

# VOLUNTEER GUIDE

THANK YOU FOR LEADING **THE SQUAD!**

**Kennedy**  
Leukemia Survivor

## PENNIES FOR PATIENTS TEAM

Name: \_\_\_\_\_

Phone/Email: \_\_\_\_\_



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

National Partner



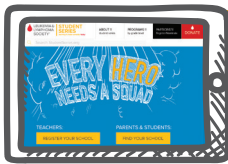
# Welcome to The Leukemia & Lymphoma Society's Pennies for Patients Campaign

Thank you for participating in Pennies for Patients. [This is your 2018-19 Volunteer Guide](#) with information to help you coordinate a fun and meaningful Pennies for Patients campaign. Since 1993, **students and educators** throughout the United States and Canada have raised more than \$368 million in support of The Leukemia & Lymphoma Society's (LLS) mission to cure blood cancers and improve the lives of patients and their families. We could not have done this without the **dedication of you**, one of our 27,000 volunteer coordinators, whose passion and support is vital to the success of our mission.

In addition to the latest edition of our Elementary STEM Curriculum, this year we are proud to provide a brand new series of STEM-inspired Explorations for Middle Schools. Students tackle fascinating science topics to create one-of-a-kind projects, learn about prominent scientists (including some funded by LLS), and soak up fascinating science facts to spark their interest in STEM.

All materials have been designed to give students and faculty an in-depth look at LLS-funded science, and the researchers that are supported by your Pennies for Patients fundraising efforts. All lessons cover key Common Core skills and key State standards. Some of the lessons are even aligned with the Next Generation Science Standards. Our curriculum is designed to be flexible for busy teachers to integrate into their lesson plans.

The Leukemia & Lymphoma Society is committed to educating students, especially young women, on key scientific topics to help inspire the next generation of cancer researchers. Learn more about LLS's commitment to Women in Science on the next page.



For more information on our curriculum please visit us at:  
[PenniesForPatients.org/curriculum](https://PenniesForPatients.org/curriculum)



## MEET KENNEDY

**Leukemia Survivor & Pennies for Patients' National Honored Hero**

Kennedy lives in Las Vegas, Nevada. Before turning 3 Kennedy endured extensive treatments for her cancer, including chemotherapy. Her first request after treatment was to get her ears pierced, which she did! Nowadays, Kennedy loves to cheerlead, dance and play softball.



## MEET DR. NICHOLS

**Chief Medical Officer, Leukemia & Lymphoma Society**

When Dr. Nichols is not fundraising for the Hero Squad she serves as a Chief Medical Officer overseeing LLS's scientific research portfolio, patient services and policy and advocacy initiatives.

## What LLS Does

Though LLS is known for funding groundbreaking research to find better treatments and cures, we do so much more. We provide free information, education and support services for those who have been impacted by blood cancer. We fight for lifesaving policy changes at the state and federal level to ensure access to quality, affordable, coordinated care. We are committed to working tirelessly toward our mission every single day, until we find a cure.

In order to achieve our mission, we must continue to educate young scientists, especially young girls, who face increasingly large challenges in science-based academic fields.

## Our STEM Curriculum

addresses the problems outlined on the graphics on the right, through fun, engaging activities that will inspire young girls and boys alike.



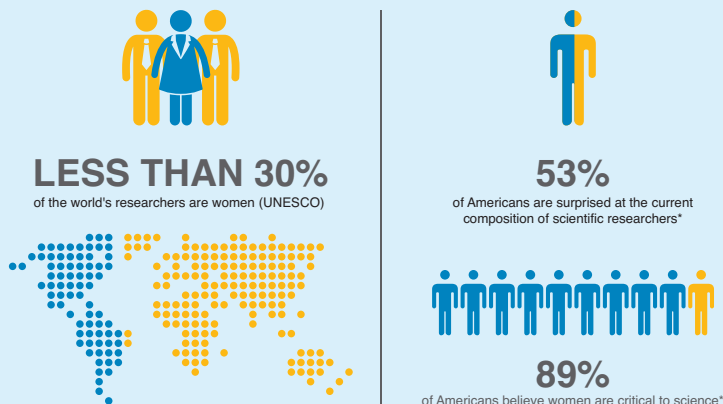
“I think we need new and diverse types of role models in science and increasingly we are seeing them, amongst both women and men.”

