LEUKEMIA & LYMPHOMA SOCIETY® | GELATIN SPLASH

The Splasher News

Official Newsletter Of The Leukemia & Lymphoma Society's
23rd Annual Gelatin Splash **May, 2012**

Western & Central New York Chapter ♦ 4043 Maple Road, Suite 105 ♦ Amherst, NY 14226 ♦ Phone: 716.834.2578
Fax: 716.837.0335 ♦ www.lls.org/wcnygelatinsplash ♦ E-mail: luann.burgio@lls.org

COUNTDOWN: 48 DAYS UNTIL THE GELATIN SPLASH!

THANK YOU for your support! Your efforts truly make an impact right here in our community and will help advance our mission to CURE leukemia, lymphoma, Hodgkin's disease and myeloma, and to improve the quality of life of patients and their families.

Gelatin Splash Kick-Off

THANK YOU to everyone who attended our Gelatin Splash Kick-Off on April 19th! It was a fun night & a great way to rev up for the event. We also want to thank Melissa Holmes from WGRZ-TV for being our Mistress of Ceremonies. Did we mention, she signed up to slide into 1,000 gallons of gelatin this year?!
Special thanks to our Co-Chairs, Norm Orlowski & Rakesh Jobanputra, along with everyone on the Gelatin Splash Committee. We appreciate our veteran Splashers sharing their stories of fundraising success. There were some great tips & unique ideas. This event would not be what it is without people like you, splashing year after year.
Finally, our Patient Ambassador, Margaret, & her mom, Becky, shared their family's touching story. Thank you for inspiring us.
We can't wait to see everyone at the **Gelatin Splash on Thursday, June 14th!**

Our Gelatin Splash Patient Ambassador, Margaret, & our 2002 Light The Night Patient Ambassador, Stacie, who is now taking the big plunge into gelatin in honor of patients in our community.

$$$ Online Fundraising $$$

Online Fundraising is a terrific tool for increasing your fundraising potential. A simple template can be personalized to customize your webpage and make it your own. Online donations are often double, or even triple, the average amount.

You can personalize your website with:

- **Photos of your Honored Hero**
- **Reasons why you're splashing**
- **Your goal & how much you have raised to date**

Here's what to do:

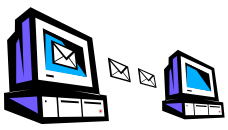
1. Visit http://wcny.gelatin.llsevent.org
2. Click on "Login to my Account"
3. Sign in using your Username & Password
   If you do not remember this information, click on "Forgot your password?" link, or email jennifer.kisker@lls.org.
4. Click on "Fundraising Control Panel" & begin to customize
   - Click on the "Personal Website" link. From there you can add a photo of the person you are splashing for, share your personal story, etc.

**Be sure to click "Update" to save your changes*

Now, spread the word! Email your personal link so that your friends, family, and business associates can see your page and make a donation!

- Email your personal link to anyone you have an email address for.
- Ask your contacts to forward your link to their contacts
- Post your personal link on your **Facebook** status or profile, and any other social networking sites you utilize.

The more people that receive your personal link and view your website, the more donations you will receive. That means more funds will support blood cancer research and local patient aid & services!



Fundraising Ideas

- Gelatin Splash paper boxes are available to you free of charge! Sell them for $1 & have the sponsor sign their name on the flier. Then, display at your office, home, or any local business that will sell them. They are a fun, unique way to create awareness about your splash!

- See if any businesses you frequent, like a salon or pizza place, will let you place canisters near their register. Patrons can toss in their spare change or may even choose to make a larger donation to your splash.

- Try a wrap event! Do your friends love wine & cheese? Invite, friends, family & coworkers to your home for a night of food pairings for a donation. Also, see if anyone could donate a basket & rur a small Chinese Auction. Or maybe they enjoy Kan-Jam or card games. You can host a tournament& ask for a donation as an entry fee for teams or individuals.

**If you would like to place an order for fundraising materials or discuss fundraising ideas, please call the Chapter office at (716) 834-2578 or e-mail luann.burgio@lls.org.

WIN A CRUISE FOR TWO OR FLY TO YOUR DREAM DESTINATION!

The Top Fundraising Splasher will win either a five night Caribbean Cruise for two with a $500 airline voucher OR a $1,500 travel voucher!

*Prizes will be awarded to the **TOP 20** fundraisers! You can win a prize while helping local blood cancer patients!*

Visit www.lls.org/wcnygelatinsplash to view a complete list of prizes.

"LIKE" US ON FACEBOOK! Please visit www.facebook.com/wcnygelatinsplash

Invite Your Friends!

23rd Annual Gelatin Splash
Thursday, June 14, 2012
Banchetti by Rizzo's
500 N. French Rd., W. Amherst, NY 14228

The Gelatin Splash is a great way to kick off the summer! We invite you to bring your family, friends and co-workers to cheer you on… ADMISSION IS FREE!

