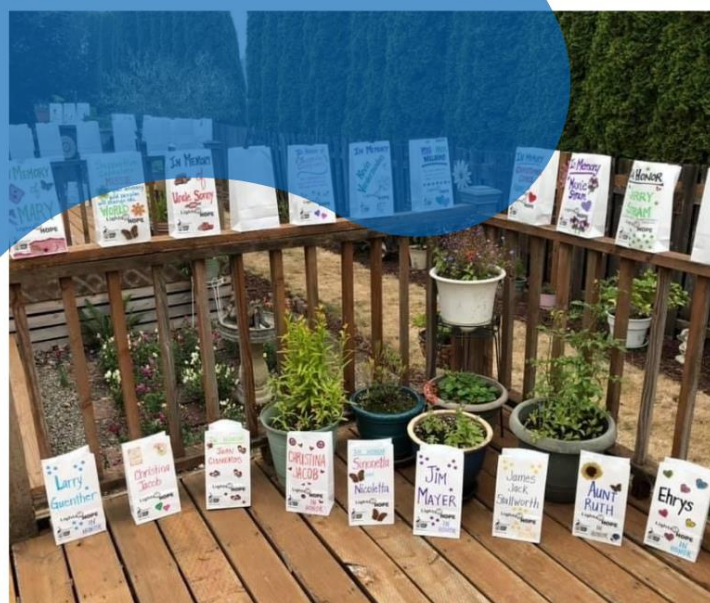




Lights of Hope At Home Guide



2021 Lights of Hope At Home Guide



Thank you for your interest in Lights of Hope! This Lights of Hope At Home Guide contains everything you need to know to successfully participate in Lights of Hope Across America during the month of September. We'll cover hosting an at home display, the national broadcast details, how to collect and process donations, sharing your photos, important dates, and much more. You'll also see sections in bright blue font that you can click on to be directed to specific additional resources.

Hosting an At Home Display



Individual At-Home Displays

Each volunteer with a Lights of Hope CANRaiser page is encouraged to display their Lights of Hope at a time that works best for them during the month of September. They can be displayed in your own backyard. Or front yard. Or neighborhood park. Or balcony. Or sidewalk. Or courtyard. You get the point. Be creative and help us build Lights of Hope across America.

Community Involvement

By bringing this event into your community, you have the potential to involve neighbors, family members, and others who have not previously participated. Be sure to follow your state and local COVID guidelines, where applicable. At Home Displays are perfect for recruiting state-based sponsors and local media coverage, greatly expanding the impact of our event.

Lights of Hope Bags

ACS CAN volunteers are responsible for decorating their own Lights of Hope bags. There is an easy-to-access report inside the CANRaiser fundraising center that will provide all the information you need. A video training on how to pull the report in CANRaiser can be found at www.fightcancer.org/beginformation and written instructions can be found [here](#).

Place orders for Lights of Hope bags through your ACS CAN Staff Partner. Please note that it can take up to 10 business days for them to arrive so plan accordingly. If you have Lights of Hope bags left over from previous years, please use them before ordering more.

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Reminder: Per legal requirements, Relay For Life Luminaria bags may not be used for Lights of Hope.

Display Tips

- If your display is outdoors, ensure you have something to weigh down the bags. Suggestions include sand, rocks, marbles, children's toys, or working with a store to get canned goods donated. You can even then donate the canned goods to another charity in need.
- If you set up the display indoors or during daylight hours, there is no need for lights. If you want to 'light' the bags, a few places you can order battery tea lights or glow sticks from include: Amazon, Target, Party City, and most party supply stores. ACS CAN will not be shipping lights for your display.
- Showcase your sponsorship signs (if applicable). Make sure your sponsors see the display or share photos with them.
- Is there a landmark in your hometown where you can do a small display set up? That could make for great photos or a "pre-display" promotion to solicit a few additional donations.
- Consider creating a QR code that can be scanned by anyone with a smart phone, taking them to your personal donation page for a day-of-event donation. Have a few extra bags on hand for these new donors to decorate.



Lights of Hope Across America Broadcast

On Saturday, September 18th, we will host our Lights of Hope Across America broadcast at 4pm ET live on Facebook and at www.fightcancer.org/lights. A beautiful, meaningful ceremony will stream for all to see and share. The ceremony will include recognition of top fundraisers, an opportunity to give, stories of hope from across the country, sponsor acknowledgement, photos of at home displays, and more.