**ANN MULLALLY, M.D., PH.D.**

Assistant Professor, Medicine, Harvard Medical School  
LLS-funded Researcher

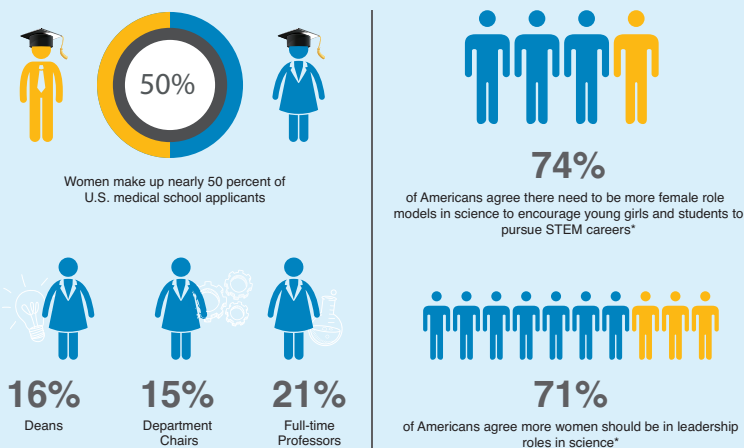
## Women In Science

### The Global Research Gender Gap

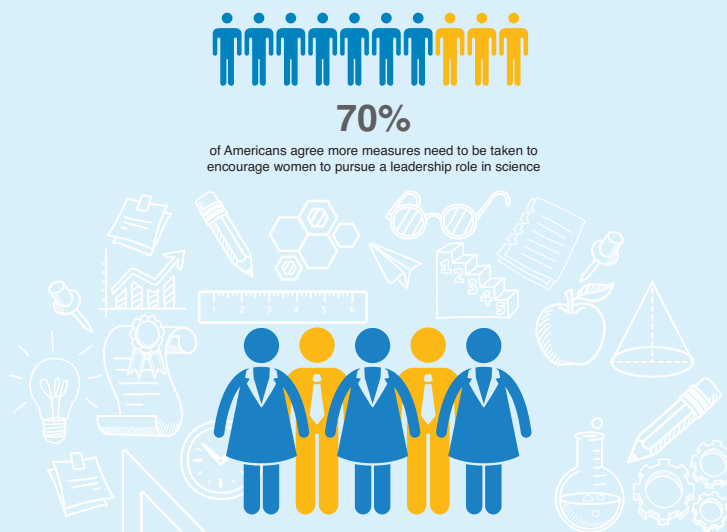


## Women Outnumbered in Science Roles

In science and research, women are not attaining the highest levels of leadership positions at the same pace as men



## The Time is Now for Women in Science



# STEPS TO SUCCESS

## Steps to a Successful Campaign

### Getting Started

- ☐ **Read this guide** and keep it handy.
- ☐ **Assemble** your team.
- ☐ **Familiarize yourself with your Hero Squad Gear**  
(Squad Tattoo, Power Rings, Hero Bands, Mini Champ, t-shirt and Super Sidekick).
- ☐ Set a **fundraising goal**.
- ☐ **Log on to your school's online giving page** and set up classroom pages for each homeroom (more info on pg. 8).

More Info on the  
Next Page 

### Two Months Before Program

- ☐ Schedule a kickoff event/assembly to jump-start your campaign.
- ☐ Have an in-person or phone meeting with your Pennies for Patients staff to discuss your goal and plans.
- ☐ Meet with your team and determine roles and responsibilities.
- ☐ Decide on your money collection process.
- ☐ Create your school's promotional video with online giving link to share on social media (more info on pg. 6).

### One Month Before Program

- ☐ Personalize your school and classroom online pages.
- ☐ Ask student volunteers to start publicizing around school with school posters and promotional video.
- ☐ Place information on school website, social media pages, and in school newsletter.
- ☐ Forward dear-parent emails to participating teachers when you receive them in your inbox.

### One Week Before Program

- ☐ Host kickoff event/assembly.
- ☐ Distribute program materials to teachers, including student collection boxes, classroom collection boxes, classroom thermometer posters and parent letters.
- ☐ Send parent letter and collection box home with students.
- ☐ Encourage students to create their own online giving page so that they qualify for online-only 'Hero Gear Thank-You Gifts.'
- ☐ Share your school's promotional video on social media and school website, and connect it to your online giving page.
- ☐ Communicate program kickoff in a phone blast home to families and on your social media pages.

### During Program

- ☐ Collect and deposit donations at least once a week.
- ☐ Keep promoting the online giving option through your school's e-newsletter, website and social media (more info on pg. 9).
- ☐ Track your progress on the school-wide thermometer poster.
- ☐ Motivate students with school announcements (more info on pg. 13).
- ☐ Encourage students to get donations through their personalized online giving page.

### Wrap Up (see Wrap Up Report)

- ☐ Send the Wrap-Up Report, along with any Coinstar receipts, deposit slips, checks or money orders, to **THE LOCAL CHAPTER** address on your Wrap Up Report. To find your local chapter's mailing information please:
  - ☐ Contact your local Pennies for Patients staff person.
  - ☐ Or visit [PenniesForPatients.org/chapter-selection-page](http://PenniesForPatients.org/chapter-selection-page) to find your local chapter.
- ☐ Next, share success with local media.
- ☐ Register for next year by visiting [PenniesForPatients.org/school-registration](http://PenniesForPatients.org/school-registration).
- ☐ To be eligible for local prizes please submit Wrap Up Report, Checks and Bank or Coinstar Receipts to your LLS Chapter office by **May 15, 2019**.

## INTRODUCING OUR HERO SQUAD GEAR

This year, Pre-K, Elementary, Combined and Middle School students can earn exciting Hero Squad Gear by fundraising for LLS.

★  
JOIN OUR  
SQUAD



### REGISTER

Students earn a **SQUAD TATTOO** just by registering online.



### COLLECT \$5

By collecting \$5 in their collection box, and turning in their coupon, students can earn their own **POWER RING**.  
*Coupon found on Dear Parent letter.*



### RAISE \$10

By raising \$10 online, students receive a **HERO BAND**.



### RAISE \$25

By raising \$25 online, students receive a **SUPER SIDEKICK**.



### RAISE \$50

By raising \$50 online, students receive a **HERO SQUAD TEE**.



### RAISE \$100

By collecting \$100 online, you become part of the Hero Squad *Champions Club* and receive your own **MINI-CHAMP**.

● — These are included in this kit right now.

## Building a Pennies for Patients Team

A successful campaign involves building a team around faculty, students, parents and many others in order to share the responsibilities and tasks. **Likely candidates for your Pennies for Patients team include:**

### Colleagues

- Team teachers
- Extra Curricular teachers
- STEM educators

### Students

- Student leadership groups
- Students impacted by cancer

### Parents

- Your classroom parents
- PTO/PTA members

### Community

- School board members
- Volunteers with a strong connection

## CAN WE WRITE LETTERS TO OUR HONORED HEROES?

Yes! Students are encouraged to write letters to their Honored Heroes. They should be sent to the local LLS chapter office.

## Leading A Pennies for Patients Campaign

Coordinating your Pennies for Patients campaign with a student leadership group will be a very rewarding experience. The planning, preparation and implementation will help students develop real-world skills in critical thinking and responsibility to self and team. Your volunteer role will vary depending on your students' grade level, but be sure to use the Service Project Action Plan below to guide your team through a fun and successful campaign.

