



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

LEUKEMIA  
CUP REGATTA®

# DIY: REGATTA

BENEFITTING

THE LEUKEMIA & LYMPHOMA SOCIETY

[LeukemiaCup.org](http://LeukemiaCup.org)



# Raising more than a sail.

## OVERALL GUIDANCE:

DIY (Do It Yourself) Fundraising is an exciting way to make a meaningful impact on the lives of blood cancer patients and their families. With DIY Fundraising, any individual effort, activity or event can become an opportunity to support LLS. From celebrating a life milestone to holding a community get-together, the possibilities are endless.

By hosting your own Regatta to benefit LLS, you are carrying on the history of the Leukemia Cup Regatta. The first Leukemia Cup Regatta took place in 1988, when Stan Wrobel, a sailor in Birmingham, Alabama lost his life to leukemia and his friends at the Pine Harbor Yacht Club decided to organize a race in his memory. Communities across the US have been holding regatta's that benefit LLS since 1988. Since then, **Leukemia Cup Regatta volunteers have raised over \$73 millions for LLS.**

Fundraisers do not have to own a boat or be a sailor to compete in your area. Some of our most successful fundraisers include powerboaters, stand-up paddle boarders and non-boating team members.

### LLS provides:

- Tax acknowledgment for donations made directly to LLS
- Fundraising Toolkit
- Customize-able fundraising Website
- Consultation on maximizing your event

### LLS is unable to provide the following to DIY events/ participants/ donors:

- Tax acknowledgment for donations made through third party sites or directly to event organizers
- Payment for expenses related to event
- Insurance or liability coverage
- Staff support for logistics or administrative duties including attendance at events
- Use of LLS donor/contact lists
- Use of LLS's tax identification number for events

Please reference the **DIY Toolkit** and **DIY Agreement** for additional guidelines.



TO GET SIGNED UP

[CLICK HERE](#)



## MISSION

The Leukemia & Lymphoma Society [LLS] is at the forefront of the fight against blood cancer. Our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS identifies and funds the most promising blood cancer research projects that accelerate the development of new therapies. We are the leading source of free education and support to patients, caregivers and healthcare professionals, and we advocate for patient access to quality, affordable care.

Since 1949, we've invested nearly \$1.3 billion in groundbreaking research, pioneering many of today's most innovative approaches. We work tirelessly to find cures and ensure patients can access the lifesaving treatments they need. When someone experiences the fear and uncertainty of a cancer diagnosis, we provide hope, compassion, education and support. And we are making an impact in the cancer community.

## OUR IMPACT



# FUNDRAISING PAGE SET UP

**GO HERE** to register for a fundraising page.

Please note that 100% of funds donated via this site will go straight to LLS. Funds cannot be refunded to cover the cost of event.

## TIPS TO SETTING UP AN IMPACTFUL FUNDRAISING PAGE:

1. Customize your page with your story, event information and pictures. A guide for personalizing your page can be found on page 13
2. Add a personal donation to show your donors that you are committed to supporting LLS
3. Share your page often

## 3 ACTIONS TO START FUNDRAISING WITH SUCCESS!

### 1. LOGIN TO YOUR FUNDRAISING TOOLS

Your Fundraising Tools allow you to manage your fundraising page, monitor your progress, accept donations and more! Login by downloading the **My LLS** App from your app store or using your browser at [Fundraise.lls.org](https://Fundraise.lls.org).

- [Download My LLS App for Iphone here](#)
- [Download My LLS App for Android here](#)

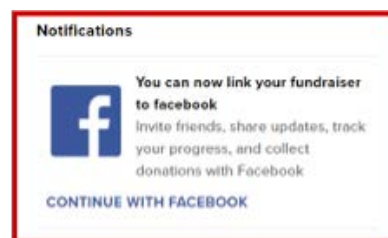
### 2. CUSTOMIZE YOUR FUNDRAISING PAGE

Customize your page by sharing a photo and your story showcasing your motivation to help find a cure for cancer. Participants who customize their page raise **3x more** than those who do not!