4:00 p.m. - Registration begins
5:00 p.m. - Costume Contest begins
6:00 p.m. - The GELATIN SPLASH BEGINS!

Special Prize Incentives

Splashers Must Raise a minimum of $400 & Will Receive the Following Benefits:

- Official Gelatin Splash **T-SHIRT**
- Food & beverage tickets
- $10 gift card to Banchetti by Rizzo's or Rizotto
- Splashers who raise **$600** or more will receive the official **New Era** Gelatin Splash **CAP**
- Splashers who raise **$1,000** or more will become members of the **SUPER SPLASHER CLUB**! For every **$1,000** a Splasher raises, they will receive one entry into a drawing to win **SIX TICKETS TO A 2012/2013 BUFFALO BILLS GAME IN A RED ZONE SEATING AREA AT RALPH WILSON STADIUM, Sponsored by COLUMBUS MCKINNON.**

**These prizes are cumulative*

SUPER SPLASHER CLUB

Splashers who raise **$1,000** or more will become members of this special club!

Benefits include:

- **VIP parking** at the event when a minimum of $1,000 is received by LLS by **June 1st**
- For each $1,000 raised, receive a chance to win six tickets to a 2012/2013 Buffalo Bills game in a Red Zone Seating Area, sponsored by Columbus McKinnon Corp.
- Special recognition onstage at the Gelatin Splash
- A group photo at the Gelatin Splash
- A place in the **Splasher Hall of Fame**. Details to follow!
- Recognition on the Gelatin Splash website
- Recognition in the *Splasher News Photo Edition*

How To: Post check & cash donations so that they appear on your website, counting to your fundraising goal

Checks and cash that are turned in or sent to the LLS chapter office will not automatically reflect on your online fundraising website.

To add checks or cash to your website total:

- Log into your account
- Click on Fundraising Control Panel
- Click on Enter Donations.
- Fill in the mandatory information, and under Payment Method, select cash.
- Complete the steps & the total will show as going to your goal on your website.

Or include a note in any donations mailed in or dropped off, asking that they be posted to your online account. Unless noted otherwise, donations made by cash or check will not appear on your webpage.

Funds You Raise Are Spent Locally!

- Our Chapter currently funds four research projects in our Chapter area
- More than 3,500 patients are registered with our Chapter. Patients can receive help through financial aid programs, support groups, educational programs, peer to peer counseling, webinars, and other patient services.
- Funds raised help support our programs of blood cancer research, local patient aid & services, advocacy, education & community service.

THANK YOU FOR YOUR EFFORTS!

Recruit Splashers or Form a TEAM & Earn Credit!

For each **NEW Splasher** you recruit, you can receive a $25 credit towards your fundraising goal! Ask your friends & Splashers to refer to you when they sign up. *Please note: Splashers you recruit must raise the minimum of $400 by the day of the Splash in order to count towards your credit.*

Costume Contest

Participants have been known for their creativity when entering the costume contest at the Splash. The Costume Contest will be from 5 - 6 p.m. and the top contestants will be voted on by a panel of judges. The Top 3 Costumes are then voted on by audience's applause, so bring your family, friends and coworkers to cheer you on!

Double Your Fundraising Efforts With *Matching Gifts*!

Companies that participate in matching gifts can help you double your total by "matching" the amount you raise. A list of companies that participate in Matching Gifts was included in your Splasher packet. This is not a complete list. Check with your Human Resources Department today or visit www.matchinggifts.com/lls

Please Share Why You Are Raising Money to Slide Into 1,000 Gallons of Gelatin!

Let's get to know the caring individuals behind the Gelatin Splash!

Whether it's your 23rd year splashing, or you are gearing up for your first time, please tell us why you are Splashing, or what the Gelatin Splash means to you. We will feature quotes and stories in the next *Splasher News*. **Please submit your quote by Thursday, May 17th1st.**

Quotes may be e-mailed to luann.burgio@lls.org, fax to (716) 837-0335 or mail to:
The Leukemia & Lymphoma Society
4043 Maple Road, Suite 105 · Amherst, NY 14226
Attn: Gelatin Splash

Thank you for inspiring us!

The Leukemia & Lymphoma Society is a 501C3 Organization

- If a company needs our 501C3 form, please note the company name, company contact and fax number.
- We will fax our 501C3 form directly to the company.

Please call the Chapter Office at 834-2578 to request the form, or e-mail luann.burgio@lls.org.

Thank You to Our Sponsors!

BANCHETTI by Rizzo's

Mentholatum

STAR 102.5

TOPS Friendly Markets

Time Warner Cable

MAJESTIC POOLS & SPAS

SOUTHWEST.COM

INSTY-PRINTS 265 Franklin St., Buffalo

NEW ERA New Era Fits™

Gelatin Splash Headquarters
The Leukemia & Lymphoma Society
4043 Maple Road, Suite 105
Amherst, NY 14226

48

Days Left
Until the Gelatin Splash!