WHO IS THE LEUKEMIA & LYMPHOMA SOCIETY OF CANADA?

The Leukemia & Lymphoma Society of Canada (LLSC) is a voluntary health agency dedicated to blood cancer. LLSC funds lifesaving blood cancer research across Canada and provides free information and support services.


FUNDS RAISED BY EVENTS PROVIDE

• Life saving blood cancer research
• Free educational materials and events for patients and their families
• Local programs such as Family Support Groups and First Connection; peer-to-peer counseling program
• Comprehensive, personalized assistance through our Information Resource Center
• Educational information sessions for healthcare professionals and non-patient groups

BY THE NUMBERS

• Over 138,000 people are living with, or are survivors of, a blood cancer in Canada
• Every 23 minutes someone is diagnosed with a blood cancer in Canada
• Every 72 minutes one Canadian will die from a blood cancer.

llscanada.org
JOURNEY TO SUCCESS: HOW TO ORGANIZE YOUR OWN EVENT

Whether you are embarking on a personal mission, taking part in a challenge event, or hosting a community event; fundraising requires some planning and patience!

1 SELECT AN EVENT DATE & VENUE
Mark your calendar and make it official.

Plan for success!
Select a date that doesn’t conflict with any holidays or other events that could potentially impact the attendance of your event.

Customize your online fundraising page
Customize the online fundraising page that is provided to you when you register your event. This resource will give you the ability to help track your fundraising progress, and allows you to conveniently reach out to your contacts through email and social media to collect donations.

Ask for help
Don’t bear all the weight of your event on your shoulders. Rally a few friends, family members or co-workers to form a “committee” and help plan, promote and execute the event.

Set a goal
Set a high yet attainable goal, keep it challenging but realistic. Share your goal with all of your contacts and make it a group effort to achieve it.

Create and stick to a budget
Budgeting is imperative for an event of any size. Remember to include the potential costs of all invitations, tickets (or other printing) as well as those of supplies, rentals, permit fees, etc. Click here for a sample budget.

Event logistics
Hash out all the details of your event. Answer questions like: Will it be open to the public? Who will be in charge of what tasks? What deadlines need to be respected? What food and entertainment will be offered? What will the schedule of the event look like? Will you need volunteers? Deciding on these details early will ensure everything is covered on the big day!
2 PROMOTE YOUR EVENT
Shout it out, loud and proud! Social media is a great (and free) way to get the word out. You can also send out email invitations, create a special email signature, hang posters, hand out flyers etc.

3 INVITE EVERYONE YOU KNOW
- Make your event the place to be. Invite friends, family, co-workers, and the entire community.
- Create an invitation using websites like Facebook or Evite and send it to everyone on your contact list.
- Encourage your contacts to share the link with their networks. An open invitation can encourage people to donate even if they are unable to attend your event. You never know who has been touched by a blood cancer.
- Send event reminders a week or two before the event to everyone on your invite list. Remind people who can’t come that they can still support you by donating online.

4 HOST YOUR EVENT
Have Fun! You have put in a lot of time and energy to make this happen now is the time to enjoy and see your hard work pay off.

5 DEPOSIT YOUR FUNDS
Be sure that all funds collected from your event are forwarded to your local LLSC office within 21 days of your event.

6 SAY THANK YOU
Take the time to thank everyone who played a role in the success of your event in a meaningful way; handwritten cards or a personal email goes far in making people feel appreciated.
TIPS TO KNOCK YOUR EVENT OUT OF THE BALL PARK!

Take advantage of online fundraising
Collecting donations using your personal webpage makes fundraising easy!

• It’s EASY for everyone! Send your fundraising link; your donors need only to click “SPONSOR ME”, follow a few steps, and the donation is made.

• Tax receipts are sent IMMEDIATELY to the donor by email. (Tax receipts will be sent for donations of $25 or more)

• Donating online saves the LLSC valuable dollars in administrative fees, dollars that can go to research and patient services.

• Put your fundraising link in your email signature.

• Use your smart phone! Send your fundraising link to individuals with a smart phone; they can donate using their device. It’s THAT easy! You can also check your fundraising progress through the mobile friendly web version by logging in with your smartphone. Make sure you bookmark the page and keep on checking your progress.

Writing the perfect letter
We encourage writing letters asking for donations or sponsorship. Click here for a sample letter.

Whether you choose online or via post, remember to:
Explain what you are doing, share your goal, personalize your letter; making it funny, serious or whatever fits your style!

• Explain how the funds are used by the LLSC for research and education programs, including some facts about blood cancer. Click here for LLSC research and blood cancer information.

• Give the recipient a specific date to respond.

• Include a response form and a return envelope for mailed campaigns. Putting a stamp on the reply envelope often increases the response rate.

• Use a handwritten salutation or P.S. to personalize each letter where possible.

• Thank them for considering a donation.

Tools
Click on the links below to access the various resources to help with the preparation and planning of your event.

• Sample budget
• Sample sponsorship letter
• Blood Cancer and research information

Do you have more questions? Click here for FAQ’s or contact your local LLSC representative.