### SERVICE PROJECT ACTION PLAN

|                                       |                             |
|---------------------------------------|-----------------------------|
| School: _____                         | Campaign Dates: _____       |
| Volunteer Coordinator /Advisor: _____ | Student Leaders: _____      |
| Planning Meeting 1: _____             | Kickoff Assembly: _____     |
| Planning Meeting 2: _____             | Create Student Video: _____ |
| Goal: _____                           | Mission Connection: _____   |

**GOAL** The most successful programs begin with a clear, well-thought-out plan that includes 4-5 different fundraising methods or activities (typically, donation collection and online giving are two of those methods) and a fundraising goal.

#### Goal possibilities

1. Previous year we raised: \$ \_\_\_\_\_
2. Rival school/top area school: \_\_\_\_\_ has raised/goal is: \$ \_\_\_\_\_
3. \_\_\_\_ Students earn a Power Ring (\$5) = \$ \_\_\_\_\_
4. \_\_\_\_ Students earn a Hero Band (\$10) = \$ \_\_\_\_\_
5. \_\_\_\_ Students earn a Super Sidekick (\$25) = \$ \_\_\_\_\_
6. \_\_\_\_ Students earn a Super Hero Squad Tee (\$50) = \$ \_\_\_\_\_
8. \_\_\_\_ Students earn a Super Mini Champ (\$100) = \$ \_\_\_\_\_
9. \_\_\_\_ classes x \$ \_\_\_\_\_ x \_\_\_\_ classroom goal = \$ \_\_\_\_\_

| ACTIVITIES                                      | DATE START | DATE END | FUNDRAISING GOAL | STRETCH GOAL |
|-------------------------------------------------|------------|----------|------------------|--------------|
| 1. Online Giving                                |            |          |                  |              |
| 2. Donation Collection (individuals/classroom)  |            |          |                  |              |
| 3. Fundraiser Activity 1                        |            |          |                  |              |
| 4. Fundraiser Activity 2                        |            |          |                  |              |
| 5. Fundraiser Activity 3                        |            |          |                  |              |
| 6. Community Fundraising (e.g., Adopt-a-School) |            |          |                  |              |
| <b>TOTAL GOAL</b>                               |            |          |                  |              |

| NEXT STEPS | TARGET DATE | ✓ |
|------------|-------------|---|
|            |             |   |
|            |             |   |
|            |             |   |

| WRAP-UP METHOD |
|----------------|
|                |

## Tasks and Timeline

For each fundraiser listed below, make a list of the tasks that need to be accomplished and label each task as: Marketing/Awareness, Online Giving, Activity Planning/Logistics, or Budget/Accounting.

### Fundraiser 1: Online Giving

Dates: \_\_\_\_\_ Goal: \_\_\_\_\_ Actual: \_\_\_\_\_

| Task | Team Responsible | Target Date | ✓ |
|------|------------------|-------------|---|
|      |                  |             |   |
|      |                  |             |   |
|      |                  |             |   |
|      |                  |             |   |

### Fundraiser 2: Donation Collection

Dates: \_\_\_\_\_ Goal: \_\_\_\_\_ Actual: \_\_\_\_\_

| Task | Team Responsible | Target Date | ✓ |
|------|------------------|-------------|---|
|      |                  |             |   |
|      |                  |             |   |
|      |                  |             |   |
|      |                  |             |   |

### Fundraiser 3: Community Fundraising

Dates: \_\_\_\_\_ Goal: \_\_\_\_\_ Actual: \_\_\_\_\_

| Task | Team Responsible | Target Date | ✓ |
|------|------------------|-------------|---|
|      |                  |             |   |
|      |                  |             |   |
|      |                  |             |   |
|      |                  |             |   |

**CREATE YOUR  
OWN PROMOTIONAL VIDEO  
TO MAXIMIZE YOUR REACH.**



**COLLECT YOUR  
MINI CHAMP !**

**RAISE \$100 ONLINE**

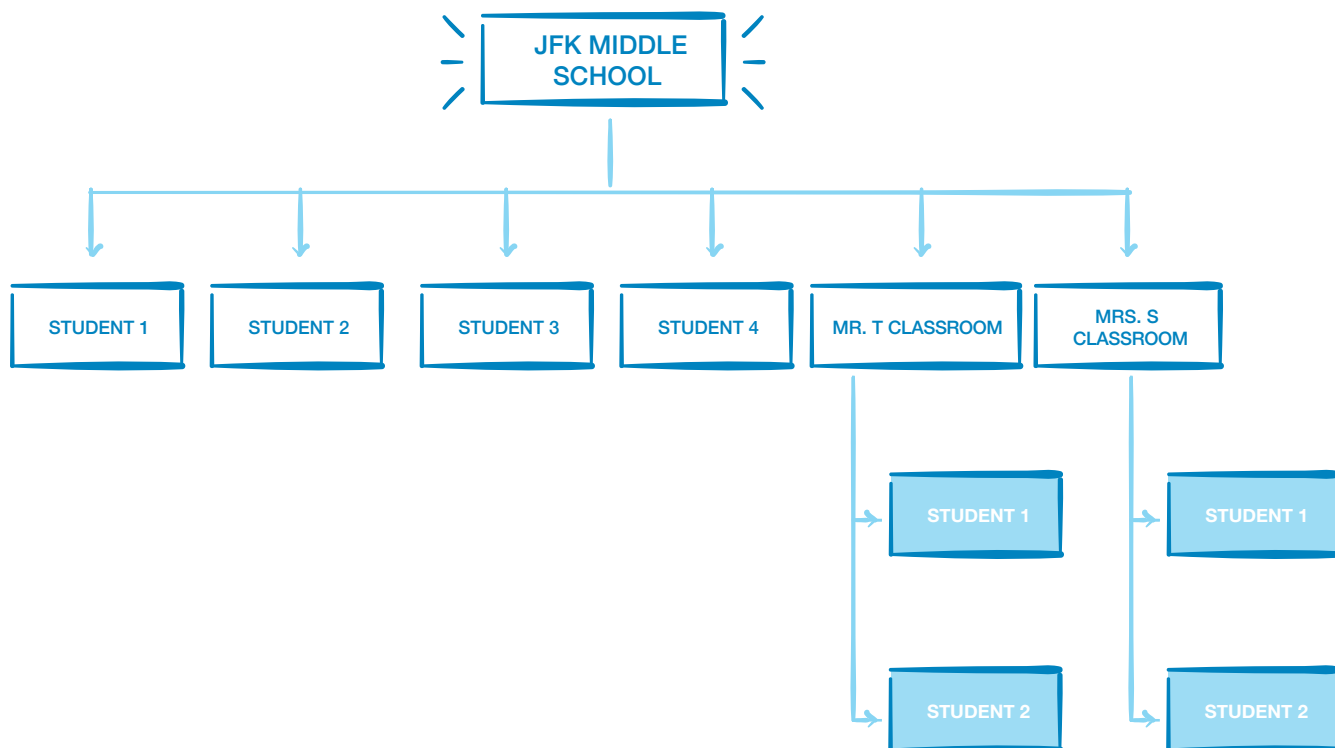
By collecting \$100 online, you become part of the Hero Squad *Champions Club* and receive your own **MINI-CHAMP**.

