

## Welcome to The Leukemia & Lymphoma Society's School & Youth High School Program!

**We are thrilled that you are on our team.** The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. LLS exists to find cures and ensure access to treatments for blood cancer patients.

Through the School & Youth Programs, students and educators throughout the United States and Canada have raised more than \$261 million in support of the LLS mission.

For more information on the LLS mission and how you can make a difference, visit [www.lls.org](http://www.lls.org).

## Program Guide

This 2014-2015 Program Guide has all the information to help you run a fun and impactful campaign. Please take a few minutes to read this guide and start planning your program. More information can be found on our website: [www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi), and our School & Youth Team is always available to assist you. Please contact us with questions or requests. We are here to help.

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The Leukemia & Lymphoma Society  
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Phone 262-785-4224  
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[www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi)

### In this folder you'll find:

- **Fundraising Action Plan:** Complete this to plan your program from start to finish.
- **Online Fundraising Guide for Students:** Instructions for students on how to create and promote their own online fundraising page. Every student that raises \$50 or more online wins a special edition LLS t-shirt!
- **Fundraising Ideas:** Creative ideas for a fun and engaging fundraising campaign.
- **Coin & Donation Management Guide:** A how-to guide for handling and processing donations.
- **Wrap-up & Accounting Form:** Complete and mail in with your donations. Total how much you've raised and see what you've earned.

### Other materials to arrive before your program:

- **Posters:** Promote your campaign in the school's hallways.
- **Honored Hero Poster:** Run your program in his or her honor. Learn more about our Heroes at [www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi).
- **LLS Video:** Share with students at kickoff assembly or during morning announcements to learn more about how your donations make a difference!

### Like us on Facebook!

[www.facebook.com/wisconsin.sy](http://www.facebook.com/wisconsin.sy)

- Post and share pics or videos of how you fundraise. We'd love to hear what makes it special for you.

### Other materials available upon request:

Other materials available. Announcements, online fundraising how to, videos, paper icons, collection boxes, stickers, silicon bracelets and temporary tattoos that can be sold as part of your fundraising campaign are available upon request. Contact your local LLS representative for details.





## First Steps:

- Read this Program Guide.
- Learn about the LLS mission. Watch your LLS video and visit [www.lls.org/somedayistoday](http://www.lls.org/somedayistoday) to learn **about the impact your support is making on LLS's mission.**
- Contact your local LLS representative** at [www.schoolandyouth.org](http://www.schoolandyouth.org) to schedule your first fundraising planning meeting.
- Review the Fundraising Action Plan in this packet:** You'll complete this during your planning meeting with your LLS representative.
  - Set a fundraising goal!
  - Set a date for your kickoff assembly.
  - Decide on your campaign fundraising activities. (See Fundraising Ideas sheet.)
  - Decide how you will promote the program to the student body.
  - Determine a plan for processing donations. See Coins & Donation Management.
- Create Competition! Think about your school rivals and reach out to see if they would be interested in competing against you to see which school can raise the most.
- Find and customize your school's online fundraising page. Go to [www.schoolandyouth.org](http://www.schoolandyouth.org), click Donate Now and select your school from the list. Use the instructions, username and password sent to you by your local LLS representative and customize the page for your school. Need help? Contact your LLS representative.
- Set up your individual online fundraising page using the **Online Fundraising for Students** instructions in this guide, and encourage other students to do the same. Every student that raises \$50 or more online wins a special edition LLS t-shirt!

## After Your Planning Meeting:

- Work your fundraising action plan. Make sure you're on track with the plans for your fundraising events.
- Start creating buzz around your campaign a week or two before your program starts (or earlier for some events).
  - Put posters in classrooms and around the school.
  - Consider hosting a poster contest or creating additional banners/posters to hang.
  - Generate online fundraising excitement: Encourage students to set up and start using an online fundraising page, and share the instructions in the Online Fundraising for Students page.
  - Communicate program dates and fundraising goal to teachers, students and parents. Morning announcements, school website, school e-newsletters, and social media outlets are a great place for this information. Check out [www.schoolandyouth.org](http://www.schoolandyouth.org) for more resources.
- Like us on Facebook!** Post and share pics or videos of how you fundraise. We'd like to hear why you're doing it or what makes it special for you.

