

# DRESS FOR LLS HONOREES



**Pete**  
Acute Lymphoblastic Leukemia Survivor  
Richfield - Espresso Services, Inc.  
Enjoys playing with his 2 rescue dogs, smoking (BBQ), die hard Green Bay Packer fan



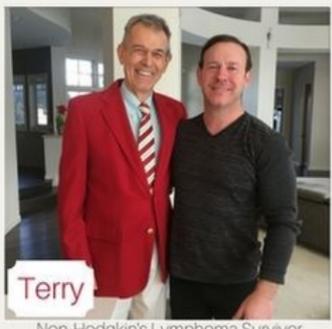
**Brian**  
Burkitt's Lymphoma Survivor  
Madison - Snyder & Associates  
Enjoys spending time with family, the outdoors, triathlons, MN & University of WI sports



**Michelle**  
Hodgkin's Lymphoma Survivor  
Minnetonka - ECM Publishers, Inc.  
Likes sports, cooking, movies, volunteering and traveling



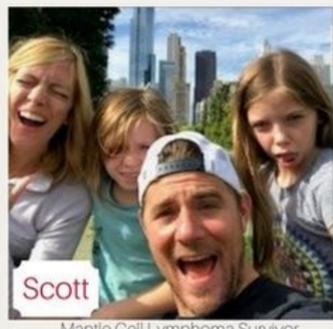
**Ryan**  
Acute Lymphoblastic Leukemia Survivor  
Osseo - Student  
Enjoys being on the water, the outdoors, and cooking



**Terry**  
Non-Hodgkin's Lymphoma Survivor  
Minneapolis - Retired  
Enjoys being with his family and spending as much time as he can with his grandchildren



**Megan**  
Hodgkin's Lymphoma Survivor  
Fridley - Best Buy  
Enjoys traveling, softball, movies, new restaurants, volunteering and making the most of each day



**Scott**  
Mantle Cell Lymphoma Survivor  
Minneapolis - Wells Fargo  
Family man who enjoys great music, traveling, spending time with friends, poker, and soccer.



*Remembered Honoree*  
**Jason**  
Acute Lymphoblastic Leukemia - Plymouth  
Was a Bio-Chemistry student, loved the outdoors and his nephew Toby, was kind, smart, and passionate about life

## Donate online at DressforLLS.org

Contact Jenni Isenhower at 612.259.4501 or Jennifer.Isenhower@LLS.org

**someday  
is today**



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

we're accelerating cures to save more lives

The Leukemia & Lymphoma Society, Minnesota Chapter, also serving North Dakota & South Dakota  
1711 Broadway Street NE, Minneapolis, MN 55413 | tel. 612-259-4600 | fax. 612-259-4601



LEUKEMIA &  
LYMPHOMA  
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**DRESS  
FOR LLS**

## 2018 COMPANY CAPTAIN GUIDE



## DRESS FOR LLS

Someday is today when you Dress for LLS to show your support for our honorees and the more than one million Americans who are living with leukemia, lymphoma or myeloma.

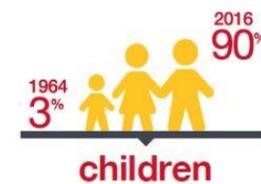
Donations from Dress for LLS fund the patient and research programs of The Leukemia & Lymphoma Society. Our goal is to raise \$55,000 this year!

Thank you for joining us for the 28th Annual Dress for LLS, **Thursdays in May, 2018.**

- For a \$5 minimum donation, participants earn the right to dress casually or in a company theme for a day at work. Participants receive a Dress for LLS sticker and a BOGO offer on L or XL Pizzas from Papa John's.
- Employees who donate \$20 or more are entered into a drawing for prizes from local businesses.
- The top company wins a bowling party for 100 at Park Tavern in St. Louis Park, and the Top Ten companies are published on LLS website and Facebook page!

Donations can be made online at  
[www.DressForLLS.org](http://www.DressForLLS.org).

## WHY GIVE TO LLS?



In 1964, the five-year survival rate for children with the most commonly diagnosed pediatric leukemia was 3%. Today it's approximately 90%.



Nearly 40% of new cancer therapies approved by the FDA between 2000 and 2017 were first approved to treat blood cancer patients.



Since the early 1960s, survival rates for many blood cancer patients have doubled, tripled or even quadrupled.

**1.2 million**

people in the U.S. are living with, or are in remission from, a blood cancer



# TIMELINE

## 2-3 Weeks Before Dress for LLS

- Fill in your name and event date on your posters
- Hang the Dress for LLS posters in high traffic areas - lunch room, break room
- Send out an employee recruitment email
- Request a personalized online donation page, just for your company, by emailing Jenni at Jennifer.Isenhower@LLS.org
- Form a committee to brainstorm creative fundraising ideas or how to increase participation
- Confirm that you have enough stickers and coupons

## One Week Before Dress for LLS

- Send a reminder email to employees

## Dress for LLS Day (s)

- Collect donations (\$5 minimum) from employees (checks made out to "The Leukemia & Lymphoma Society" or "LLS" can be accepted)
- Send out company online donation page via email
- Hand out stickers and coupons to participating employees
- Keep a list of employees who donate \$20 or more for the drawing
- Take pictures and share with us @LLS\_MN

