During scheduled weekly collection times, visit each classroom to collect funds. Once the funds have been counted and deposited, students can use these weekly totals to fill in their thermometer tracking graphs!

**WEEKLY FUNDS TRACKING SHEET**

<table>
<thead>
<tr>
<th>Classroom/ Teacher</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Final Total</th>
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</table>

**FOR MORE INFORMATION:**
STUDENTSERIES.ORG
866.919.4453

**Amari**
Leukemia Survivor

STUDENT SERIES TEAM
THANK YOU FOR LEADING THE SQUAD!

SS045  30M  6/17
Welcome to The Leukemia & Lymphoma Society’s Student Series

Thank you for participating in the 2017-18 Student Series program. This is your 2017-18 Volunteer Guide with information to help you coordinate a fun and meaningful Student Series campaign. Since 1993, students and educators throughout the United States and Canada have raised more than $342 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.

This year, The Leukemia & Lymphoma Society is excited to offer schools participating in the Student Series program a comprehensive K-5 STEM curriculum. Highlights Include:

- Grade-specific, ready-to-use, in-class presentations
- Hands-on experiential activities
- Patterns/printables
- Nonfiction reading passages
- A comprehensive teacher’s instructional guide

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 Student Series fundraising efforts. All lessons cover key Common Core skills and are designed to be flexible for busy teachers.

Educating students is vital to the future of blood cancer research, and it is through learning and volunteer-driven philanthropy that we hope to inspire the scientists of tomorrow. Teachers using the new curriculum can incorporate a Student Series fundraising campaign into the unit to give their students a holistic view of what they are learning about.

FOR MORE INFORMATION ON OUR CURRICULUM PLEASE VISIT US AT: WWW.STUDENTSERIES.ORG/CURRICULUM

MEET AMARI
Leukemia Survivor & Student Series’ National Honored Hero

Amari was diagnosed with Precursor B-Cell Lymphoblastic Leukemia in October 2015 and is currently undergoing treatment. After his diagnosis, Amari earned the nickname “Too Tough.” He is 5 years old and loves the Hulk and playing soccer.

MEET DR. SHIPP
Director, Lymphoma Program, Dana-Farber Cancer Institute

Margaret Shipp, M.D., is an LLS-funded researcher. Her research primarily focuses on the biology of normal and malignant B-cells and aggressive B-cell lymphomas. During her LLS-funded research from 2001-05, Dr. Shipp helped show that rituximab improved the effectiveness of the standard chemotherapy regime for diffuse large B-cell lymphoma patients.
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.

“LLS is where it is today because it has groomed a remarkable generation of scientists and physician scientists who have led the extraordinary advances in treatment of hematologic malignancies.”

GARY GILLILAND, M.D., PH.D.
President of Fred Hutchison Comprehensive cancer center

- LLS’s Career Development Program helps support the next generation of blood cancer researchers.
- Through its Therapy Acceleration Program, LLS partners with academic centers and biotechnology companies to bridge the gap between academic discovery and successful drug development.

Why Student Series is Important

Every 3 minutes someone in the U.S. is diagnosed with a blood cancer.

Despite progress, more than one third of blood cancer patients still do not survive 5 years after their diagnosis.

Every 9 minutes someone in the U.S. dies of a blood cancer.

We Invest in Scientists

Nearly 3,000 grants awarded since 1953

More than $370 million invested in grants

at more than 400 medical and academic institutions

This includes:

- 3 Nobel Laureates
- More than 15 members of the National Academy of Science
- 9 directors of comprehensive cancer centers
- 10 department chairs/section directors

We Encourage Innovation

The New Idea Award supports innovative, “out of the box” approaches that may fundamentally change the understanding, diagnosis and/or treatment of blood cancers, but may not be candidates for conventional government funding.

Since the program started in 2013, LLS has awarded approximately 25 grants investing $2.25 million

Our Impact on Blood Cancer

In 1964 the 5-year survival rate for children with leukemia was 3%

Today 90%
Steps to Success

Getting Started

- Read this guide and keep it handy.
- Assemble your team.
- 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).

