Asks

As you are going through your list of contacts, **highlight those people that have the capacity to give a larger gift**. Set up a time to **meet each potential larger donor** to talk about the campaign, brainstorm ways to get involved and ask for a donation. Practice what you're going to say, and role play with LLS staff or friends to get comfortable with asking.

Phone Calls

Personal phone calls can be extremely impactful.

- ☐ Set a goal of 10 calls per week
- ☐ Keep a master list of all contacts
- ☐ Don't be afraid to make a call!



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Ways to Fundraise

Tips & Tricks

FOR IN-PERSON / VIRTUAL / PHONE ASKS

- ☐ Be sure to **TAILOR / CUSTOMIZE the message** to the person you're speaking with.
- ☐ **Connect them with your personal mission** and communicate your **WHY**.
- ☐ **SMILE** before you dial and during your conversation – it shows in your voice!
- ☐ Be **upbeat** and **enthusiastic** - people respond to your **ENERGY**. Get them pumped about your goal!
- ☐ **ROLE PLAY!** Do a role play with other members of your team or your parents.
- ☐ **GO FOR IT!** Don't be wishy-washy! Ask for what you want!
- ☐ Convey that you're reaching out to them because you know **they care**.
- ☐ **Make it FUN!** Get your team together for a “phone call” pizza party. The idea is that everyone has their cell phones and starts running through the call lists to make the follow up calls. Consider making it a friendly competition and incentivize your team for who can secure the most donations during the party!

Practice

You have **15 seconds** to deliver your ‘elevator speech’ to your donor. What is your opening line to grab their attention?



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Ways to Fundraise

CORPORATE PARTNERSHIPS

Steps for building your pitch:

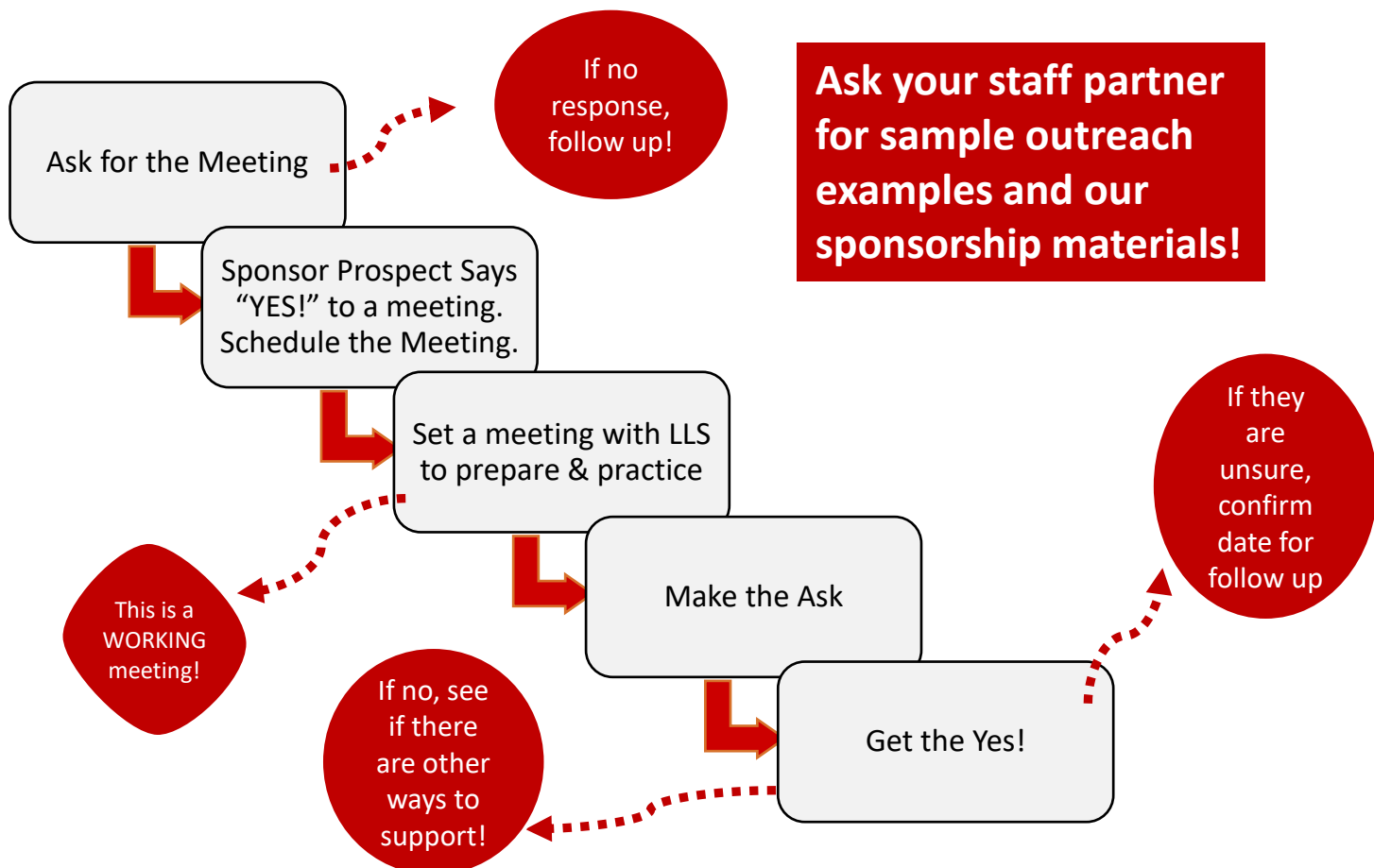
Who: Research the company or Foundation* and the person you're meeting with. What do you want to know going into the meeting?