### 3. CREATE A FACEBOOK FUNDRAISER

When you connect your fundraising page to a Facebook Fundraiser within your Fundraising Tools your friends on Facebook can donate to your fundraiser with one click! Participants who connect their page to a Facebook Fundraiser raise on average **5x more!**

**NOTE:** To link your funds raised through Facebook, you must initiate the fundraising through your Fundraising Tools. Do not initiate the fundraising through Facebook.



# LLS FANTASY SAIL

Join us for a special weekend of sailing, social activities and workshops with fellow Leukemia Cup Regatta participants from throughout North America.

\*Funds must be raised by December 31, 2021

\$15,000	Silver Level Qualification for the Leukemia Cup Regatta Fantasy Sail Commodores Club Membership
\$20,000	<ul style="list-style-type: none"><li>• Gold Level Qualification for the Leukemia Cup Regatta Fantasy Sail Coach airfare travel up to \$500 included for Gold Level qualifiers.</li><li>• Hotel accommodations are the responsibility of Gold Level qualifiers.</li></ul>
\$50,000 or more	<p>Qualifies for any individual, raising or donating \$50,000. Impact award winners earn the following recognition:</p> <ul style="list-style-type: none"><li>• Platinum Level Qualification for the Leukemia Cup Regatta Fantasy Sail.</li><li>• Coach airfare travel up to \$500 and accommodations covered for Platinum Level qualifiers, with additional activities for elite fundraisers to be offered.</li><li>• Connect your name with a portfolio of research projects that focuses on a specific area of blood cancer research that is meaningful to you.</li><li>• An annual progress report for the entire portfolio</li><li>• Listing in the LLS Annual Report</li><li>• A customized Lucite blood drop award will be made for the individual fundraiser or team leader</li></ul> <p><a href="#">Link to the Hero Award</a></p>
\$100,000 or more	<p>Any individual, team, company or organization raising or donating \$100,000. Impact award winners earn the following recognition:</p> <ul style="list-style-type: none"><li>• Connect your name with a portfolio of research projects that focuses on a specific area of blood cancer research that is meaningful to you.</li><li>• An annual progress report for the entire portfolio</li><li>• Listing in the LLS Annual Report</li><li>• A customized Lucite blood drop award will be made for the individual fundraiser or team leader</li></ul> <p><a href="#">Link to the Hero Award</a></p>

Participants and teams that reach the above fundraising threshold by the December 31, 2021. All individual funds must be associated with the individual's DIY LCR account and all team funds must be associated with the team's DIY LCR account.





# VOLUNTEER ROLES AND RESPONSIBILITIES

## CAMPAIGN CHAIR

As the chair of your local event, you are the local face of the campaign, and the key to motivating others throughout the community to get involved and raise the funds necessary to achieve success.

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- **Set** a local campaign fundraising goal.
- **Develop** recruitment strategies.
- **Inspire** your fellow committee members, yacht club officers and their members, sponsors, area sailors and non-sailors to join you in reaching organizing your event and reaching your goal.
- **Integrate** the LLS mission into event activities.
- **Encourage** your area sailing contacts to register their boats to sail and raise funds as a team.
- **Present** the Winner's Cup to your top fundraising team.  
The Cup you present at your local event can be one that has meaning to your local club or sailing community.  
**Examples:** a cup or trophy that has been part of your club's history or donated by a club member whose life has been affected by a blood cancer.



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# COMMITTEE MEMBERS

Just as you would not race a boat without a competent and motivated crew, you should not do all of the work yourself. Committee members are the leaders in donating and fundraising.

As you recruit committee members, you could consider identifying a sponsorship chair. This person will take the lead on identifying sponsors that could help cover the costs related to your event.

100% participation will encourage others to support the local campaign and the ultimate reason it exists: to accelerate cancer cures and improve the quality of life for patients and their families in your community and beyond.

## RECRUITING AND INVOLVING YACHT CLUBS AND FLEETS

Getting as many yacht clubs and fleets as possible in your area involved in the campaign will add to the excitement and success. Take advantage of the competitive spirit of the sailing community and issue a fundraising challenge to your area clubs and fleets.