## During the Campaign

- Keep promoting your program.
- Keep promoting online donations through morning announcements, school e-newsletters and website, and personal social media outlets. Keep the school community updated on your progress toward your goal.
- Collect and deposit coins and donations frequently (no less than once a week).

## Wrapping Up

- Send the Wrap-Up Form along with any Coinstar receipts, checks or money orders to  
**The Leukemia & Lymphoma Society**  
Wisconsin  
200 S. Executive Dr. - Suite 203  
Brookfield, WI 53005
- A thank you packet, including any prizes your school qualifies for, will be sent shortly after the donation is received.
- Share your success. Reach out to your local newspaper, radio, or TV station to spread the word. A sample press release can be found at [www.schoolandyouth.org](http://www.schoolandyouth.org).
- Register for next year!

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### To be completed by the lead student group during the program planning meeting

School Name: \_\_\_\_\_ Campaign Dates: \_\_\_\_\_

Advisor: \_\_\_\_\_ Student Leader: \_\_\_\_\_

- Step 1: Set a Date for Your Planning Meeting** \_\_\_\_\_  
Reach out to your local LLS representative to schedule a planning meeting four weeks to a few months before the start of your program. He/she will meet with your student group in person or over the phone and help you complete this fundraising action plan.
- Step 2: Set a Kickoff Event Date** \_\_\_\_\_  
A great way to jump start your program and communicate program information is with a school-wide kickoff assembly. Your LLS representative can walk you through several ideas for your assembly and provide materials (skits, videos, etc.) that you can use. The day before or first day of your program is usually best. Don't forget to check with administration. If you can't do something school-wide, video, skits, morning announcements, lunch rallies or traveling kickoffs to each class can work great.
- Step 3: Create a Fundraising Action Plan and Set a Goal**  
Choose Your Program Events and Set a Goal: Choose four to five different fundraising methods or events (donation collection and online fundraising are always two of those methods) and a fundraising goal.
- Overall Goal**

Event	Date Start	Date End	Fundraising Goal
1. <b>Donation Collection</b> (500 Students x \$1.00 = \$500.00 The average school raises over \$1300 just collecting coins and cash!)			\$
2. <b>Online Fundraising</b> (Goal for ___# of Students to have individual pages)			\$
3.			\$
4.			\$
5.			\$
<b>Total Goal:</b>			\$

### Tasks & Timeline

For each event list the tasks that need to be accomplished and label each task as: Marketing/Awareness, Event Planning/Logistics, or Budget/Accounting. Don't forget about processing donations. See the Coin & Donation Management section of this Program Guide for more information.

**Event 1: Donation Collection** Dates: \_\_\_\_\_

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓
<i>Create daily announcements for each day of campaign</i>	<i>Marketing</i>		
<i>Create and hang posters</i>	<i>Marketing</i>		
<i>Develop a collection plan for the donations</i>	<i>Acct &amp; Logistics</i>		

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# Fundraising Action Plan



Continued

**Event 2: Online Fundraising**

Dates: \_\_\_\_\_

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓
<i>Customize page with goal and school/team photo</i>	<i>Logistics</i>		
<i>Students in student group to set up individual pages, and set a goal for ____# of students to have individual online fundraising pages.</i>	<i>Logistics</i>		
<i>Begin morning announcements about online page set up</i>	<i>Marketing</i>		
<i>Share information in "Online Fundraising for Students" via posters, announcements, e-newsletters, social media, etc.</i>	<i>Marketing</i>		
<i>Hold contest for which student can raise the most money online in 1 week</i>			

**Event 3:** \_\_\_\_\_

Dates: \_\_\_\_\_

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓

**Event 4:** \_\_\_\_\_

Dates: \_\_\_\_\_

Task	Type (Marketing, Logistics, Accounting)	Targeted Completion Date	✓

**Roles & Responsibilities**

Divide your student group into 3 committees: Marketing/Awareness, Event Planning/Logistics, and Budget/Accounting to line up with the tasks listed for each event. This allows everyone to have a role in each event of the campaign.