Why: Why should they support your campaign? In addition to supporting youth empowerment & development, they are supporting live-saving, cutting-edge cancer research and services that are improving the lives of patients and their families.

What: Corporate partners can receive benefits for their support. What's in it for them?

**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



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Additional Ways to Raise Funds

HERO CIRCLE Ask individuals, foundations and/or corporations to join the Hero Circle. Hero Circle members will be invited and recognized during the Grand Finale Celebration.

TRIBUTES IN THE PROGRAM BOOK You may sell tributes in the program book. \$5,000 for a full-page ad. \$2,500 for a half page ad.

MATCHING GIFTS **An easy way to double donations!** Don't forget to ask your supporters to request a matching gift from their employer.

SOCIAL MEDIA Use Instagram and TikTok to promote your fundraising page. Use your creativity and always put the link to your page in your bio. Ask parents to link your personal fundraising page to a Facebook Fundraiser.

EVENTS (always talk to LLS Staff first) Plan ahead, determine your revenue streams and expenses, know your audience, publicize, keep costs low and look for ways to fundraise during a pre-existing event.

GIFTS OF STOCK LLS accepts gifts of stock. The value of the stock on the date it is received by LLS's brokerage account will be credited to your campaign.

IN-KIND CREDIT LLS will give you credit for securing certain items that we need for the campaign and for the Grand Finale.

CHARITYBUZZ is an auction platform with an audience spanning the entire country. You can engage your connections far and wide to acquire exciting items or experiences that will attract the masses. Remember, what might not be exciting to you could be to someone else! Look to elevate an experience or item by adding something that couldn't be purchased elsewhere, such as a meet and greet with a CEO, personalized message from a celebrity, or club access to somewhere exclusive. *Minimum fair market value is \$1,000.

VENDOR Business owners you know can ask their vendors for a specific dollar amount based on how much business their company does with these vendors. The average targeted ask is typically 1% – 3% of total spending with the vendor.



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Fundraising Rewards & Recognition

The biggest reward we can give you is the promise that together we are making tremendous strides in the fight against blood cancers. With that said, we do have exciting ways to recognize and reward candidate achievements in fundraising.

\$15,000+*

- X Guest Invitations for Grand Finale**

\$50,000**

- Receive the Top Campaign Fundraiser **Hero Award**.
- Special recognition at Grand Finale.
- Letter of Recommendation from LLS CEO

\$100,000**

- Receive the Top Campaign Fundraiser **Impact Award**.
- Special recognition at Grand Finale.
- Be recognized in the **Champions of Hope** materials.

\$150,000

- Opportunity for **candidates and one chaperone per team** to attend the LLS Research Gathering

\$250,000

- Recognition as members of the deVilliers Circle in the national Champions of Hope digital feature

\$500,000

- Small gathering with member of LLS Sr. Leadership and an LLS-funded researcher.

\$1,000,000

- Candidate Teams Select 1 of the 3 Opportunities listed below***
 - Mission Opportunity: Bring up to 4 team members to LLS Research Gathering
 - Leadership Opportunity: \$5,000 Scholarship to be used for a Summer Education/Leadership Program of their choice.
 - Recognition Opportunity: Dedicated earned media campaign

Scan Here

to view our latest
Champions of Hope!



