



## Participant Handbook

# BIG CLIMB MPLS

Saturday, April 18, 2015 - Capella Tower



Thank you for registering for The Leukemia and Lymphoma Society's BIG CLIMB MPLS. We promise it will be an event to remember! Over 600 participants are expected to climb 48 or 95 floors to raise money for blood cancer research and patient services.

Right now you might be saying to yourself, "I can climb 48 or 95 floors, but I am not sure I can ask friends, families, and co-workers for money! It's so hard." We completely understand! With this handbook, you'll realize how easy fundraising can be. Don't worry, the BIG CLIMB MPLS staff has got your back!

For more information, fundraising tips, brochures, posters or just general questions, please do not hesitate to reach out to us via email or by phone. You may also schedule a time to drop by Minnesota Chapter office or we're happy to meet you for coffee or at your office!

Contact Pat Gale at 612-459-4502 or [Pat.Gale@lls.org](mailto:Pat.Gale@lls.org).



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### What are blood cancers?

Leukemia, Hodgkin lymphoma, non-Hodgkin lymphoma (NHL), myeloma and myelodysplastic syndromes (MDS) are types of cancer that can affect the bone marrow, the blood cells, the lymph nodes and other parts of the lymphatic system. These diseases are related cancers in the sense that they probably all result from acquired mutations to the DNA of a single lymph- or blood-forming stem cell. The mutated stem cell produces clones, which generate high numbers of abnormal cells (such as neutrophils, monocytes and lymphocytes). The abnormal cells multiply and survive without the usual controls that are in place for healthy cells. The accumulation of these cells in the marrow, blood and/or lymphatic tissue interferes with production and functioning of red cells, white cells and platelets. The disease process can lead to severe anemia, bleeding, an impaired ability to fight infection, or death.

- Approximately every 4 minutes one person in the United States is diagnosed with a blood cancer.
- An estimated combined total of 156,420 people in the US are expected to be diagnosed with leukemia, lymphoma or myeloma this year.
- New cases of leukemia, lymphoma and myeloma are expected to account for 9.4 percent of the estimated 1,665,540 new cancer cases diagnosed in the US this year.
- Almost 1,130,00 Americans are living with leukemia, Hodgkin and non-Hodgkin lymphoma, and myeloma and myelodysplastic syndromes.

For more information about blood cancers, visit [www.lls.org](http://www.lls.org).

### WORDS FROM A SURVIVOR:

“I am an Airline Captain, and my last trip started out very routine. After my First Officer and I got our jet full of people up at cruise altitude and turned off the seat belt sign, we began to talk. It did not take long to find out that both of us were lymphoma survivors. Yes, and we both went through much the same treatments - chemotherapy, radiation, and a transplant. Neither of us would have been flying a jet or probably even speaking if it was not for people like you and everyone else at LLS, and all those who raise money for research. It was truly amazing to be sitting there 5 miles high in the cockpit, looking down at the world as we crossed the United States, and suddenly be reminded again of how entirely lucky both of us are to have people searching a cure. Thank you all from way down in my heart.”





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## WHY RAISE MONEY FOR LLS?

### Invest in the Best

The Leukemia & Lymphoma Society (LLS) is the largest voluntary cancer research agency specifically focused on finding cures and better treatments for blood cancer patients. With the scope and scale to fund many projects at the same time, LLS supports hundreds of cancer scientists around the world.

### Research Depends on You

Unlike commercial enterprises that consider blood cancers as "orphan diseases" with small markets and limited profit potential, LLS funds research based on medical need without regard to commercial return or market size. Every dollar invested comes from charitable support from concerned donors.

### Extend Your Reach

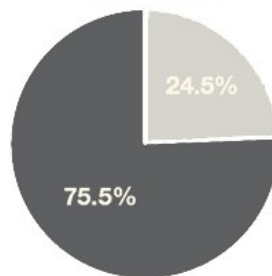
LLS funds hundreds of promising researchers at leading cancer centers and universities worldwide. And since LLS has no campus or laboratories to maintain, your investment funds more research and less overhead than a donation made elsewhere.

### Why Invest Now?

Many scientists, clinicians and clinical trial participants have developed and improved current standards of care over time. It takes about eight years to develop a successful new drug. The time to invest in new therapies is now.