## THE OFFICERS AND MEMBERS OF AREA CLUBS AND FLEETS CAN GET INVOLVED IN A NUMBER OF WAYS, INCLUDING:

- Join you in setting up a CLUB fundraising goal
- Recruiting committee members.
- Hosting an event or events to augment race weekend
- Making connections to potential sponsors
- Soliciting In-kind donations
- Sailing race(s) and classes outside of race weekend
- Hosting a poker run (check the regulations in your state)
- Promoting the event to their members through club communications, social media
- Sending a letter from the club's commodore to membership listing the ways members can help (A sample letter is in the appendix section of this handbook.)
- Issuing a Yacht Club or Fleet Fundraising Challenge!



## Tip:

Organize a Commodores meeting or reception for the flag officers at the clubs or fleets in your area at least 6-8 months prior to your event weekend to provide an overview of the campaign and ways to get involved.

## Issue a Yacht Club or Fleet Fundraising Challenge!





# EVENT GUIDANCE

## OVERALL GUIDANCE:

- Identify volunteer roles early.
- Create a plan for revenue streams (i.e. ticket sales, games, etc.) and expenses.
  - Underestimate your revenue and overestimate your costs.
  - LLS recommends that expenses do not exceed 20%-30% of what is raised.
- Make a list of all things you will need to hold your event.
  - Identify the items you can get donated.
- Start advertising your event early.
  - Start with a save the date notice that is mailed/emailed to your contact list
  - Follow up with an official invitation
  - Encourage those that cannot attend to contribute by including a link to your fundraising page in all communication.
- Do not sign a contract on behalf of The Leukemia & Lymphoma Society.

When publicizing your event, the correct terminology for you to use is

“A(n) \_\_\_\_\_ benefiting The Leukemia & Lymphoma Society.”



## SOLUTIONS FOR ADDRESSING EXPENSES:

- Plan an event that is no/low cost. When you/organizers are willing to cover the costs, this allows more time and effort to go towards fundraising to fuel LLS's mission.
  - Holding a dinner party, or asking a friend to hold a dinner party, is one of many event ideas that you could incorporate fundraising.
- If there is local business that is looking for increased awareness in your community, they might be willing to provide funding to underwrite the expenses in exchange for being featured/mentioned as you publicize/hold the event.
  - For example, one community had a local roofing company underwrite the costs for a community concert held to benefit LLS.
- If you are holding an event where you anticipate expenses, platforms like Eventbrite can be used to sell tickets and collect funds for the event.
  - LLS cannot provide tax acknowledgment to attendees who purchase a ticket.
  - After funds have been collected, you can subtract the cost for your expenses and donate the proceeds to LLS.

### Event Ideas: (all of which can be held virtually!)

- Bingo Night • Trivia Night • Book Club • Concert • Wine Tasting • Exercise Challenge



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Learn more at [LLS.org](https://lls.org)

## TIMELINE

### 10-12 Months Prior

- ☐ Confirm event site and date. Check area race calendars and local community calendars to identify any potential conflicts.
- ☐ Recruit your local volunteer committee. As you identify committee members, focus on people that can help with team recruitment & fundraising, sponsorship support, event marketing and race logistics.

### 9-10 Months Prior to Event

- ☐ Secure a date for a Commodores reception to take place 5-6 months prior to event weekend.
- ☐ Secure kickoff date and venue to take place 3-4 months prior to event weekend.
- ☐ Begin committee meetings, focusing on fundraising and participation.
- ☐ Develop a plan with your committee to secure

### 7-9 Months Prior to Event

- ☐ Make sure your committee members are registered as fundraising sailors.
- ☐ Send out a save the date message for kickoff and event weekend.
- ☐ Recruit in kind sponsors as donors of important items. Sponsors could donate food, beverages, prizes, plaques, banners, skipper bags and more.

### 5-7 Months Prior to Event

- ☐ Hold the Commodores Meeting. Don't forget to plan to follow up with attendees and non-attendees.
- ☐ Distribute Save The Date and Notice of Race (NOR) flyers via mail and email.
- ☐ Confirm kickoff agenda.
- ☐ Invite prospective local sponsors and local representatives from the sailing community to the kickoff and event weekend.
- ☐ Make ongoing presentations to area sailing venues and sailing associations to invite them to join.