THE LEUKEMIA & LYMPHOMA SOCIETY
IS PROUD TO
PARTICIPATE IN
**THE PRESIDENT'S
VOLUNTEER
SERVICE AWARD**



LLS is proud to be a certified organization for the
President's Volunteer Service Award.

All Candidates & Team Members are eligible to apply by logging their volunteer hours in our Volunteers in Action Portal through June 30th for consideration.

Please reach out to your LLS Staff Partner for more details!

*For the safety of all participants including patients and their families, LLS may modify Grand Finale attendee count. Guest count may increase at additional fundraising milestones.

** Each TEAM selects one option. Individual candidates who are a part of the same team do not select individually.



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Awards

STUDENT VISIONARIES OF THE YEAR WINNER(S)

Awarded to the Candidate/Co-Candidates that raises the highest amount of funds within the 7-weeks.

- Wins a scholarship for college.*
- Local winners compete for National Student Visionaries of the Year title.

STUDENT VISIONARIES OF THE YEAR RUNNER-UP(S)

Awarded to the Candidate/Co-Candidates that raises the 2nd most funds within the 7-weeks.

HERO AWARD

Awarded to each candidate/co-candidates that are able to raise over \$50,000 for LLS's mission.

TEAM MEMBER OF THE YEAR AWARD

Awarded to the team member that raises the highest amount of funds within the 7-weeks.

- ***NEW*** Local winners compete for **National Student Visionaries Team Member of the Year**

MISSION AWARDS

The Mission Awards seek to reward those candidates who have advanced the efforts to cure blood cancers by making significant contributions through their campaigns.

Student Visionaries of the Year Mission Award: Research Winner(s)

This award will be given to the Candidate Team who leads the way by not only spreading awareness about LLS's Research but also by demonstrating the spirit of LLS's innovative research strategy.

- Wins a scholarship for college.*

Student Visionaries of the Year Mission Award: Patient Education & Support Winner(s)

This award will be given to candidate team who goes above and beyond by infusing the impact of LLS's patient support & education services as part of their campaign.

- Wins a scholarship for college.*

Student Visionaries of the Year Mission Award: Policy & Advocacy Winner(s)

This award will be given to the candidate team that leads the way in spreading awareness about LLS's mission and works to engage a variety of audiences.

- Wins a scholarship for college.*

**Scholarships will be split equal amongst a team of two or three and must be used towards education or may be donated back to LLS. Must raise minimum of \$10,000 to be eligible for scholarship.*



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Top Fundraiser Awards + Mission Portfolio

Thank you for your extraordinary efforts to raise funds for blood cancer research. Every dollar that The Leukemia & Lymphoma Society (LLS) invests in research comes from charitable support. Your fundraising makes a huge difference in the lives of cancer patients and LLS's ability to accelerate cures and new therapies.

A customized award will be given to qualifying top fundraisers in each campaign. As part of this award, an individual or team will receive details about **blood cancer portfolios funded by LLS**. These portfolios are created annually and represent cutting-edge projects in their specific blood cancer field.

PORTFOLIO OPTIONS include LLS priority opportunities like our Dare to Dream Project, mission opportunities, and focused opportunities with leukemia and lymphoma. Your LLS staff partner will be able to share a complete list of options for you.

Please note, we are recognizing a donor or team in supporting their area of interest, but funds are **not financially restricted** to a particular project. There will be multiple campaign fundraisers associated with each research portfolio.

\$50,000 – HERO AWARD

WHO: Any individual fundraiser or donor, includes candidates, honorary candidates, individual team members, honorees, sponsors, and independent participants, raising or donating \$50,000 are recognized as a Top Campaign Fundraiser and given the Hero Award. This does include a candidate's team fundraising.

\$100,000 – IMPACT AWARD

WHO: Any individual, team, company, or organization raising or donating \$100,000 are recognized as a Top Campaign Fundraiser and given the Impact Award.

QUALIFYING PARTICIPANTS WILL ALSO RECEIVE

- ☐ Listing in the Annual Report
- ☐ A one-time progress report for the entire portfolio
- ☐ A customized Lucite blood drop award will be made for the individual fundraiser or team leader

To qualify for Top Fundraising Recognition: Participant(s) must raise a minimum of \$50,000 within one campaign for Student Visionaries of the Year. Funds are not cumulative from campaign to campaign, season to season or year to year. Exceptions cannot be made for individuals who fall short of the \$50,000 level.



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