## Online Giving

Online giving is the most efficient method of fundraising for students, teachers and schools. A \$5 donation equates to a whole lot of coins and is easier to count. **Remember:** All Hero Gear, except for the Power Ring, are earned through creating an online fundraising page and fundraising online.

**An online giving webpage is automatically provided for every participating school.** Shortly after registration, your school's unique URL is emailed to the primary volunteer, along with a password and instructions on how to personalize your school's page. Teachers are encouraged to create classroom pages under their school's page and students can create their own individual pages that roll up to their classroom's page.

Even if a teacher does not set up their own classroom page, students can still create their own individual page that rolls up to the school's general donation page. See example below:



### CAN WE DONATE THE FUNDS WE RAISE DIRECTLY TO A LOCAL FAMILY?

Funds that are raised on behalf of LLS cannot be earmarked for a particular patient. However, funds raised by more than 27,000 schools assist in serving all patients, as well as funding innovative research worldwide to find cures.

# How To Create a Classroom or Individual Online Giving Page

## Steps to creating an online page:

1. Visit our School Finder page at:  
[PenniesForPatients.org/find-your-school](https://PenniesForPatients.org/find-your-school)

2. **Select your school's program**  
(Pennies for Patients)

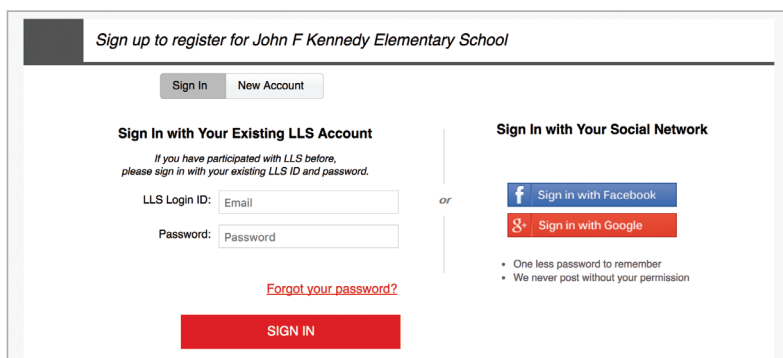
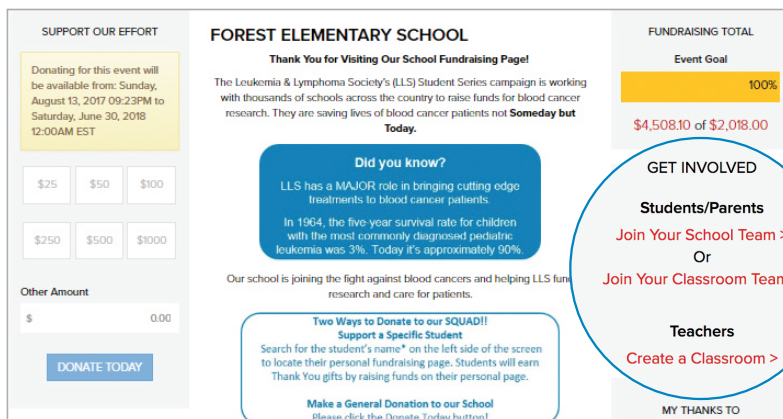
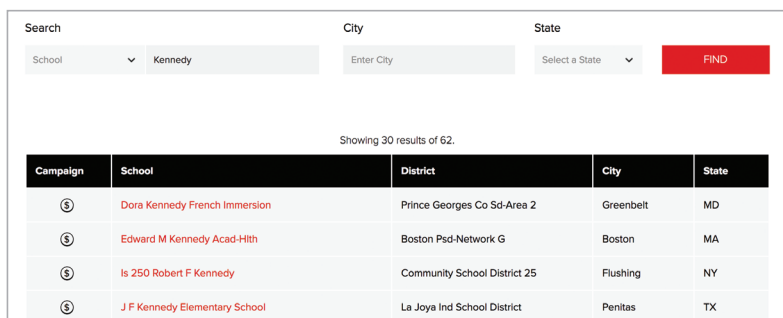
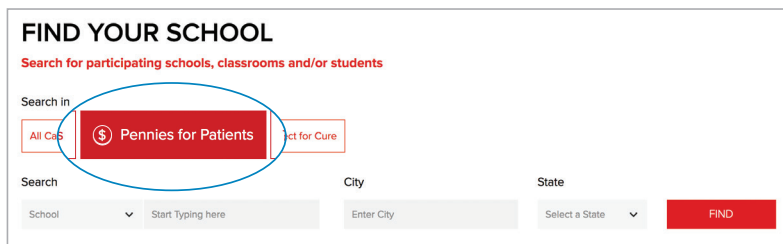
3. **Find your School** on the list and click on it (or use the Search feature).