## Week after Dress for LLS

- Send a company-wide email thanking employees for their support and publicizing the total amount raised
- Send a press release to local media
- Have cash and/or checks made out to your business converted into a check payable to "The Leukemia & Lymphoma Society" or "LLS."
- Please do not mail cash. Mail your check(s) or money order(s) with your Donation Form to:

The Leukemia & Lymphoma Society  
Attn: Dress for LLS  
1711 Broadway Street NE

# SO MANY WAYS TO DRESS FOR LLS

## Make Leukemia Disappear

Place the word "leukemia" in your reception area or work room. Each time your company raises \$10 or \$100 in donations, remove one letter. Encourage employees to help leukemia disappear.

## Coffee for a Cure

Have your company sponsor a gourmet coffee break (fun creamers, fancy mugs, premium roast) where employees pay an extra \$5 to get caffeinated for a cure on the morning of Dress for LLS.

## Theme Day

For divisions or businesses that already dress casual or are not allowed to dress casual - or if you just want to have a little fun -organize a theme day. Hat Day, College Sweatshirt Day, Hawaiian Day, Band T-Shirt Day, Pajama Day, Minnesota Sports Teams Day, Flip-Flop Day, Clash Day or Ugly Tie Day are just a few ideas some ideas.

## Cinco de Mayo Potluck

Plan a themed potluck and have a pre-Cinco de Mayo celebration with your team!

## Matching Gifts

Many companies will match a donation made to a nonprofit organization. Ask if your company will match employee contributions or visit [www.matchinggifts.com/lls](http://www.matchinggifts.com/lls).

## Company Competition

Have a competition between branch locations or departments to see who can raise the most money for a cure.

## Boss Bucks

Have employees nominate their boss to do something crazy (spray paint their hair pink for a day, get a pie in the face, wear a chicken suit...be creative yet realistic!) Whatever stunt earns the biggest bucks wins! One catch - you have to get your boss to agree to it. Remember, it's for a great cause!

## Bake Sale

Hold a bake sale in conjunction with Dress for LLS. Ask employees and/or customers to donate items for the sale.

## Office Potluck

Host an office potluck lunch or have departments go out to lunch on Dress for LLS to make it more of an occasion and more fun! Some companies even charge for second helpings and leftovers.

## Honor your Honoree

Create a banner or have all your employees sign a card for one of the Honorees or another survivor your employees know.



Jeans Day  
Jersey Day  
Hat Day  
YOU DECIDE!

# YOUR TEAM PAGE

Create an online giving webpage just for your company, and involve friends and family in your Dress for LLS campaign!

You'll have your own personal URL to distribute to employees to pay online via credit card. You will also be able to access your company's donation page at [www.DressforLLS.org](http://www.DressforLLS.org) "Find a Participant/Team" section on the right of the home screen and selecting your company's name.

If you'd prefer to continue using the Dress for LLS homepage to fundraise, go right ahead! If you'd like an online giving page created for your company please email Jennifer.Isenhower@LLS.org.



# \$20+ DONATION DRAWING

Help raise more money for the mission! Encourage employees to increase their Dress for LLS donation from \$5 to \$20. Then, enter them into the \$20+ Donation Drawing for gift cards from local businesses.

To win, the Company Captain must mail the donation and the names of employees who donated \$20 or more to LLS by June 8, 2018. Please fill out the Donation Form (included) with your list of names or submit a list via email to Jennifer.Isenhower@LLS.org.



Prizes will be mailed to the Company Captain to distribute in mid-June. An email with the results from Dress for LLS, all the \$20+ prize winners and the Top Ten Dress for LLS companies will be sent to the Company Captain at the end of June.



# TOP TEN 2017 Companies

1. **WSB & Associates, Inc.**  
Minneapolis, \$8,279.00  
Company Captain: Lydia Ener
2. **Digi International**  
Minnetonka, \$4,650.00  
Company Captain: Mary Maruska
3. **Tokia Marine HCC**  
Minnetonka, \$3,430.00  
Company Captain: Mary Lee Lovejoy
4. **Summit Mortgage Corporation**  
Plymouth, \$3,115.00  
Company Captain: Tonya Haynes
5. **Truck Writers, Inc.**  
Blaine, \$2,720.00  
Company Captains: Leah Busack & Mackenzie Sullivan
6. **Catholic United Financial**  
Arden Hills, \$2,277.00  
Company Captains: Cindy Lou Bean & Gretchen Kappes
7. **Retirement Systems of Minnesota**  
St. Paul, \$2,050.40  
Company Captains: Carol Diedrich & Sally Kupferschmidt
8. **Wells Fargo Bank - Corporate Trust Team**  
Minneapolis, \$1,920.00  
Company Captain: Jeanine Casey
9. **Olson, Clough & LeBlanc, Ltd.**  
Minnetonka, \$1,090.00  
Company Captain: Kristen Elmore
10. **ECM Publishers, Inc.**  
Coon Rapids, \$1,054.00  
Company Captain: Charlene Vold