

TEAM MEMBER KEYS TO SUCCESS

Pre-Campaign (Sign on Date – Kickoff)

- Complete Team Member Application
- Announce being a Team Member!** *via social media, email, word of mouth ... **tell everyone!***
 - Like/Follow @LLSNorthernOhio and tag them in your posts with #LLSVisionaries
- Talk to parents** about involvement and how they can help you
- Familiarize yourself with the **LLS Google Resource Site**
- Attend at least **1 Campaign Team Meeting** with LLS Staff and at least one of your parents
- Set a personal fundraising goal (*2023 Team Member average was \$1,115*)
- Participate in the Team Member Hall of Fame **kickoff incentive**
- Create an **extensive contact list** with everyone you know (*include emails, addresses, phone numbers*)
 - Ask parents to add their contacts
- Participate in the letter writing campaign
- Reach out to and meet with potential sponsors, collect commitment forms
- Personalize your fundraising page**

During the Campaign

- Send at least one email per week to all donors** – *DON'T remove people who have already donated, treat your weekly emails like a blog*
- Communicate with Candidate(s) regularly
- Thank your donors and remind them of **matching gift** opportunities
- Continue asking everyone you know to support you - *follow up with text messages, phone calls, in person reminders*
- Follow up with your donors until you get a donation or a “NO”
 - If you get a “no” respond asking if they can connect you to anyone else
- Keep up with your social media campaign, thanking donors and sponsors
- Participate in weekly campaign incentives

After the Campaign

- Your fundraising page will stay open until Sunday, June 30, 2024 for donations – *reach that next level!*
- Send thank you letters and emails to all donors (ask LLS staff for list of donors)
- Help recruit candidates for future years or run as a candidate yourself!

TIPS TO SUCCEED

Tips & Suggestions for a Successful Campaign

- **BE FEARLESS!**
- **Communicate with LLS staff**
 - They are here to help you succeed so ask questions & talk to them!
 - Copy them on emails
 - Keep them updated on your progress

- **ASK, ASK, ASK everyone!**
 - **Tell EVERYONE you know about the campaign, get their email address**
 - Offer all the different ways someone can donate from direct donations to sponsorship or auction items.
 - **Remember – The answer is always no if you don't ask!**
- **Send weekly emails to ALL donors**
 - Include your goal, mission moments, thank donors, matching gift reminders
 - Individually follow up with people who have not donated yet
- **Follow up is KEY!** If someone says they will think about it, set a date and get back to them on that date. Make detailed notes and copy LLS staff on communication for another set of eyes.
 - If someone says no, ask them to connect you to someone willing to meet with you.
- **Focus on SPONSORSHIP!**
 - Start early!
 - Start with connections you already have
 - Speak with people in charge of HR, community giving, PR, or Marketing
 - Schedule a meeting to discuss opportunities in person and invite LLS staff
 - Don't forget program book ads
- **Take advantage of companies that do matching gifts!**
 - A “matching gift” is when a company will make a donation equal to, or in some cases two or three times the amount of an employee donation. **You can double or triple your money.**
 - Make sure to ask your donors if their company has a matching gift program.
 - Search to see if a company matches [via this link](#)
 - Matching gifts can be applied to direct donations only. Work with LLS staff to confirm
 - LLS staff must confirm the donation for it to count towards your campaign
- **Win campaign incentives!** Incentives will be announced in weekly emails sent out during the campaign. **Sample Incentive:** *Every participant who sends out their fundraising email to 50+ people will be entered to win \$250 towards their fundraising total. (LLS must be BCC'd on the email)*
- **MAIL LETTERS!**
 - **Cast a wide net for your letter writing campaign.** Ask friends and family members to add a personal note to each letter going out to their list.
 - Include a self-addressed/stamped return envelope.
 - Send your letters in colored envelopes and use colored return envelopes. It makes your letters stand out to the receiver and fun when you get one back.
- **Go global:** Reach outside the Northwest Ohio area – contact friends all over the US and abroad to run events, write letters, forward your email, etc.
- **Create BUZZ around the campaign: Let people know what you're doing!**
 - Put up a poster about your campaign, give your friends fliers, put a donation bucket in the classroom or lunchroom, start a blog, create postcards to leave at area businesses, reach out for media coverage (see PR tool kit).

- **Motivate with the mission:** Give a compelling case about why you are asking for money. Be sure to relay your passion to the cause to your donors. Example: Your connection to cancer, share the story of the honored hero, etc.
- **LLS 101:** Familiarize yourself with LLS and the research efforts and patient programs. See the Mission portion of the Google Drive. Learn more at www.lls.org.

And most of all... When you need help, LLS is here to support you!



LEUKEMIA &
LYMPHOMA
SOCIETY®



STUDENT
VISIONARIES
OF THE YEAR™