

Dear Team Captain,

Every step you and your team take on November 9, 2013 gets you closer to the finish line. Every dollar your team raises gets us closer to finding cures for blood cancers. Congratulations and **thank you** for serving as Team Captain for your Winter Pineapple Classic (WPC) team.

At the center of every great team is the leader, the focal point around which all activities evolve. As Team Captain, you've taken on the extremely meaningful job of recruiting and managing your team's efforts to help raise funds to cure cancer. To make this job easier, your team members' registration and fundraising can all be handled online. The more team members who fundraise online, the simpler the job will be – less paperwork (checks, forms, letters, etc) and fewer expenses (postage and other mailing costs).

The Leukemia & Lymphoma Society (LLS) has prepared this Team Captain Handbook to help you build your team and act as a guide for your fundraising. In addition, you have the support of our terrific staff at your disposal. Your team captain responsibilities include:

- Managing the process, from setting goals to recruiting co-captains and enlisting your co-workers, friends and/or family to offer their strong support of WPC.
- Recruiting team members who will raise funds. LLS will provide you with materials and information to assist you with recruitment, including partnering with you to plan a team kickoff event that will leave your team inspired and ready to take action;
- Encouraging each member of your team to raise a minimum of \$50, or more;
- Building and maintaining momentum, team enthusiasm and spirit leading up to - and during - the event;
- Attending the WPC Team Captain's meeting which will provide you with the opportunity to network with team captains in your area.
- Collecting money and ensuring it gets to your contacts at the LLS office
- Celebrating your group's success at WPC and thanking the appropriate people after the event.

As a Team Captain, you can make a difference to the thousands of people whose lives are touched by blood cancers. The funds raised by your team will be invested wisely in critical cancer research, patient services and other activities to help enhance, prolong and save the lives of people with leukemia, lymphoma and myeloma.

Your WPC staff stand ready to help you in any way possible. Thank you in advance for your invaluable support and best wishes for your most successful – and fun – Winter Pineapple Classic experience ever.

Sincerely,

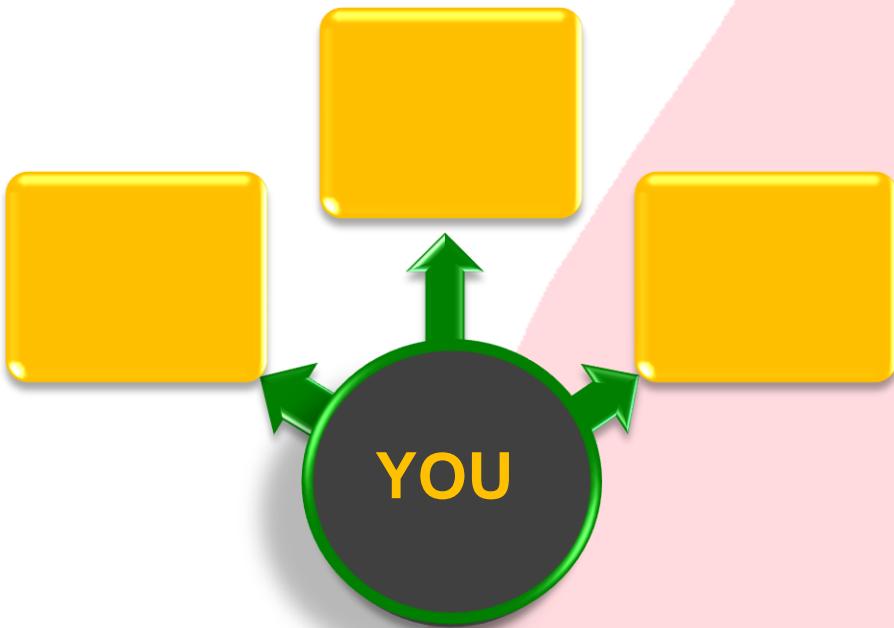


Anne Gillingham  
Executive Director

# **FRIENDS & FAMILY TEAM FUNDRAISING STRATEGY**

*The mission of The Leukemia & Lymphoma Society: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.*

## **1. What are the various networks of people in your life?**



**2. How many people did you recruit on your team? \_\_\_\_\_**

**3. What is your team's fundraising goal? \_\_\_\_\_**

(# of people on team x \$150 = GOAL)

**4. What are your personal interests/strengths?**

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**5. What are your ideas for fundraisers?**

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**6. What is your team internal kick-off date? \_\_\_\_\_**



