
Casey's Man & Woman of the Year Fundraise for the Leukemia & Lymphoma Society

Casey L Lewis

To:

Fri, Jan 15, 2021 at 2:24 PM



Dear [REDACTED]

Each year, in communities across the country, dynamic and passionate candidates engage in a spirited ten-week fundraising competition to earn The Leukemia & Lymphoma Society's "Man & Woman of the Year" titles by raising funds for blood cancer research and patient services. The individuals who raise the most funds during the 10-week campaign will be awarded the title of Man & Woman of the Year.

I am honored to be a candidate this year, and I am reaching out to the "best and brightest" in my network to offer an opportunity to join me in this campaign. The campaign begins in April 2021 and funds cannot be collected before the kickoff, but I am starting my planning now. I'll be hosting a virtual team meeting via Zoom on Wednesday, January 20th at 5pm PST and would love to have you join if you're interested and available.

Every dollar we raise brings us closer to the title, but more importantly, closer to a world without blood cancer. This is an incredible opportunity to make a positive impact on the lives of others. I would love to have you on my team if your life and schedule allow. This will truly be an amazing experience. Please take a look at the various ways to get involved with my campaign:

1. Letters/Emails: Send fundraising letters and emails to friends, family members, colleagues, coworkers, etc. asking them to support our team and LLS. *This is historically the most effective and simplest means to fundraise.*
 - a. The LLS will pay for postage for up to 300 physical letters for our team.
 - b. The LLS will provide us with sample letters/emails and is able to assist with stuffing envelopes and printing return labels as needed.
 - c. Each member of our team will receive a free fundraising webpage to collect online donations.
2. Sponsorship: Help secure a sponsorship from your company or a friend's company to benefit The Leukemia & Lymphoma Society and our team.
 - a. Sponsorship opportunities range from \$15,000 to \$100,000.
 - b. This will help give your company great marketing benefits and exposure by partnering with the LLS.
3. Events: Host a fundraising event to support the team. **Events may need to be virtual depending on the state of the pandemic come April 2021.**
4. Charity Buzz: Once in a lifetime kind of experiences or items, including celebrity, sports and music experiences, can be put up for auction on Charity Buzz. This is a great opportunity if you know

anyone who works in the entertainment or sports industry and might be able to help secure a set visit, tickets to a show, or other unique experience.

5. Get Creative: If you have any other ideas on how to raise funds to support the mission of LLS I would love to hear about them.

I hope you'll consider supporting this mission and joining me on this journey.

With gratitude,
Casey

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