
Light The Night Paper Balloon Icon Kit

How-to Guide for Light The Night Walkers

The Light The Night paper balloon icon kit is a great new way to kick off your fundraising efforts for The Light The Night Walk. We've developed some tips below to help you get started.

1. Make a list of locally owned businesses and/or chain stores that you and your family support regularly. Are there local businesses where you personally know the owner or manager? Such businesses might include, hair/nail salon, grocery store, gift/home goods store, travel agency, children's clothing or toy store, mechanic, dentist or doctor's office, bakery, dry cleaner, wine/liquor store, bank, pharmacy, etc. Remember chain stores may need to seek corporate permission to sell paper balloon icons while locally owned businesses can make these decisions at the local level. Paper balloon icons can also be sold to your co-workers and displayed at your office.
2. Visit these businesses in person and ask to speak with the owner or manager. Explain your involvement with The Leukemia & Lymphoma Society (LLS) and Light The Night Walk. If you have a personal connection to the LLS mission, share your story. Ask the business owner/manager to support the work of LLS by selling paper balloon icons. The recommended time period for balloon sales is three to four weeks.

How the Paper Balloon Icon Campaign works:

Store clerks ask each customer at point-of-purchase to "buy a balloon" for \$1 to \$5 to help support people battling cancer. The customer signs his/her name on the paper balloon icon, and they are placed throughout the store.

3. If the owner/manager agrees to support our fundraising efforts by conducting a paper balloon icon campaign provide them with the following materials found in this kit
 - A poster
 - 3 paper balloon pads
 - Copy of the retail partner "How-to Guide" found on following pages
- Visit the store regularly to thank the staff and see how the sales are progressing and if more supplies are needed.
- At the end of the campaign, return to the store to pick up the donation for the total sales. Thank the management and employees for their support!
- Turn your funds raised into your local LLS chapter.
- If you need additional supplies contact your local LLS chapter office. To locate the LLS chapter in your area visit www.lightthenight.org and enter your zip code.

Thank you for Supporting The Leukemia & Lymphoma Society!