**Overall Project Lead:** \_\_\_\_\_

Marketing/Awareness	Event Planning/Logistics	Budget/Accounting

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**LEFT SIDE: Step 3 - Fundraising Action Plan**

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Each school is set up with an online fundraising page. Students should set up their own individual page under the school page, customize it, and use it to spread the word to friends and family. Every student that raises \$50 or more online wins a special edition LLS t-shirt!

## Online fundraising checklist: Follow these steps to success!

- Under your school page, set up and personalize an individual fundraising page using the instructions below.
- Update your status on any social network (Facebook, Twitter, etc.) and include your fundraising webpage address.
- Send out your first fundraising email. Who do you know? Brainstorm and make a list of your potential donor network. A donor network is a list of friends, family members, neighbors, etc. who you plan to ask to donate to The Leukemia & Lymphoma Society (LLS).
- When you've reached a milestone in your fundraising, update your status again and send out another note to everyone in your donor network.
- Update your status again and again! You'd be surprised how many people respond to status updates by donating.
- A few days before your final fundraising deadline, send another note to your donor network.
- Post to your fundraising page and your social network sites after your program to share your success and inspire more people to give!

## Where is our school fundraising page?

- Fundraising pages can be found by visiting [www.schoolandyouth.org/wi](http://www.schoolandyouth.org/wi) and selecting **Donate Now**. All schools participating will be listed. You can also contact your local LLS representative.

## How do I create an individual page?

1. **Click the Student Registration** button on the left nav bar.
2. **Select your school** from the list.
3. **Enter information as requested**, including choosing a Username, Password and Weblink (the end of your fundraising page address).
4. **Click the Continue to Checkout** button.
5. **Click Checkout**.
6. **Enter address and Complete Order** (The pages are free! No charges will apply).

For sample emails, social media posts and more tips and ideas for promoting your page online, visit [www.schoolandyouth.org](http://www.schoolandyouth.org)

## Troubleshooting, questions and support

Technical support for fundraising pages or donations:  
Support Services  
The Leukemia & Lymphoma Society  
888.557.7177  
[supportservices@lls.org](mailto:supportservices@lls.org)

**Every student that raises \$50 or more online wins a special edition LLS t-shirt, with the winning design from this year's t-shirt contest.**

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# Wrap-Up and Accounting



SCHOOL & YOUTH PROGRAMS™

Please mail this form with all donations to  
The Leukemia & Lymphoma Society  
Wisconsin  
200 S. Executive Dr. - Suite 203  
Brookfield, WI 53005

To qualify for awards, submit  
this form and donations by  
**April 17, 2015**

School Name: \_\_\_\_\_

Student Project Lead Name: \_\_\_\_\_

Advisor Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Donation Accounting

### CHECKS/CASH

All cash must be converted to checks made payable to **LLS** or **The Leukemia & Lymphoma Society**. Please note your school name on all checks.

Total # of Checks \_\_\_\_\_

Total \$ \_\_\_\_\_

### ONLINE DONATIONS

Visit your school's online fundraising page to see the total raised online.

Total \$ \_\_\_\_\_

### COINSTAR RECEIPTS

# of Coinstar Receipts \_\_\_\_\_

Total \$ \_\_\_\_\_

**GRAND TOTAL \$** \_\_\_\_\_

■ **Would you like to register for next year's program?** (We will contact you in the fall to reconfirm details.)

Yes! We will participate \_\_\_\_\_ enter fundraising goal \$ \_\_\_\_\_  Not at this time  
(Enter dates, if known.)

## Awards & Recognition

### ■ CELEBRATION PARTY!

If your school raised \$500 or more, you qualify for a celebration party for your student group (max. 35 students).

