



Some ideas to incorporate our Research Mission Pillar into your campaign:

Bring a personal element to your campaign.

- Do you have a family member or a team member who has been impacted by cancer? Learn about their specific treatments, where/how were they discovered? Was it through LLS-funded research? Share this in your letter or on social media!
- Maybe you don't have a personal connection to blood cancer, but you can learn about some of the treatments that are being funded by LLS. Share these details how LLS supporting patients and their family. Use this information in your letters, social media, during your team meetings or even in your sponsorship meetings.
- Attend our LLS research night (Date TBD).

Some ideas to incorporate our Policy & Advocacy Mission Pillar into your campaign:

Work with the Office of Public Policy to advocate on behalf of and with blood cancer patients and their families, to make change that will address the serious burdens of these diseases.

- Take our message about LLS to the highest levels- you can do this by attending our SVOY LLS advocacy day in Atlanta. This event you can learn more about how LLS's lobbying efforts and how you can make a change in Georgia. (Date TBD)
- Participate in the LLS Congress letter writing day where you will write letters to our law makers to help ensure they know how LLS promotes equity and access for all blood cancer patients and how they can help promote our mission. (Template will be provided)
 - Some topics you and advocate for are but not limited to:
 - Making treatment more affordable
 - More access to clinical trials
 - Improving the quality of health insurance

Some ideas to incorporate our Patient Education & Support Services Mission Pillar into your campaign:

- Write a personalized Thank-You letter to anyone who donated to your campaign with phrases like "Your donation has provided patients and families with the financial assistance to travel and receive the lifesaving treatment necessary for their cancer journey." **Or** "Your donation has provided patients and families with the education resources discussing their diagnosis, treatment options, clinical trials and so much more!"
- Your team can educate their community about LLS's services by spreading the word at a local community event such as our Light the Night event which is happening at Piedmont Park (**October 7th, 2023**) or at your high schools sporting events.



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- You could partner with the local hospital to prepare snacks or meals for patients and staff. The possibilities are endless, and we encourage you make this personal.