



LEUKEMIA &
LYMPHOMA
SOCIETY®

STUDENTS
OF THE YEAR

THE LEUKEMIA & LYMPHOMA SOCIETY STUDENTS OF THE YEAR Campaign



WHO:

High school students (9th-12th grade) who are enthusiastic about volunteerism, philanthropy, community outreach, and leadership.

WHAT:

The Students of the Year Campaign is a 7-week initiative in which nominated high school students (individually, or in a group of 3) participate in a fundraising competition to benefit The Leukemia & Lymphoma Society, raising funds to support patients battling blood cancers. The candidate who raises the most funds at the end of 7 weeks is named Student of the Year and is awarded a college scholarship. Participating in the campaign qualifies as community service/volunteer hours, and is a great opportunity to learn marketing, networking, leadership, and business skills to add to your resume.

WHEN:

The 2022 fundraising period kicks off on January 8, 2022, and will end 7 weeks later, near the end of February. Campaign planning and prep starts as soon as candidates sign on, and sponsors can be secured at any point prior to kickoff (Jan 8). Candidate teams will focus on raising funds to support LLS in honor of a local patient hero. The campaign will culminate in a Grand Finale Gala where the recipient of the Students of the Year title will be announced and the winner will be presented a scholarship. The evening includes a reception, silent auction, dinner, and awards ceremony.

WHY:

- **Join the fight against cancer and improve the quality of life for our patients and their families.** Leukemia is the number one cancer killer of children under the age of 20; students are helping peers battle these devastating blood cancers.
- **Boost college applications with a leadership and philanthropic adventure.** Candidates build their resume, fulfill community service requirements and learn valuable leadership and life skills.
- **Earn college scholarships.** The Student(s) of the Year will receive a scholarship, as well as three additional Mission Award winners.

HOW:

Students build a team and rally their communities, schools and families to support their fundraising campaign. LLS provides candidates with materials and support throughout the entire campaign, including a fundraising website and templates for fundraising ideas. Candidates learn how to market their campaign and leverage their network through letters, events, soliciting sponsorships, securing auction items and more. This campaign can be done completely virtual if necessary!

For more information visit: studentsoftheyear.org