Please select only one option below:

Please send us pizza gift cards for a pizza party.

We are not located near a Pizza Hut. Please mail us a Party Reimbursement Form in our Thank You Packet so we can be reimbursed up to \$50 for a party of our choice. We agree to submit our receipts along with the completed Reimbursement Form..

Our school would like to donate the cost of our party to The Leukemia & Lymphoma Society.

### ■ GIFT CARDS FOR QUALIFYING SCHOOLS!

If your school raised \$1300 or more, you qualify for an Office Depot gift card for use by your student group.

Please select only one option below.

Yes! Our school qualified for a gift card. Please send it to us.

We would like to donate the gift card amount to The Leukemia & Lymphoma Society.

### ■ TOP SCHOOL AWARDS & RECOGNITION

■ The top three high schools will receive a banner from The Leukemia & Lymphoma Society.

■ All schools will be listed on the School & Youth website.

■ Top Fundraiser Recognition – \$25,000+: Schools that raise \$25,000 by June 30th, 2015 are eligible to link their school name with cutting-edge LLS-funded research. We will connect your school with a project within one of our 13 blood cancer research portfolios. These portfolios include a variety of projects that focus on leukemia, lymphoma, myeloma and pediatrics so we can link your fundraising with a project that is meaningful to you. These portfolios are created annually and represent cutting-edge projects in their specific blood cancer research. (Note: Funds cannot be restricted to specific research and multiple fundraisers will be associated with each research portfolio. Funds are not cumulative from year to year.)



**Digital Dollars**—Encourage students to create their online page and send it to friends and family to ask for online donations and to promote their page through emails and social media posts. . Every student that raises \$50 or more online wins a special edition LLS t-shirt! See the Online Fundraising for Students page for more information.

**Cells 4 Cures**—Collect old cell phones to recycle and turn them into cash for your program. Contact your LLS representative to have a collection box sent to you.

**Clean Out Your Console**—Have student group members collect spare change from students' cars as they drive in to school each morning.

**Bucket Boost**—Ask for donations at a home game by passing a bucket around the stands during halftime.

**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!

**Staff Silent Auction**—Organize a Silent Auction in the Teachers' 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.

**Class Competition**—Create a competition between freshmen, sophomores, juniors and seniors, where pennies have a positive value and all silver change and dollars have a negative value.

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

**Paper Icons**—Sell paper icons for \$1 and post them in the hallways, or ask local businesses if they'll sell the School & Youth paper icons to help support your program. The icons have barcodes to make it easy for businesses to track sales.

**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.

**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 to ask their company to match the classroom's donation.

**Honored Heroes**—In honor of Valentine's Day, sell carnations or candy for a cure and make valentines for the Honored 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 donate the funds to LLS.

**Ugly Tie Contest**—Pick a day for male teachers to wear their ugliest ties to school. Solicit “votes” (donations) from students. The teacher with the most votes at the end of the day wins a prize.

**Free Texting Zone**—There's no need to put away your cell phone during homeroom. Donate \$1 for homeroom phone privileges.

**Trivia Night**—Put together your own trivia challenge and charge a donation fee for students to participate.

**What's It Worth?**—Students pay for free time (or teachers can pay for students to leave). One dollar buys ten minutes out of class. Five dollars buys a half hour. The sponsoring club organizes iPod stations, video games and other activities with supervision for the students that bought free time.

**School Walk Out**—Give students the chance to walk together in support of LLS. Ask students to donate \$5 to participate in the walk. Then have students sign a banner to hang in the school lobby to celebrate their teamwork and support for fighting blood cancers.

**Teacher Lunch Drawing**—Give students the chance to eat lunch with their favorite teacher or principal by purchasing a raffle ticket. At the end of the campaign, select the winning students.

**Guess the Baby**—Post baby pictures of teachers. Allow students and staff to guess who's who, and vote on the cutest baby, best hair, funniest expression, etc. by donating.