4. Once directed to your school's page, click on **Join Your School Team** (students or parents) or **Create a Classroom** (Classroom Teachers).

5. **Click on New Account Tab** and fill out name and email fields. If you have ever had a fundraising page for LLS, sign in with your Username and Password (or use Forgot Password if you don't remember your login information). You can also use your social media account to login or register.

6. Follow prompts to fill out your personal information and accept the agreement at the bottom of the form.

7. Next you will receive an email confirmation with your login information – **please save that email!** Once you have that, you will be able to personalize your page and share your link via email and social media!



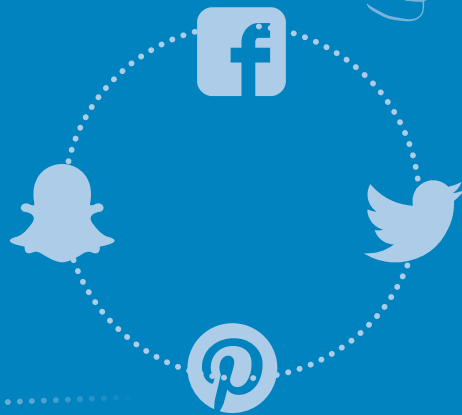
## Promoting Your Pennies for Patients Campaign is Key

Success in online giving is directly tied to how you promote it. Use all your social media outlets, as well as your school and district websites, to share and promote your fundraising efforts. Don't be afraid to ask for donations multiple times before and during your campaign. People appreciate the reminders.

Please visit [PenniesForPatients.org](https://PenniesForPatients.org) for email and social media templates that you can use to send to your school's families.

### CAN I DONATE ONLINE AND/OR ASK FRIENDS OR OTHER FAMILY MEMBERS TO DONATE?

Yes! Find your school page by visiting:  
**[PenniesForPatients.org/find-your-school](https://PenniesForPatients.org/find-your-school)**  
and clicking Donate.  
Also, find resources for sharing the page (sample emails, social media posts, and more) on our website.



## COLLECT YOUR SUPER SIDEKICK



## RAISE \$25

By raising \$25 online, students receive a  
**SUPER SIDEKICK.**

### Social media is a great way to spread awareness and encourage online donations. Here are some tips for success on social media:

- Share your Pennies for Patients experience from the perspective of your school and its students. Have fun with it!
- Express emotion. A backstory about why you're helping fund cancer research can encourage empathy and drive online donations.
- Pictures are important. Share a photo of the fundraisers so your followers can see them in action. Share your fun, unique fundraising ideas with us on Pinterest, too!

#### Below are some examples of posts you can use to promote your online giving page:

- I'm so proud of our students for raising money through #Pennies4Patients for @The Leukemia & Lymphoma Society. You can support us in our fight against blood cancer by making a donation to our school's online fundraising page <Link to fundraising page>
- Did you know that every 3 minutes someone is diagnosed with a blood cancer and every 9 minutes someone loses their battle? Please join <SCHOOL NAME> in the fight against blood cancers by donating to its online giving page to support @The Leukemia & Lymphoma Society: <INSERT ONLINE GIVING LINK>
- Our school is helping find blood cancer cures by collecting money for @The Leukemia & Lymphoma Society through #Pennies4Patients. Your spare change can help save a life! Please support your children in their life-saving fundraising adventure!

For more information on promoting your online fundraising efforts visit [PenniesForPatients.org](https://PenniesForPatients.org)

## Here is just a small sampling of some Fun Fundraising ideas.

### ★ Our recommended ideas.

- ★ **Stuck for a Buck**—Hands down the most popular fundraising activity among schools of all levels! Students pay \$1 for a piece of duct tape they use to tape a lucky staff person to a wall.
- **Crazy for a Cure**—Have a favorite staff person kiss a pig, shave their head, put on a chicken suit, etc., if your school reaches its goal.
- **Make Cancer Disappear**—Place the word “CANCER” at the entrance to school. Each time your school collects a certain amount, remove one letter.
- **Digital Dollars**—Encourage your students to create a short video about participating in Pennies for Patients and email it to friends and family asking for online donations. Also, promote your page through emails, social media posts, newsletters and the school website.
- ★ **Pennies Pie**—Reward the top fundraising classrooms with the chance to pie their teacher at the end of your campaign.
- ★ **Team Up Against Cancer**—Designate a “jersey day” where students wear their favorite sports team jersey to school by donating \$1 or more. Talk about the importance of working together as a team to reach your school's goal.
- ★ **Wall of Hope**—Use the paper icon pads to create a Wall of Hope at your school. Sell the paper icons for \$1 or \$5. Businesses can sell these too!
- ★ **Business Bucks**—Encourage parents to ask coworkers to contribute or ask their company to match the class's donation. This is a great way to use your online giving page!
- **After-School Party**—Hold a \$5 after-school party to benefit your program. Activities could include: open gym, water balloon toss, dancing, concession sales, homework help, etc.
- **Penny War Against Cancer**—Create a competition between classes/periods where pennies have a negative value and silver change has a positive value.
- **Chuck Your Change**—Have parents throw spare change from their cars into a bucket as they drive into school each morning. Use student group members as organizers.
- **Bucket Boost or Miracle Minutes**—Ask for donations at a home game by passing a bucket around the stands during halftime. Have a contest to see which side of the stands/stadium can raise the most money in 5 minutes.
- **Teacher Dare**—Challenge teacher(s) to accept a dare, as the consequence of the school reaching their fundraising goal (e.g., buy a classroom breakfast, students do teacher's hair & make-up for the day).