### 4 Months Prior to Event

- ☐ Send an email reminder for your kickoff (happening in one month).
- ☐ Continue to confirm race logistics.
- ☐ Begin to execute your fundraising plan.

### 3 Months Prior to Event – Kickoff your fundraising!

- ☐ Host your kickoff event.
- ☐ Thank your kickoff event sponsors and supporters.
- ☐ Follow up with attendees/no-shows to register them for the event/set up fundraising teams.

### 2-3 Months Prior to Event

- ☐ Send public service announcements for event weekend to local media outlets.
- ☐ Send update emails to registered teams/fundraising focused on fundraising progress include LLS Mission nuggets in the messaging.

### 1 Month Prior to Event

- ☐ Send an email to announce the last chance to register for the event.
- ☐ Confirm event weekend volunteers
- ☐ Finalize logistics like auction items, sailing instructions and distribute event weekend schedule.

### 2-3 Weeks Prior To Event

- ☐ Collect auction items from participants and prepare for their display at event weekend.
- ☐ Send final messaging to participants about what to expect at the event.
- ☐ Include LLS Mission nuggets in all messaging. Tell your participants at LLS!

### Post-Event

- ☐ Thank all participants and sponsors for their help.
- ☐ Celebrate your success!



# FUNDRAISING TOOL KIT

- Customizing your fundraising Page
- LLS The Power of Your Donation
- 3 Actions to Start Fundraising Success  
(Branded to general LLS)
- Logos and Graphics
- Sample Letters



TO DOWNLOAD ALL  
THE FUNDRAISING  
TOOL KIT FILES

[CLICK HERE](#)



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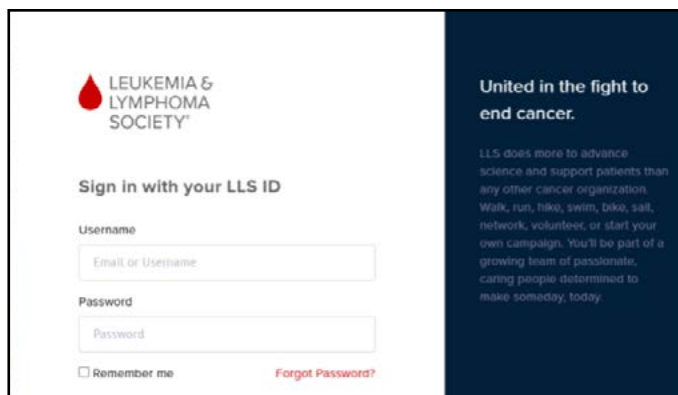
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Learn more at [LLS.org](https://lls.org)

# LCR ONLINE FUNDRAISING – QUICK START GUIDE

## Step 1: Log In To Your Account

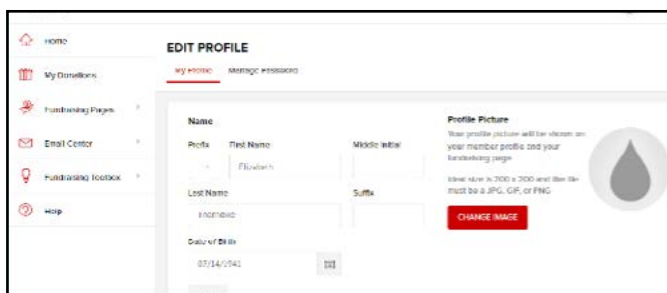
- Log into your account at [fundraise.lls.org](https://fundraise.lls.org)



## Step 2: Manage Personal Fundraising Page

- Visit the **My Profile** section to update your profile information and change your password.