Two Months Before Program

- Schedule a kick-off event/assembly to jump-start your campaign.
- Have an in-person or phone meeting with your Student Series staff to discuss your goal and plans.
- Meet with your team and determine roles & 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 in school newsletter and on your school website.
- Forward dear-parent emails to participating teachers when you receive them in your inbox.

One Week Before Program

- Host kick-off event/assembly.
- Distribute program materials to teachers, including student collection boxes, classroom collection boxes, classroom thermometer posters, parent letters and student stickers.
- Send parent letter, collection box and sticker home with students.
- Encourage students to create their own online giving page so that they qualify for online-only ‘Thank-You Gifts.’
- Share your school's promotional video on social media and connect it to your online giving page.

During Program

- Collect and deposit donations at least once a week.
- Repeatedly promote 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 Student Series staff person.
  - Or visit http://www.studentseries.org/chapter-selection-page to find your local chapter.
- Next, share success with local media.
- Register for next year by visiting studentseries.org/school-registration.
- To be eligible for local prizes please submit Wrap Up Report, Checks and Bank or Coinstar Receipts to LLS office by May 15, 2018.
Planning & Preparation

Planning and preparation are essential to running a smooth, successful Student Series campaign. In this section you will learn the key, pre-campaign strategies that will help you maximize the impact of your campaign.

Building a Student Series 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 Student Series team include:

Colleagues

- Your “neighbors” or team teachers
- Other educators that volunteer for extracurricular activities
- Educators with a cancer connection
- Super competitive teachers or winning classrooms in past campaigns
- Tech savvy educators to assist with promotional videos, online giving and social media
- STEM (Science, Technology, Engineering, Math), Health or Leadership educators – Note: STEM Curriculum is available for participating K-5 teachers

Students

- Student leadership groups like Student Council/Government, NJHS, NHS, Builders Club, Key Club, FCCLA, HOSA, DECA, AVID, Interact
- Individual student leaders from your class or a chosen student from each class
- Students who have been impacted by blood cancer or other cancer

Parents

- Involved in PTO/PTA
- Room parents
- Parents impacted by cancer

Community

- School board members
- Chamber of Commerce members
- Local business leaders
- Service clubs (Lions, Rotary, Kiwanis, etc.)

Many schools’ Student Series committees are a compilation of all for types of participants, each bringing different strengths and perspectives to the group. Including community professionals can have a wealth of benefits and will help the community support your school’s fundraising and awareness efforts.

CAN WE STILL PARTICIPATE IF WE CAN’T REPORT OR SUBMIT OUR FUNDS BY THE MONEY TURN-IN DEADLINE?

Yes, but your school may not be eligible for all prizes and incentives. Please consult with a member of your Student Series team for details.
Leading A Student Series Team

Coordinating your Student Series program 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 to a fun and successful campaign.

SERVICE PROJECT ACTION PLAN

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>DATE START</th>
<th>DATE END</th>
<th>FUNDRAISING GOAL</th>
<th>STRETCH GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Online Giving (letter writing/emails)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2. Donation Collection (individuals/classroom)</td>
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</tr>
<tr>
<td>3. Fundraiser Activity 1</td>
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<tr>
<td>4. Fundraiser Activity 2</td>
<td></td>
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<tr>
<td>5. Fundraiser Activity 3</td>
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<tr>
<td>6. Community Fundraising (e.g., Adopt-a-School)</td>
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<tr>
<td>TOTAL GOAL</td>
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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 x $ _______ x _______ weeks = $ _______

4. ___ classes x $ _______ x _______ classroom goal = $ _______

NEXT STEPS

<table>
<thead>
<tr>
<th>NEXT STEPS</th>
<th>TARGET DATE</th>
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</table>
PLANNING & PREPARATION

Leading A Student Series Team

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### ACTIVITIES

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<tr>
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<tbody>
<tr>
<td>FUNDRAISING</td>
<td>GOAL</td>
<td>STRETCH GOAL</td>
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<tr>
<td>1. Online Giving (letter writing/emails)</td>
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<tr>
<td>2. Donation Collection (individuals/classroom)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Fundraiser Activity 1</td>
<td></td>
<td></td>
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<td>4. Fundraiser Activity 2</td>
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<tr>
<td>5. Fundraiser Activity 3</td>
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<tr>
<td>TOTAL GOAL</td>
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</table>