★ — These are Our Recommended Ideas

### Try Bring the Change!

Bring the Change is a simple 1 week coin drive/spirit week where each day focuses on a different spirit wear item and coin.

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |
| <b>MONDAY</b>                                                                       | <b>TUESDAY</b>                                                                      | <b>WEDNESDAY</b>                                                                     | <b>THURSDAY</b>                                                                       | <b>FRIDAY</b>                                                                         |
| <b>PAJAMA PENNY DAY</b>                                                             | <b>NEON NICKELS DAY</b>                                                             | <b>DAZZLING DIMES DAY</b>                                                            | <b>CRAZY QUARTERS DAY</b>                                                             | <b>TEAM UP FOR LEUKEMIA</b>                                                           |
| Don't forget to put your pennies in the pockets of your favorite pajamas!           | Wear your brightest neon and bring in nickels!                                      | Donate dimes & wear something shiny or something that makes you different & unique!  | Wear a crazy hat and/or socks to school today and cash in your quarters!              | Wear your favorite team's jersey or colors and collect all coins and dollars!         |

### STUDENT EVENT IDEAS

- Host a school-wide awards ceremony at the end of your campaign. Unveil your school's total fundraising achievement to the entire student body.
- Honor students who have reached certain fundraising milestones (e.g., \$5 during the event). Encourage them to wear any "Hero Squad Gear" they have earned.
- Incorporate any Fundraising Ideas from above or staff challenges/dares into the event.

## Donation Management / Wrapping Up

During Pennies for Patients campaigns, donations can be made in a variety of ways: coins, cash, checks, online, and even matching gifts from companies that match an employee's donation. Regardless of how donations get made, it's important to set a plan for managing them.

**Encourage Online Donations** Online giving is a great opportunity for family and friends near and far to support the philanthropic efforts of their beloved student. A few of the benefits of online giving for you, the volunteer:

- Less coins or cash to process.
- Faster path to reach your school's goal. The average online donation is \$25 and the average individual student raises \$75 online.

**Process Checks and Currency** Convert your checks and paper currency into a check or money order payable to The Leukemia & Lymphoma Society or LLS.

**Collecting and Processing Change** Processing change often takes our volunteers the most time. Follow these steps to save time and avoid confusion:

1. Schedule designated collection times once or twice a week for each classroom (e.g., Wednesdays and Fridays at 2 p.m.).
2. Keep classroom change amounts separate and labeled.
3. Deposit coins at least once a week at a local Coinstar kiosk, or at a local bank or credit union.

**If your school requires fundraising donations to be counted prior to leaving school, follow these steps:**

- Form a Coin Counting Committee: Consider asking teachers, students (NHS, student council or service groups) or parents (parent classroom helpers or PTA members) to help.
- Consider asking teachers/students to count their change prior to your weekly collection. Record the amounts on your tracking sheet and reconcile when you deposit your change.

### Important Notes for CoinStar:

- Follow the on-screen prompts to donate. \*\*If you accidentally select the cash out option you must collect the money that day at the store and convert to a check or money order.
- Make sure you follow the directions and send your receipts to your local chapter. **Do not mail your receipts to the Rye Brook, NY, address,** which you'll find printed on the receipt. Instead, use the local chapter address found on your Wrap-Up Report.
- Do not process paper currency/bills through Coinstar. Convert any bills into a money order (this may be done at the customer service department) or a check.



To find the Coinstar kiosk with the donation feature closest to your school, call **(800) 928-2274** or go to **www.coinstar.com** and enter your zip code under the **"find a kiosk"** button. View the kiosk details of your local store to ensure LLS is a charity supported on that machine. **We encourage a trial run to ensure the Coinstar kiosk is operating.**

### How Do I Use Coinstar?

1. Touch screen to begin
2. Select language
3. Hit Donate to charity button
4. Accept Terms and Conditions
5. Choose The Leukemia & Lymphoma Society from the selection menu or enter #3333
6. Press Continue to confirm
7. Pour coins into the kiosk
8. When finished, select the Done button
9. Take your receipt
10. Don't forget to save your receipts and mail them in at the end of your campaign to the chapter address on the Wrap-Up Report

The screenshot shows the Coinstar kiosk interface. At the top is the Coinstar logo. Below it, the text "What would you like to do today?" is displayed, followed by "Please choose one option." There are five colored buttons arranged in a grid: a green button for "Get cash" (Turn your coins into cash.), an orange button for "Choose an eGift Card" (NO FEE options available), a blue button for "Donate to charity" (Every penny counts.), a dark grey button for "Sign in / Sign up" (Track this transaction. Get special offers via email.), and a purple button for "Check for special offers" (Get more for your money.). At the bottom left, there is a small button labeled "Español".

## How to Manage Your Hero Squad Gear!

As the volunteer coordinator, you can gain excitement for the Hero Squad Gear by wearing the Hero Squad Gear at your Pennies for Patients assembly and/or through the day, visiting different classes and showing off the gear!

### Ideas for How to Track the Instant Characters:

**Distribution** – You will receive a daily report during your campaign showing which students have qualified for online Hero Gear! More ideas on how to manage the \$5 offline coupon are below!



**Tracking Hero Squad Gear Distribution** – You can use the Student/Classroom Tracking sheet on the back of this volunteer guide. If you make a copy for each classroom and enter the students' names, you will be able to use this to not only track the online Hero Squad Gear you have given out, but also to mark the students who have brought in their coinbox and coupon for the \$5 offline Power Ring (the coupon can be found on the Dear Parent Letter enclosed with your materials that you will send home with students). Remember, the t-shirt (\$50 online) and the Super Sidekick (\$100 online) will be sent along with other items, like classroom pennants, after your program has been completed and you send in your Wrap-Up Report.