Click on Fundraising Page, then My Page to access the editing tools for



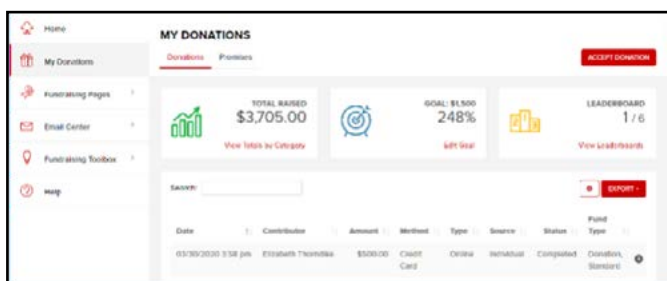
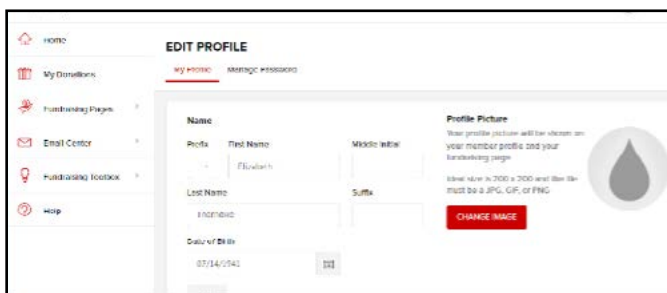
## Step 3: Edit Your Page

**Edit Page Text** - Click on “Manage Posts” then “Edit” to edit your fundraising page text and insert one or more photos. Click on Publish when finished. If you have a Team page, also edit that page to customize your appeal.

**Use Page Options to customize the Page Title, your Personal Website URL and How Your Name appears.**

**Use the Email Center** to reach out to potential donors.

**Go to My Donations** - to review a list of your donors and track your fundraising progress.



Questions? Please Call (800) 955-4572



# LLS BRANDING GUIDES

The Leukemia & Lymphoma Society logo can be used in relation to your event. Never modify the approved logos, and please instruct **team members** not to either.

Approved Logos come in three versions: Color, Black, and Reverse White. When possible the color logo should be used except when being placed on dark surfaces/materials



## WHEN PROMOTING YOUR EVENT

Please use the following guidelines for mentioning The Leukemia & Lymphoma Society:

- On first usage, always include the ® mark following “Society” (formatted superscript).
- On second reference you may say “LLS”, never say “the Society.”
- Always cap the “T” in “The” and the “S” in Society. (The Leukemia & Lymphoma Society)
- Use an ampersand (&) symbol, not the word “and”.
- Say “To benefit”, “Benefiting” or “Supporting” before listing The Leukemia & Lymphoma Society
  - To benefit The Leukemia & Lymphoma Society
  - Benefiting The Leukemia & Lymphoma Society
  - Supporting The Leukemia & Lymphoma Society

PMS 186 RED  
C=0 M=100 Y=75 K=4  
R=204 G=0 B=0  
HEX= CC0000

**LLS PRIMARY RED**  
Used preferably as an accent color for type, graphic elements like lines, and/or backgrounds.

PMS 201 RED  
C=7 M=100 Y=65 K=32  
R=170 G=0 B=0  
HEX= AA0000

**LLS SECONDARY RED**  
Used only to compliment primary red as a background.

BLACK  
C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
HEX= 000000

PMS 425 GRAY  
C=0 M=0 Y=0 K=77  
R=94 G=95 B=97  
HEX= 5E5F61

C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
HEX= FFFFFFFF

For further guidance [CLICK HERE](#) to download the LLS Brand guidelines.

# THE POWER OF YOUR DONATION

The below message points are designed to help donors and consumers conceptualize the impact of their donations by symbolically equating various donation amounts to facets of our mission. When referencing these figures, please use language such as “helps fund” or “helps support,” and avoid concrete wording (e.g. your \$25 goes to The Bloodline with LLS). Remember to emphasize that each and every dollar can bring us closer to our goal to end blood cancers.

## **Donation: \$25 to \$1000**

**\$25** could help fund an episode of The Bloodline with LLS, a free podcast for blood cancer patients and caregivers.

**\$50** could help fund free educational booklets that provide healthcare professionals and patients with the latest diagnosis, treatment, and survivorship information.

**\$100** could help fund a half-hour of LLS Information Specialists’ time providing free, one-on-one support to blood cancer patients and families.

**\$250** could help fund a critical lab supply for LLS-funded researchers.

**\$500** could help provide financial assistance to pediatric, young adult or adult blood cancer patients through our Urgent Need Program, established in partnership with Moppie’s Love and Charlie’s Fund.

**\$1,000** could help support the training of an LLS-funded research fellow for one week.

For more information visit:  
**[LeukemiaCup.org](http://LeukemiaCup.org)**