

# Pennies Pointers



## For High Schools

# make change, beat cancer.

Meet Sarah

### Pennies Honored Hero



Hi, my name is Sarah. I am 16 years old and I am from Rice Lake, WI. I was diagnosed with acute lymphocytic leukemia seven years ago, in 2003. After 3 years of chemotherapy and radiation I am now in remission and have been off treatment for almost five years!

My favorite school subjects are math and science. I am considering studying chemistry or genetic research after high school. I also enjoy scrapbooking, singing and playing piano.

The Leukemia and Lymphoma Society helped provide travel money for my family while I was in the hospital. It means so much to me to give back to an organization that helped me and my family during my treatment.

Read more Honored Hero bios at:  
[www.schoolandyouth.org/wi/heroes](http://www.schoolandyouth.org/wi/heroes)

#### For Questions Contact:

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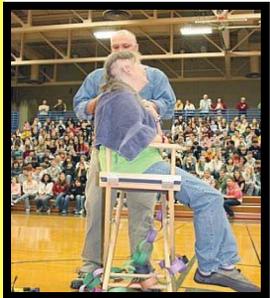
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**Parking Lot Pennies** – Have student council members collect spare change from students' cars as they drive in to school each morning.



**Bucket Boost** – Ask for Pennies for Patients donations at a home game by passing a bucket around the stands during half-time.



**Be a Hero Hat Day** – Designate a day where students can donate \$1 to wear a hat to school.



**Battle of the Sexes** – Create a boy vs. girl competition for a cure. Which gender can raise the most funds?

**Erase Blood Cancer** – Place the words "blood cancer" at the entrance to school. Each time your school collects a certain amount, remove one letter. Encourage students to help erase blood cancer.



**Crazy for a Cure** – Have a favorite school staff person kiss a rat, shave their head, put on a chicken suit or get slimed if your school reaches its goal. Have fun and be respectful!

**Penny Mile** – Line your school with spare change and see how far your donation goes. It takes 84,480 pennies to make a mile. That's \$844.80!



**Staff Silent Auction** – Organize a Pennies for Patients Silent Auction in the Teacher's Lounge with items donated by staff and local businesses.

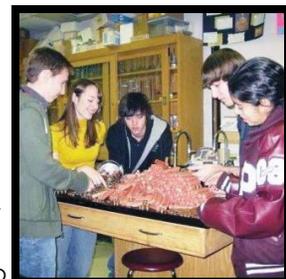
**"Stick It" to Cancer** – Students pay \$1 for a piece of duct tape they use to tape a school staff person to a wall.



**Online Fundraising** – Set your school up with a Pennies for Patients donation Web site where students, parents, staff and community member can donate to your school's campaign online using a credit card. Contact Brooke for more information.

**Pennies Plunge** – Students and staff collect pledges for a school-organized Pennies for Patients Polar Bear Plunge.

**Class Competition** – Create a competition between Freshman, Sophomores, Juniors and Seniors where Pennies have a positive value and all silver change has a negative value.



# Checklist

Everything You Need to do to Get Organized, Educate & Motivate Your School, Collect & Count Coins, and Celebrate Your Success.

## Pennies for Patients make beat change cancer

### Get Organized

- Check out our Web site at [www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi)
- Select the dates for your Pennies Program (anytime second semester)
- Form a Pennies for Patients committee with faculty and student leaders and plan meeting dates
- Set fundraising and participation goals for your school

### Educate Your School

- Get faculty and staff on board
- Get dates on your school calendar
- Send parent flyers home
- Create an ad for your school newsletter or Web site
- Make daily announcements with blood cancer facts and Honored Hero information

- Have students write letters or draw pictures for the Honored Heroes

### Motivate Your School

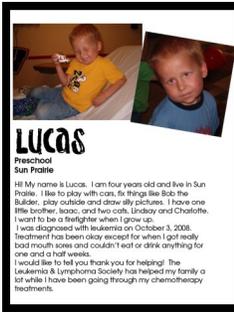
- Hold a Kickoff Assembly
- Display promotional posters
- Try a new creative campaign idea
- Announce ongoing totals and goals

### Collect & Count Coins

- Check with your local bank before bringing in your coins
- Set periodic collection dates throughout the campaign
- Have teachers total their classroom's coins or have students do it as a math lesson
- Have your donations converted into a check(s) or money order(s) made payable to LLS and mail to us with your Results Form within three weeks of your program's conclusion

### Celebrate Your Success

- Recognize the top fundraising classroom, as well as all students and staff who participated
- Organize a check presentation assembly or photo
- Send a news release to local media
- Reward your top fundraising classroom with their Pizza Hut Pizza Party
- Send us your Pennies for Patients photos so your school can be recognized in our May Penny Times



**Homeroom Hero** – Print off Hero bios from [www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi) for each classroom (or request them from Casey). Classrooms can post the bio, read about the student survivor, raise funds in their honor and write notes to their adoptee.

**Pennies Pie** – Reward the top classrooms with the opportunity to throw a pie at their teachers.

**Paper Pennies** – Sell paper pennies for \$1 before school or during lunch and post them in the hallway or office.

**How High for Who?** – Create multiple canisters labeled with different school staff or students and their prize offering (shave their head, wear flippers all day, kiss a pig, dye their hair green, etc). Whatever staff canister has the most money has to follow through with their prize!

**Team Up Against Leukemia** – Designate a “jersey day” where students wear their favorite team jersey to school. Talk about the importance of working together as a team to reach your school's goal and also to cure cancer.

**Pennies Pep Fest** – Hold an allschool assembly to kick off your Pennies program! Casey is available to educate your students about blood cancers, who they affect and how they can make a difference in the lives of others. Go online to download a Speaker Request form at [www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi).

**Mohawk for a Mission** – Set a school goal and get your principal or student leadership group to agree to style their hair in Mohawks if the goal is reached.

**Rock for a Cause** – Host a battle of the bands concert, talent contest or variety show and charge a donation for admission.

**Business Bucket** – Encourage parents to ask their co-workers to contribute or ask their company to match the classroom's donation.

**Spread the Love** – In honor of Valentine's Day, sell carnations or candy for a cure and make Valentines for the Pennies Heroes.

**“i” Listen for a Cure** – Students donate \$5 to listen to their ipod or MP3 player during lunch.

**It's a “Thon” Thing** – Organize an event at your school and give the proceeds to your Pennies for Patients program. Some ideas include: Bowl, Drum, Skate, Hula Hoop, Jog, Read, Walk, Bike, Dance, Math, Eat or Blog-A-Thon.