### NEXT STEPS

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 x $__________x_________weeks = $___________
4. ____classes x $_______x_____classroom goal = $___________

### SERVICE PROJECT ACTION PLAN

**School:** __________________________________________

**Volunteer Coordinator /Advisor:** ______________________

**Planning Meeting 1:** ________________________________

**Planning Meeting 2:** ________________________________

**Campaign Dates:** ___________________________________

**Student Leaders:** ___________________________________

**Kick-off Assembly:** _________________________________

**Create Student Video:** ______________________________

**Goal:** ______________________________________________

**Mission Connection:** ________________________________

- Always make several direct “asks” for the viewer to donate online to your school’s campaign.
- Embed the video on your school’s online giving page.
- Don’t forget to include your school’s online giving URL both in the video and in the description so the viewer has an immediate place to go to donate.
- Go viral! Share and share again on social media.
- Look up helpful resources and tips to publishing online videos containing copyrighted music online. Please note that LLS is not responsible for any schools violating copyright infringement laws when producing media content to promote or fundraise for their campaign.

**Create Your Own Promotional Video**

Unleash the creativity among your students and create your school’s very own Student Series promotional video. Share what you are doing and why your school is involved. It can be as simple as using your cell phone or tablet to capture your students’ enthusiasm, or go big and connect with your local high school’s visual media department to assist. Feel free to explore YouTube for ideas from around the country. Here are some important tips to keep in mind:

- Always make several direct “asks” for the viewer to donate online to your school’s campaign.
- Embed the video on your school’s online giving page.
- Don’t forget to include your school’s online giving URL both in the video and in the description so the viewer has an immediate place to go to donate.
- Go viral! Share and share again on social media.
- Look up helpful resources and tips to publishing online videos containing copyrighted music online. Please note that LLS is not responsible for any schools violating copyright infringement laws when producing media content to promote or fundraise for their campaign.

### 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.

<table>
<thead>
<tr>
<th>Fundraiser 1: Online Giving</th>
<th>Dates:__________</th>
<th>Goal:__________</th>
<th>Actual:__________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task</td>
<td>Team Responsible</td>
<td>Target Date</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Fundraiser 2: Donation Collection</th>
<th>Dates:__________</th>
<th>Goal:__________</th>
<th>Actual:__________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task</td>
<td>Team Responsible</td>
<td>Target Date</td>
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<table>
<thead>
<tr>
<th>Fundraiser 3: Community Fundraising</th>
<th>Dates:__________</th>
<th>Goal:__________</th>
<th>Actual:__________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task</td>
<td>Team Responsible</td>
<td>Target Date</td>
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</table>
Online Giving

Online fundraising 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.

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: www.studentseries.org/find-your-school

2. Select your school’s program (Pennies for Patients or Collect for a Cure).

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. Once you have that, you will be able to personalize your page and share your link via email and social media!
Promoting Your Student Series 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.

Below are email and social media templates that you can use to send to your school’s families. Cut and paste these templates from our website at www.studentseries.org.

Sample Email Template

Dear <NAME>,

Starting today, <SCHOOL NAME> is participating in The Leukemia & Lymphoma Society’s (LLS) Pennies for Patients program, a service-learning program that gives students the unique experience of working together to help raise awareness and funds in honor of thousands of children and adults fighting against blood cancers. We are asking that everyone (students, faculty, parents, alumni, etc.) at <SCHOOL NAME> join in this effort of raising awareness and collecting funds to benefit the mission of LLS to find cures for blood cancers and to improve the quality of life for patients and their families.

WE NEED YOUR HELP!

Every three minutes someone is diagnosed with a blood cancer and every 9 minutes someone loses their battle. Thanks to the support of people like you, doctors are getting closer to finding a cure every day! In the 1960’s this 5-year survival rate for children under the age of 10 with ALL (the most common form of leukemia) went from a mere 3% to nearly 90% today! Your support is critical to help us find a cure and I hope you will join us in the fight against blood cancer!!!