## FUNDRAISING IDEAS:

- **Online Fundraising:** Is the most effective way to fundraise. Have a Facebook account? Here's a sample post for your use:  
 *Hello, Friends & Colleagues! My team and I are participating in the Leukemia & Lymphoma Society's Winter Pineapple Classic 5k. We would love your support in funding blood cancer research. If you are willing and able, please visit our team page at \_\_\_\_\_. Thank you so much for your support!*
- **Matching Gifts/Matching Grant Programs:** Ask if your/your donor's company has a matching gifts program, and find out how to apply.
- **Email Signature:** Insert the hyperlink to your fundraising page on your email signature. Explain that you are participating in the Winter Pineapple Classic benefitting LLS, and encourage your contacts to visit your webpage and donate!
- **Personal Letter Writing/Email Campaign:** Ask the WPC staff for sample letters/emails
- **Restaurant Night:** Invite friends and co-workers to have dinner with you at a restaurant that will donate a percentage of the profits to your Pineapple campaign.
- **Garage/Ebay Sale:** Create a WPC banner to be displayed to make sure donors know the proceeds go to LLS.
- **Car Wash:** Suggest a minimum donation.
- **Wine and Cheese Tasting Party, Costume Party, or BBQ:** Suggest a minimum donation and request food/wine donations from stores or restaurants.
- **Host a Tournament (Golf, Dodgeball, Tennis, Bowling, Kickball):** Suggest a minimum donation to enter and offer a prize to the winning team.
- **Get your Kids Involved:** Have children write a letter to their friends asking them to get involved or ask if they can put a donation jar in the classroom and have kids bring in their change to help out the cause!
- **Live, Silent, or Online Auction:** Ask the WPC staff for helpful hints and suggestions.
- **Special Event:** If you have a birthday or anniversary approaching, host a party and ask that guests provide you with a donation to your WPC campaign in lieu of gifts.
- **Host a Bachelor/Bachelorette Auction:** Suggest a minimum donation to attend and auction off dates with all of your eligible singles friends/co-workers.
- **Social Networking:** Use a site such as Facebook or LinkedIn. Post a shortened version of your fundraising letter on your site with a link to your personal fundraising page. Send messages out to your friends to get them involved.
- **Scavenger Hunt:** Suggest a minimum donation to enter and have prizes for the winner.
- **Game Night:** Suggest a minimum donation to enter and/or a donation to compete in each game.



- **Utilize Family & Friends:** Ask them to fundraise on your behalf- sending out letters, emails, or putting on events that you do not have to take the time to coordinate.
- **Special Skills:** Speak Spanish? Know how to fix computers? Can you teach tennis? Offer your services for a donation to your WPC campaign (tutoring, coaching, cleaning, accounting, whatever!)
- **Dunk Tank or Pie Throwing Event:** Participants make a donation to your WPC campaign for each toss.
- **Cook Off:** Charge an entry fee and have everyone vote for their favorite dish.
- **Vacation Day Drawing at Your Office:** For a donation of \$10-\$20 employees can enter for a chance to get a day off.
- **Food/Beverage Sales:** Baked goods, donuts, bagels, breakfast burritos, popcorn, hot dogs, pizza, ice cream, smoothies, etc. Bring to work, or offer from home!
- **Potluck:** Have your co-workers bring in a dish and then suggest a minimum donation for everyone to eat.
- **Break a Balloon Contest:** Buy a dart for \$1-\$5 and throw it at a wall of balloons to collect the prize inside. Prizes can include casual days, prime parking spots, free lunch, gift certificates, etc.
- **Curse Jar:** Place a curse jar in your office and whenever someone says a bad word they have to donate a dollar.
- **Manager Cook-Out/Cook-Off:** For a donation, your co-workers can dine on food prepared by the management team.
- **Executive Carwash:** For a donation, you can arrange a car wash conducted by the management team at your office.
- **Go Bald for Blood Cancer:** Individuals/Teams collect donations in exchange for shaving their head or coloring their hair.
- **Meeting or Workshop “Etiquette Rules”:** “Fine” co-workers/classmates/etc. a \$1 to \$5 donation to LLS for arriving late, not turning off cell phones, having side conversations, etc.
- **Extra Change:** Put an extra change jar next to the cash register of a cafeteria or restaurant. Be sure to note that donations will go to LLS.



fighting blood cancers



## IMPORTANT WPC DEADLINES:

- **October 10, 2013** – WPC Kick-Off at Georgetown Brewery
- **October 21, 2013** – Deadline to submit dedication poster requests
- **November 4, 2013** – Last day to register online
- **November 8, 2013** – Pre-race packet pick-up at the Greenlake Road Runner Sports. Stop by between 11:00AM & 8:00PM.
- **November 9, 2013** – Event Day (Walk-Up registration opens at 11:00AM)
- **December 2, 2013** – Fundraising Deadline