**Movie Night**—Sponsor a movie night. Students and their families are invited to watch a movie shown on a large screen outside or in the gym. Charge an entrance fee at the door and provide popcorn and soda during the movie.

**Bagging Groceries**—A no-risk fundraiser that also builds goodwill in the community. Contact a local supermarket and arrange for NHS or student council members to serve as grocery baggers. Place tip jars at each register and ask for contributions.

**Delay the Day**—Catch some extra “shut eye” during first period! On a designated day, collect coins and cash in first period with the rule that the teacher has to count it all and class can't start until they are finished!

**Pay Not to Play**—The school plays an annoying song during EVERY class change until the school meets a set goal!

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Depending on the action plan that your school or student group has created and the type of fundraising events that will be taking place, donations will come in a variety of ways. Having a donation management plan is critical to running a smooth and successful campaign.

### Step 1: Determine Your School's Policies Regarding Money Handling

It is important to be familiar with your school or district's policies when it comes to handling and processing money.

### Step 2: Encourage Online Donations

To find your school page and get more resources, visit [www.schoolandyouth.org](http://www.schoolandyouth.org) and click Donate Now! Every student that creates a page and raises \$50 or more online wins a special edition LLS t-shirt!

### Step 3: Develop a Coin Counting Plan

#### a. Select the Coin-Counting Method That's Best for You

Consider the amount of time you can dedicate to the counting process, and your school's policies on money handling. If you need further assistance deciding what will work best for your school, contact LLS. Methods include

- **Local Bank or Credit Union:** Call your local bank or credit union to see if they will count your change for free. Many banks have coin counting machines in their lobbies.
- **Coinstar:** Coinstar machines can be found in many supermarkets and offer an alternative to counting coins. To use the machine, pour in your coins, indicate the donation option and select the "The Leukemia & Lymphoma Society." Coins can be counted by classroom and a receipt is provided for the total. To find a machine near you, visit [Coinstar.com](http://Coinstar.com), search by zip code and view the details of your local store to see what charity partners are supported. **NOTE: Do not use Coinstar machines at Walmart and Safeway stores. They do not offer LLS as a charity option.** (Detailed instructions on the back of this page).

**b. Form a Coin Counting Committee:** Consider asking teachers, other student groups or parents to help.

**c. Plan to Deposit Coins at Least Once a Week:** Depending on your coin volume, you may need to make daily or weekly trips to the bank or Coinstar machine. Also, be aware that coins can weigh a bit, so plan accordingly.

### Step 4: Process Checks & Paper Money

Paper money can be converted into a check or money order payable to LLS or The Leukemia & Lymphoma Society.

**See back of page for detailed Coinstar and bank partner instructions.**

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Coinstar is a network of self-service coin-counting machines found in most supermarkets. To find the Coinstar machine **with the donation feature** closest to your school, call (800) 928-CASH or go to [www.coinstar.com](http://www.coinstar.com) and search under machine locator. View the details of your local store to ensure LLS is a charity supported on that machine. We encourage a trial run to ensure the Coinstar machine is operating.

### Important Notes:

- **Do not use the “Cash Value” option.**  
Follow the on-screen prompts to **donate**.
- **Keep all receipts** and mail them and/or copies to the LLS chapter.
- **Do not use Walmart or Safeway locations.** Machines housed at Walmart and Safeway do not have the donation feature available for LLS.
- **Do not mail your receipts to the White Plains, NY** address which you’ll find printed on the receipt. Instead, use the local chapter address found on your Wrap-Up Report.
- **Do not process paper currency/bills through Coinstar.** Convert any bills into a money order (this may be done at the customer service department) or a check.

### How Do I Use Coinstar?



1. Select your language preference
2. Choose Cash in Coins
3. Select the Donate to Charity button
4. Select Donate to confirm
5. Choose The Leukemia & Lymphoma Society from the selection menu
6. Press Continue to confirm
7. Pour coins into the machine
8. When finished, select the Done button
9. Take your receipt
10. Don't forget to save your receipts and mail them in at the end of your campaign to the chapter address on the Wrap Up Report

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