## EXPENSES

Research	25.0%
Patient and Community Service	30.7%
Public Health Education	14.0%
Professional Education	5.8%
<b>Total Program Services</b>	<b>75.5%</b>
Management and General	8.5%
Fund raising	16.0%
<b>Total Supporting Services</b>	<b>24.5%</b>
<b>Total Expenses</b>	<b>100.0%</b>





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## FUNDRAISING INFORMATION

### Use your participant center

Did you know that people who raise money online *raise 3 times more* than those who only use traditional methods? Log in to your participant center by going to [www.bigclimbforcures.org/mn](http://www.bigclimbforcures.org/mn), and enter your username and password. The first thing you should do is edit your personal page to tell everyone why you are climbing - don't pass up the opportunity to upload a photo as well! Personalizing and sharing your story show your donors your dedication. If you are a team captain, you can edit your team page from here as well. From here you can also send out emails, recruit more team members and track your fundraising progress. Remember to post a link to your participation center on Facebook or Twitter!

### Remember your networks

Think outside the box! Besides your circle of family and friends, ask your book club, church friends, work associates, your PTA, neighborhood groups, salon, dry cleaner, mechanic, your coffee shop - you might be surprised who would want to donate to this great cause!

WHO IS MY...	WHO SOLD ME MY...	I KNOW PEOPLE AT...	KEEP GOING!
Mom, dad, aunt, uncle, cousin, in-law, god son, accountant, appraiser, architect, attorney, auditor, babysitter, baker, bartender, beautician, bookkeeper, caterer, chiropractor, contractor, dentist, engineer, financial planner, interior decorator, nurse, nutritionist, optometrist, painter, pharmacist, photographer, physical therapist, physician, piano teacher, psychologist, recruiter, reporter, security guard, veterinarian...	House, advertising, antiques, boat, paint, beer, bicycle, bed, books, bridal gown, burglar alarm, cabinets, cat, dog, fish, suit, dress, computer, cosmetics, dry cleaning, eye glasses, contact lenses, flowers, furniture, sports equipment, hot tub, house, condo, insurance, loan, investments, jewelry, manicure, medicine, mortgage, real estate, motorcycle, newspaper, picture framing, stereo, storage, television, tools, travel package...	Bowling alley, day care, church, synagogue, temple, mosque, golf course, hardware store, college, health club, high school, hospital, hotel, kennel, library, museum, night club, pharmacy, post office, gallery, resort, restaurant, super market, volunteer group, taqueria, deli, grocery store, bus stop...	Facebook, LinkedIn, Twitter, blogs, wedding party, children's teachers, college friends, fraternity, sorority, alumni association, mail carrier, military friends, former colleagues, people you grew up with...



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## SUGGESTED FUNDRAISING TIMELINE

### Within one week of registering:

1. Build your donor network. Learn how this will help you manage your fundraising and raise even more!
2. Customize your online fundraising page with your motivation for participating
3. Write your first fundraising e-mail or letter. If you buy stationery and envelopes, bright colors work best!

### Within two weeks of registering:

1. E-mail your fundraising letter to everyone in your donor network.
2. If you're sending letters via snail mail, now's the time to do it.
3. Start thinking about fundraising events and parties. Holidays, events and seasons are great avenues!

### Starting at two weeks and keep it going:

1. Include your fundraising website in an update on social media such as Facebook, LinkedIn and Twitter. Get creative with your posts - post a picture of your training!
2. Create a group on Facebook for people to join so they can track your training and fundraising progress prior to BIG CLIMB MPLS.
3. Tell at least one person a day about your commitment. A friend, a co-worker, someone you meet at the gym, anyone! The more people who know, the more people who will donate! Include a link to your fundraising page in your e-mail (personal and work) signature. (See sample social media posts on next page.)

#### **Tip! Time your mailing**

Send emails as early in the day and early in the week as possible. Get your email ready to go over the weekend or the night before and then hit "send" when you wake up. Many people are more inclined to pay attention to emails in the morning and on Monday and Tuesday.

Time your emails and letters to arrive around payday. People are more generous when they have fresh money in the bank!

### One month prior to event:

1. Send your second fundraising e-mail or letter. Follow up with those who haven't donated yet.
2. Ask your donors if their company matches charitable donations. It's a great way to double your money!
3. Don't forget to send thank-you notes - be creative and have fun!

### Two weeks before the event:

1. Post a link to your fundraising website. Let your friends know how your training and fundraising is going.
2. Get rid of clutter! Have a yard sale.

### No less than 7 days before event:

1. Send an update to your friends. Almost there!
2. Send your third fundraising e-mail or letter.
3. Encourage friends and family to forward your letters to others. Don't be afraid to raise your goal!

### Post-Event:

1. Send your final e-mail or letter. Thank all who donated and let others know they still can.
2. Congratulate yourself on making a difference and helping to find a cure for cancer!