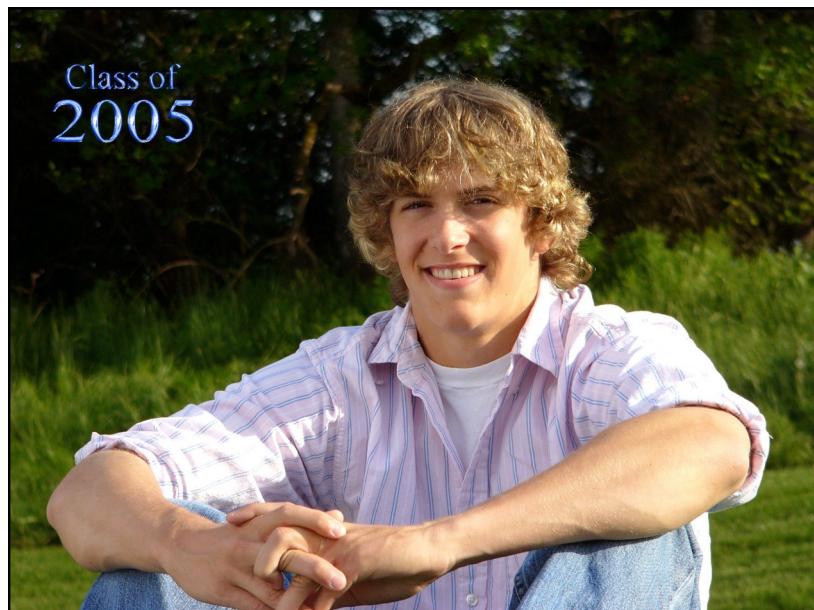


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# Remembered Hero

## Matt Leppell

*Written by Mona Leppell, Matt's mom*



Matt was athletic, handsome, funny and caring. He graduated from Curtis High School in 2005. He wrestled for I.C.W. Professional Wrestling in Washington, Canada and Oregon. He loved to wrestle ever since he was a little boy, that was his passion. Matt was a volunteer firefighter for East Olympia Fire Department. Matt had a dog named Mary Jane and a cat named Duby. On December 21, 2009 our world turned upside down. I took Matt to the E.R. thinking he had the flu. They had us wait in the hospital waiting room for the doctor. A short time later, the doctor came in and told Matt he had Leukemia. Our hearts dropped. That is news no one wants to ever hear.

Matt fought so hard for the next 9 months. He had to endure more than anyone should have to. During the next 9 months, he got MRSA, Cedif, Avascular Necrosis, flesh eating bacteria from a hole in his colon, the doctors removed his ab-muscle and tissues across his abdomen, he then had half of his colon removed.

Now you would have thought he would have given up, there was no way he was going to do that! He fought through everything thrown at him. That is the kind of guy Matt was, he was a fighter all the way.

He always made everyone laugh, played jokes on everyone..no matter how sick he was. He loved country music, Johnny Cash his favorite. He played guitar and could sound just like Johnny Cash. Matt drove a red Toyota truck, most of the time he had his cowboy hat on, country music playing and his dog Mary Jane looking out the window.

He had a heart of gold. I remember one of the doctors at Seattle Children's Hospital saying, "Matt was like no other".

We celebrated Matt's 24th Birthday at the hospital, up until then he was in remission...a few days later the biopsy showed the cancer was back. Matt's body couldn't handle anymore, it was weak. On September 15, 2010 Matt passed away.

Our hearts are forever broken. Matt can't fight anymore here on earth...but his mama can. So for my son Matt..mama's got your back baby..keep doing your work from heaven. Let's keep his fight going!!



## Honored Hero

# Braydon Hutchinson

*Written by Braydon's mom, Renae.*



*Braydon with his dad and sister in Hawaii.*

Braydon was diagnosed with CML (Chronic Myelogenous Leukemia) on 4/29/11, just shy of his 11th birthday. My husband actually picked up on something not being right with Braydon when he had to return home from Afghanistan for a death in the family in early April.

Braydon tried a couple different oral chemotherapy regimens, but they didn't get his Leukemia cells down fast enough, so transplant was the next option. A donor search was initiated and a 100% unrelated donor was found in the UK, within two weeks. Braydon had his bone marrow transplant on 11/15/11 and we stayed in Seattle until February 2012. Braydon had some serious liver complications (Liver GVHD) afterwards and we took many trips back and forth to Seattle Cancer Care Alliance for liver treatments called Electrophopheresis or ECP or "Blood Spinning" as we liked to call it. He had 58 of them. Basically, the procedure gave his liver a chance to heal.

Now, we're almost two years out of transplant and with a healthy liver and just some minor lung issues, we've got our funny little dude back. He loves playing outside, riding his bike, fishing, playing video games and eating. He's an old soul in a tiny body and just the nicest 13 year old boy you'll ever meet.