### Ideas for How to Manage the \$5 Coupon:

- **Grade Level Baggie** – Have a plastic baggie/envelope for each grade level and put the coupons in the corresponding bag/envelope.
- **Front Office** – Have coupons sent to office with the daily attendance. The front office can recognize the students who turned in the coupons during the morning announcements. A student from each class can pick up the Power Rings for his or her class.
- **Classroom Rosters** – Print and staple the classroom roster to a large envelope for each class and place the coupons in these envelopes. Simply check off the name of the student on the roster as the coupons are turned in.

### Ideas for How to Distribute the Instant Characters:

**"Hero Squad" Days** – Designate specific "Hero Squad" days for students to turn their coupons in and receive their Hero Gear.

#### Distribution Sites

- **Hero Squad Gear Booths** – Have parent volunteers or the student council set up a "Hero Squad Gear" booth before school or during recess/lunch times where students can turn in their coupons and collect their instant characters.
- **Hero Squad Gear Store** – Have a "Hero Squad Gear" store led by parents/front office/nurse to collect coupons and distribute characters.
- **Library** – Have the librarian call kids down to the library each morning to pick up their Hero Squad Gear.
- **PE Class** – Ask the PE teacher/ Volunteer to distribute Hero Squad Gear materials at the beginning or end of PE.

**Student Council** – Have the student council announce the Hero Squad Gear earners on the morning announcements and deliver them to classrooms.

**PTO or PTA** – Ask parent volunteers to put the Hero Squad Gear in the homeroom teachers' mailboxes.



**REMEMBER**  
**YOU CAN EARN AMAZON GIFT CARDS**  
**FOR SCHOOL SUPPLIES.**



## School Announcements: Elementary and Middle School

|           | Week 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Week 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Week 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Monday    | <p>Good Morning, our school has accepted the challenge of helping to find a cure for blood cancer! We are joining over 27,000 schools across the nation to make a difference and raise as much money as we can! Over the next 3 weeks our school will be working to reach a goal of \$_____. A letter has been provided to take home to your parents that talks about Pennies for Patients and has instructions for setting up your very own online giving page. Be sure to set that up soon and start saving lives. When you create your online fundraising page and start raising money online you become eligible to receive awesome Hero Squad Gear!</p>                             | <p>Today we start our second week of Pennies for Patients. I hope you brought in all the coins and dollars you collected over the weekend. Last week we raised \$_____ to help cure cancer and this week we want to raise even more! I'm excited to announce that we have _____ students who have received the Hero Band so far by raising \$10 online! Let's keep that momentum up Squad!</p>                                                                                                                                                                                                                                                | <p>Kennedy is the Pennies for Patients National Honored Hero for this school year. You've probably seen her picture on the posters and coin boxes. Kennedy had Acute Lymphoblastic Leukemia. Before turning 3, Kennedy endured extensive treatments for her cancer, including chemotherapy. Since completing her treatment in September 2013, Kennedy has been cancer free! Her first request after her last treatment was to get her ears pierced, which she did! Nowadays, Kennedy loves to dance, tumble, cheerlead and play baseball. You may have seen Kennedy in the Hero Squad t-shirt on the back of your coin box. You too can get your very own Hero Squad t-shirt by raising \$50 online.</p> |
| Tuesday   | <p>Exciting News! As of today _____ students have completed their first mission by creating their online giving pages and will receive their Squad Tattoo! Can we reach _____ students by the end of the week? We have raised over \$_____ online already and it has only been 24 hours! Do you know what blood cancer is? It is a disease that occurs in the blood. Our blood is made up of three types of cells: red blood cells, white blood cells and platelets. Blood cancer crowds out the healthy blood cells so they can't do their jobs. Do you know what the treatments for cancer are called? Tune in tomorrow to see if you're correct, and keep those donations coming!</p> | <p>The Leukemia &amp; Lymphoma Society's mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma and improve the quality of life of patients and their families. Donations from Pennies for Patients help families of patients pay for medicines, doctors or other expenses, and also help fund research focused on finding a cure. Every donation helps and when you raise \$25 online, you will receive your Super Sidekick!</p>                                                                                                                                                                                               | <p>Online giving is bringing change to the way we raise money and awareness for The Leukemia &amp; Lymphoma Society. To help complete your final mission of raising \$100 online and receive your Mini Champ, consider making a short video about why raising money for LLS is important to you. Share your video and webpage with your family and friends so they can support your efforts and you can be a lifesaver! Let's see who can make the most creative video to get online donations.</p>                                                                                                                                                                                                      |
| Wednesday | <p>When someone has a blood cancer, they have to go through treatment for a long time—sometimes as long as three years, or more! Did you know that some of the treatments for blood cancers are chemotherapy, radiation and bone marrow transplant? The money we raise will help cancer patients all over the world! Keep up the good work bringing in those coins, dollars and online donations— Remember, when you bring \$5 in your coinbox and your coupon, you will receive a Power Ring!</p>                                                                                                                                                                                       | <p>Did you know that U.S. paper money is not paper? It's cloth. In Ben Franklin's day, people repaired torn bills with a needle and thread! Do you know what denomination Ben Franklin's picture is on? He's on the \$100 bill. One hundred dollars in donations to The Leukemia &amp; Lymphoma Society helps fund the First Connection Program, a peer-to-peer program that matches newly diagnosed patients and their families with trained volunteers. With our donations, we're making that happen!</p>                                                                                                                                   | <p>As we head into the final days of our Pennies for Patients campaign, we want to take a moment to congratulate our squad members who have accepted the Hero Squad missions. You have probably seen them walking around with their Hero Squad Gear. Let's congratulate them for all of the work they are doing to help cure blood cancer! (Consider listing the classrooms with the most students achieving missions, or students who have achieved the most missions!)</p>                                                                                                                                                                                                                             |
| Thursday  | <p>I am excited to give you an update on our Pennies for Patients program! Students here at _____ school are teaming up to bring in spare change and raise money online to fight cancer. Did you know that many treatments discovered through LLS funding are now used for many other diseases? We will learn more about what inspired these researchers in our LLS STEM curriculum!</p>                                                                                                                                                                                                                                                                                                 | <p>Did you know the number 13 is represented on the dollar bill several times: there are 13 arrows, 13 leaves in the olive branch, 13 stars, and 13 stripes on the shield. Thirteen stands for the original 13 colonies that formed the United States. Last year, students across the country raised \$26 million! Stacked on top of one another that is enough pennies to make it around the world 1.3 times! But The Leukemia &amp; Lymphoma Society's Pennies for Patients is more than just finding pennies; it is about finding a cure! Thanks to schools like ours, LLS is supporting life-saving research and making cures happen!</p> | <p>Did you know that the money you are raising will help fund research? In medicine, research means the careful study of a disease with the goal of finding a cure. Your donations will help fund researchers in 7 different countries! Congratulations Squad, as of today, our school has raised over _____ that will help fund researchers! Since its founding in 1949, the Society has invested more than \$1 billion for research specifically targeting leukemia, lymphoma and myeloma. We are proud to be a part of funding that research!</p>                                                                                                                                                     |