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## SAMPLE SOCIAL MEDIA POSTS:

### Update your status: Sample posts for Facebook and Twitter

- Who will be the first to donate to help me beat blood cancers? <http://mywebsitehere>
- How long does it take to climb 48 or 95 stairs? Find out: <http://mywebsitehere>
- Save the date...<DATE, TIME>. at <LOCATION>! Start your Saturday night strong with our team members as we take over the bar! We'll be pouring drinks and raising funds for our favorite cause. See you there!
- "Don't just stand for something - climb for it!" Join me. <http://mywebsitehere>
- I want to screen <MOVIE> as a fundraiser for my event: <http://mywebsitehere>. Does anyone have ideas for venues?
- I am climbing higher than the floors in my office building this Spring to beat blood cancers. Please support me in helping cure leukemia, lymphoma and myeloma. Donate at <http://mywebsitehere>

## DOUBLE YOUR DOLLARS WITH MATCHING GIFTS!

Matching gifts are a great way to boost the power of your fundraising effort. To find out if your company has a matching gift policy, check with your company's HR department or go to [www.matchinggifts.com/lls](http://www.matchinggifts.com/lls). It can be challenging to remember all the different companies that match employee donations, so the best approach is to always ask donors if their company matches.

### Working with donors to request matching gifts

Each company with a matching program has their own process for employees to request matching gift funds, but the process is very similar. **The one point in common is that the employee who donated to you always has to be the one to request matching funds - you cannot do it on their behalf.**

There are two common formats:

**Online matching forms** are the most common approach. If your donor works for a company that has online matching, they'll simply go to a website to fill out a form. When they complete the form, they'll get an e-mail confirmation that the matching funds have been requested and in most cases, LLS staff will also receive an e-mail notification.

**Paper matching forms** are becoming less common, but many companies still use them. A paper form will usually have a section for the employee to complete and a section for LLS staff to complete. These forms should be submitted to

The Leukemia & Lymphoma Society  
1171 Broadway Street NE  
Minneapolis, MN 55413





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## FUNDRAISING INCENTIVES

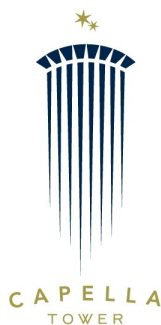
There are **two reasons** to fundraise:

- Reason 1:** The dollars raised by BIG CLIMB MPLS participants will make a significant impact on blood cancer patients **living longer, healthier lives.**
- Reason 2:** You can **earn great prizes** as our way of saying thank you for making a difference in the lives of those who have been touched by blood cancer.

Check our BIG CLIMB MPLS website at [www.bigclimbforcures.org/mn](http://www.bigclimbforcures.org/mn) or our Facebook page soon for more information on our awesome incentives to help inspire your fundraising efforts!

Incentive gifts are not cumulative and are given to the individual raising the funds, not to the team.

## THANK YOU TO OUR GENEROUS SPONSORS



For information about the benefits of becoming a corporate partner of BIG CLIMB MPLS contact:  
 Kris van Osnabrugge: (612) 259-4511 or [Kris.vanOsnabrugge@LLS.org](mailto:Kris.vanOsnabrugge@LLS.org)



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## EVENT INFORMATION

The best sources for up-to-date event information will be found on [www.bigclimbforcures.org/mn](http://www.bigclimbforcures.org/mn) or on the **BIG CLIMB MPLS Facebook page**.

### Fundraising Minimum

In addition to your registration fee, there is a \$50 fundraising minimum. We do this to continue to fund innovative research and breakthrough treatments, which are helping more patients live longer, better lives every day.

### Start times

Start times will be determined as we get closer to the race, but be aware that **ONLY** those participants who have reached their \$50 fundraising minimum will receive a start time in advance. You have the opportunity to satisfy the fundraising requirement on the day of the event, but start times with team members are not guaranteed.

### Registration Fees

<u>DATES</u>	<u>FLOORS</u>	<u>REGISTRATION FEE</u>
JAN. 1 - MAR. 31	48/95	\$50/\$70
APR. 1 - APR. 15	48/95	\$60/\$80
EVENT DAY	48/95	\$150/\$170

*\*EVENT DAY REGISTRATION FEE includes \$50 minimum fundraising amount. Registration fees paid prior to event day DO NOT include the fundraising minimum.*

For more information, fundraising tips, brochures, posters or just general questions, please do not hesitate to reach out to us via email or by phone. You may also schedule a time to drop by Minnesota Chapter office or we're happy to meet you for coffee or at your office!

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**someday is today**



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

fighting blood cancers