MEET AMARI
Leukemia Survivor & Student Series’ National Honored Hero

Amari was diagnosed with Precursor B-Cell Lymphoblastic Leukemia in October, 2015 and is currently undergoing treatment. After his diagnosis, Amari earned the nickname “Too Tough.” He is 5 years old and loves the Hulk and playing soccer.

Click Link to Donate Now:
<INSERT ONLINE GIVING LINK HERE>

Thank you so much for supporting LLS and <SCHOOL NAME>‘s participation in the Pennies program! Together we can reach our goal of 8-school goals. For more information about Pennies for Patients or other LLS Student Series programs, please visit: www.studentseries.org. If you have any questions, please do not hesitate to reach out and contact me.

Sincerely,

<YOUR NAME>

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

- Share your Student Series 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 lifesaving fundraising adventure!

For more information on promoting your online fundraising efforts visit www.studentseries.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/Collect For Cures 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.

- **Traveling Trophy**—Make your own trophy. Each week of the campaign, the class/period raising the most money is awarded the trophy for the week.

- **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.

- **Pound of Pennies**—Have weekly class/period weigh-ins, and the heaviest donations wins—a quick way to keep students motivated! (Idea to increase donations: designate dollars to count as 1 pound each.)

- **Spread the Love**—In honor of Valentine’s Day, sell “candy for a cure.” Give out heart stickers to students who contribute or make Valentines for the Honored Heroes.

- **Movie Night**—Sponsor a movie night. Students and their families are invited to watch a movie shown on a screen outside or in the gym. Charge an entrance fee at the door and provide popcorn and soda during the movie.

- **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.

- **Dollar Days**—Designate Fridays as Dollar Days. Students pay $1 to wear a hat or an ugly sweater, get a homework pass, get extra free time, etc.

- **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.

- **Music for the Mission**—Students buy a ballot to vote for a song to play over the loudspeakers on the last day. What will it be?

- **Chuck Your Change**—Have students 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.

- **How High for Who?**—Create multiple canisters offered with different school staff or students and their prize offering (shave their head, wear flippers all day, kiss a pig, dye their hair green, etc.). Whatever staff canister has the most money has to follow through with their prize!

- **Rock for a Cause**—Host a battle of the bands concert, talent contest or variety show and charge a donation for admission.

- **Delay the Day**—Catch some extra “shut eye” during first period! On a designated day, collect coins and cash in first period with the rule that the teacher has to count it all and class can’t start until they are finished!

- **Pay Not to Play**—The school plays an annoying song during EVERY class change until the school meets a set goal!

- **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 teachers hair & make-up for the day).

---

**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.*

<table>
<thead>
<tr>
<th>Day</th>
<th>Item</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MONDAY</strong></td>
<td><strong>PAJAMA PENNY DAY</strong></td>
<td>Don’t forget to put your pennies in the pockets of your favorite pajamas!</td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td><strong>NEON NICKELS DAY</strong></td>
<td>Wear your brightest neon and bring in nickels!</td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td><strong>DAZZLING DIMES DAY</strong></td>
<td>Donate dimes &amp; wear something shiny or something that makes you different &amp; unique!</td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td><strong>CRAZY QUARTERS DAY</strong></td>
<td>Wear a crazy hat and/or socks to school today and cash in your quarters!</td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td><strong>TEAM UP FOR LEUKEMIA</strong></td>
<td>Wear your favorite team’s jersey or colors and collect all coins and dollars!</td>
</tr>
</tbody>
</table>
Donation Management

During Student Series 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. When depositing change, use the funds tracking sheet on the back of your coordinator guide to record each classroom/teacher total for the week. You can then use this sheet to keep track of which classroom is in the lead—don’t forget to add in online donations to the weekly totals!

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.

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.
Coinstar is a network of self-service coin-counting kiosks found in most supermarkets. 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.

Important notes:
- Do not use the “Get cash” option. 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.

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

CAN WE DONATE MORE THAN PENNIES?
Yes! All coins, paper money, checks and online donations are graciously accepted.
**School Announcements: Elementary and Middle School**

**Monday**

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 own online giving page. Be sure to set that up soon and start saving lives.