### ANNOUNCEMENTS TIPS

You can add in special shout outs daily to the students who have achieved their missions and received their Hero Squad Gear!

## Individual Recognition

All students can earn a commemorative Pennies for Patients t-shirt when they reach \$50 in online donations. Additionally, Pre-K, Elementary, Combined and Middle School students are also eligible to receive our Hero Squad Gear; see page 4 of this guide for more details.

## School Recognition

### Celebration Party

All schools that raise a minimum of \$750 win a celebration party for the top fundraising classroom!

For schools that are registered as an Olive Garden school, one classroom per qualifying school (max 35 students) will be awarded a pasta lunch.

Once we receive your Wrap-Up Report and donations, LLS will send your school the Thank-You Gifts your school has earned!!

### Pennants

Look at the chart below to see if you have classrooms that qualify for pennants.

**When classes raise the amount below, they will earn:**

|                              |                         |
|------------------------------|-------------------------|
| <b>\$100 - \$199.....</b>    | <b>A Bronze Pennant</b> |
| <b>\$200 - \$299 .....</b>   | <b>A Silver Pennant</b> |
| <b>\$300 (or more) .....</b> | <b>A Gold Pennant</b>   |

On the **Wrap-Up Report**, please note how many pennants of each color you need (1 pennant per qualifying class) and submit with your donations.

### Amazon.com Gift Cards

As a thank-you gift to our schools, we are proud to offer gift cards to any school raising \$1,500 or more. The gift card structure is outlined below.

| <b>Amount raised:</b>   | <b>You earn:</b>             |
|-------------------------|------------------------------|
| \$1500-\$2999.....      | \$75 Amazon.com Gift Card    |
| \$3000-\$4999.....      | \$150 Amazon.com Gift Card   |
| \$5000-\$7499.....      | \$250 Amazon.com Gift Card   |
| \$7500-\$9999.....      | \$300 Amazon.com Gift Card   |
| \$10,000-\$14,999 ..... | \$400 Amazon.com Gift Card   |
| \$15,000-\$19,999 ..... | \$500 Amazon.com Gift Card   |
| \$20,000-\$24,999 ..... | \$650 Amazon.com Gift Card   |
| \$25,000-\$29,999 ..... | \$750 Amazon.com Gift Card   |
| \$30,000-\$34,999 ..... | \$1,000 Amazon.com Gift Card |
| \$35,000-\$39,999 ..... | \$1,200 Amazon.com Gift Card |
| \$40,000-\$44,999 ..... | \$1,500 Amazon.com Gift Card |
| \$45,000-\$49,999 ..... | \$1,750 Amazon.com Gift Card |
| \$50,000 or more .....  | \$2,000 Amazon.com Gift Card |

## Champions of Change Banners

All schools raising over \$5,000 will receive a Champions of Change banner to display in their school.

## Top School Awards

- **Local Top Schools:** The Top 10 fundraising schools in your chapter will receive an award from their Pennies for Patients staff.
- **National Top Schools:** The Top 5 schools participating in LLS Pennies for Patients will receive a special recognition trophy from the LLS National Office.
- **Top Fundraiser Recognition – \$25,000+:** Schools that raise \$25,000 or more by June 30, 2019, are eligible to link their school name with cutting-edge LLS-funded research. We will connect your school with a project within one of our 10 blood cancer research portfolios. These portfolios include a variety of projects that focus on leukemia, lymphoma, myeloma and pediatric blood cancers, so we can link your fundraising with a project that is meaningful to you. These portfolios are created annually and represent cutting-edge projects in their specific blood cancer research. (Note: Funds cannot be restricted to specific research and multiple fundraisers will be associated with each research portfolio. Funds are not cumulative from year to year.)

In addition, top fundraisers will receive:

- Listing in the LLS Annual Report as a top campaign fundraiser and research supporter.
- Customized Blood Drop Award for individual fundraiser or organization/team/school leader.
- Annual progress report of the research portfolio.

## CAN WE HAVE A DIFFERENT TYPE OF PARTY?

In some cases, schools prefer to have other celebrations like donut and juice parties. In this case, you may request a Party Reimbursement Form. We can reimburse up to \$50 for a party of your choice. Contact your Pennies for Patients team for this.

You can use this sheet to track students who hand in their \$5 Coupon with their box, as well as to track when the online Thank-You Gifts are given to students, by placing a check mark in the corresponding box!

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