

Light The Night Walk Vendor Support

What is a vendor support campaign?

It is a campaign designed to help increase your team's fundraising total by asking your personal and family's service providers to be involved in Light The Night

Which vendors can you ask to support your team?

Any service providers that you and your family use, for example:

- Grocery store
- Corner store
- Bakery
- Snow remover/lawn maintenance
- Fitness club
- Bank/Financial planner
- Insurance agent
- Dry cleaner
- Children's store
- Hair dresser/Esthetician
- Mechanic
- Restaurants
- Travel agency

How to get started:

- Create a target list of your family's vendors (use the memory jogger to help).
- Determine a decision-maker with whom you might have an established relationship within the vendor company.
- Send letters to your vendor requesting a specific donation amount, raffle prize or auction item to support your team's Light The Night effort.
- Be sure to follow up within two weeks to determine what funds or items you will receive from the vendors.

(See sample vendor support letter below)

**The Leukemia & Lymphoma Society of Canada
Ontario Region
1502-480 University Avenue
Toronto, ON M5G 1V2**



Dear [Company Name]:

We all dream of a day when no one will battle a blood cancer. Sadly, every 76 minutes, someone passes away from leukemia, Hodgkin or non-Hodgkin lymphoma or myeloma. Leukemia kills more children than any other disease.

Luckily, there are organizations like The Leukemia & Lymphoma Society of Canada (LLSC) that are fighting to help cancer patients survive. LLSC is dedicated to funding blood cancer research, education and patient services. To help support these life-saving efforts, we are participating in LLSC's annual Light The Night Walk. The funds raised through Light The Night will help support cutting-edge and innovative programs that save lives.

Our team [Team Name], has set a goal to raise \$ [Team Goal] and we are asking for [Vendor Company Name] to support our efforts with a contribution of [specify an amount, prize or auction item] to make a difference in the lives of all those touched by a blood cancer. All our team members are very enthusiastic about working together to support this fantastic cause. I hope you will join us.

More information on the LLSC or the Light The Night Walk can be found by visiting www.llscanda.org/on or www.lightthenight.ca/on. Thank you for your support and for helping us to help the LLSC save lives.

Sincerely,

[Name]

Resident [Name of the Street]

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