**Tuesday**

Exciting News! As of today ____ students have created online giving pages! 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!

**Wednesday**

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—together we’re making a difference, not someday, but today!

**Thursday**

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 Harriet Tubman, an abolitionist who helped rescue slaves, will replace Andrew Jackson on the $20 bill? Hers will be the first of many images of important women to be featured on American currency over the next several years. What other notable women do you think will be included?

**Friday**

We are so excited to announce how our first week went collecting for The Leukemia & Lymphoma Society. Online we have raised $_________ so far and we have raised $_________ overall! Congratulations to (winning teacher) for raising the most money this week. This weekend is a great opportunity to get some online donations. It’s easy! After you create your page, ask your parents if you can share it on their Facebook and Twitter. Donations can come from anywhere in the world. Let’s see who can get a donation from the farthest away! On Monday we will announce the student who received the donation that traveled the farthest distance!

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<table>
<thead>
<tr>
<th>Date</th>
<th>Text</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>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 own online giving page. Be sure to set that up soon and start saving lives.</td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td>Exciting News! As of today ____ students have created online giving pages! 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!</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td>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—together we’re making a difference, not someday, but today!</td>
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**Top School Awards**

- **$750** Amazon.com Gift Card
- **$650** Amazon.com Gift Card
- **$75** Amazon.com Gift Card

**Local Top Schools**

- **$100 - $199** A Bronze Pennant
- **$200 - $299** A Silver Pennant
- **$300 - $499** A Gold Pennant

**National Top Schools**

- **$50,000 or more** A Championship Trophy
- **$40,000 - $49,999** A Champions Banner
- **$30,000-$34,999** A Champions Pennant
- **$25,000-$29,999** A Champions Pennant
- **$20,000-$24,999** A Champions Pennant
- **$15,000-$19,999** A Champions Pennant
- **$10,000-$14,999** A Champions Pennant
- **$5000-$7499** A Champions Pennant
- **$3000-$4999** A Champions Pennant
- **$2000-$2999** A Champions Pennant
- **$1000-$1999** A Champions Pennant
- **$500-$999** A Champions Pennant

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**Friday**

It’s Friday! Friday! Friday! I am so excited to announce our second week totals! We are Changemakers and making a difference not just Today but EVERY DAY! Online our school has reached exciting new heights and has raised $_________. In total with our classroom collections we have raised an amazing $_________. Way to make a BIG DIFFERENCE!! Next week is our final week so let’s finish strong! This weekend we have a special challenge for you. Try to find as much money as you can with the year of your birth on it! Make sure you check those Dollar Bills! Also don’t forget to send people to your online giving page!

**Congratulations!** Our school has completed the challenge of helping The Leukemia & Lymphoma Society find cures for blood cancer! You did your part and worked so hard to raise so much money! Thank you for your hard work! The teachers will be tallying the donations and by next week we will have a GRAND total to share. Thanks to our contributions and those from schools all over the United States, patients like Amari will be able to go beyond surviving and live a long and happy life. So raise your right hand, now bend your elbow, and pat yourself on your back! Great Job!
Individual Recognition

Elementary, middle and high school students can earn a commemorative Student Series t-shirt when they reach $50 in online donations. T-shirts will be sent directly to students that earn them.

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 incentives 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:

- $100 - $199....................... A Bronze Pennant
- $200 - $299 ....................... A Silver Pennant
- $300 (or more) .................. A Gold Pennant

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.

Amount raised: You earn:

- $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 $5000 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 chapters will receive an award from their Student Series staff.
- National Top Schools: The top 5 schools in LLS Student Series will receive a special recognition trophy from the LLS National Office. The top 100 in the country will receive recognition on the Student Series website.
- Top Fundraiser Recognition – $25,000+: Schools that raise $25,000 or more by June 30, 2018, 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 Student Series team for this.
During scheduled weekly collection times, visit each classroom to collect funds. Once the funds have been counted and deposited, students can use these weekly totals to fill in their thermometer tracking graphs!

<table>
<thead>
<tr>
<th>Classroom/Teacher</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Final Total</th>
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<td>Weekly Totals:</td>
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