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Money Collection

Funds raised through Lights of Hope enable ACS CAN to continue its mission to make fighting cancer a priority with lawmakers in your community, at your state legislature and in Congress. It very important that we keep track of all donations and ensure that all offline (cash/check) donations are turned in to ACS CAN promptly.

You have two options for collecting donations: by inviting friends and family to visit your CANRaiser page to make their donations online; or accepting the donation via cash/check (offline donation). All online donations to your personal page will automatically be entered. [All offline donations need to be entered by you in the offline donations section.](#)

All donations MUST be entered into CANRaiser before deadline on September 20th at 11:59pm ET. Once you have entered all of your offline donations on CANRaiser, please process all of your checks using the [Society Donations Batching Tool](#). To assist with using the new tool, we have:

- An [instructional video](#) on how to use the batching tool
- A [written step by step instructional guide](#)

If you need more information or have questions on Society Donations Batching, please reach out to your ACS CAN Staff Partner or contact ACSCANRaiser@cancer.org.

Reminder: Don't forget to also track your LOH sponsorships in CANRaiser and record them on the [sponsorship commitment form](#).

Photo Sharing

We want to see all of your 2021 Lights of Hope photos! There are two ways to share photos with us—through our photo submission tool and on social media using the hashtag #LightsOfHope.

Photo Submission Tool

Photos submitted through our [photo submission tool](#) by September 7th may be included in the Lights of Hope Across America Broadcast. The deadline to be part of the nationwide 2021 Lights of Hope Photo Album is September 20th. We will do our best to include all photos. We are especially looking for photos depicting groups of Lights of Hope rather than individual bags.



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Social Media

Leading up to our broadcast event, we'll be featuring Lights of Hope posts, photos, and videos from across America that use #LightsOfHope on our website's social media wall. We will also showcase some of these posts during the broadcast on September 18, 2021 at 4pm ET.



Tips for getting your Lights of Hope display included on our social media wall:

- Post pictures of your display using #LightsOfHope on Twitter and Instagram.
- Make sure your Twitter and Instagram accounts are set to **public** if you want your pictures to appear on the social wall. If your accounts are currently set to private, you can easily switch them to public before the event to post and then switch back to private after.
- If you have already shared your Lights of Hope pictures, you can share them again on Twitter or Instagram on Saturday September 18 using #LightsofHope for a better chance of them making the broadcast or website.
- Please keep sharing on Facebook, too, because that is where many of your donors will see their Lights of Hope. Because of Facebook's security settings, those posts will not appear on the social wall but it's still important to post on Facebook so your friends and family can see them.
- Your Lights of Hope donors will be most excited to see pictures on your personal social media, consider tagging them in your post and texting them pictures.

Reminder: Posting on Twitter and Instagram with the hashtag are the only way your bags will be highlighted on the social feed and on the Lights of Hope website. If you have used the online form to submit your pics, or sent them to your staff partner, they may be featured at some point but will not be part of the social media wall.



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Important Dates and Deadlines

Upcoming Volunteer Calls:

- June Fundraising Panel: June 3rd, 2021 at 7:30pm ET.
- July Fundraising Panel: July 15th, 2021 at 7:30pm ET.
- August Fundraising Panel: August 16th, 2021 at 7:30 pm ET.

RSVP link for these events are available on the [LOH Resource website](#) or from your ACS CAN Staff Partner.

Upcoming Fundraising Challenges:

- [Show Us Your Hope](#): June 6-13, 2021
- [\\$100 in 100 Hours](#): July 15-18, 2021
- [24 Bags in 24 Hours](#): August 24 from 12:01am ET to 11:59pm ET

Important Deadlines:

- September 7th: Deadline for staff to order Lights of Hope bags.
- September 7th: Deadline to order Sponsorship Signs.
- September 7th: Deadline to submit photos for a chance to be featured in the Lights of Hope Across America Broadcast on September 18th.
 - Note: you can (and should!) submit photos after this deadline to be included in the 2021 LOH Event Photo Album that will be shared post-event
- September 16th (11:59pm ET): Top Ten Fundraisers Finalized.
- September 20th (11:59pm ET): Final Fundraising Deadline, CANRaiser closes.
- September 20th: Deadline to submit photos for our 2021 LOH Event Photo Album.

Additional Resources

- The Lights of Hope resource page is found at www.fightcancer.org/LOHResources. Here you can find the sponsorship packet, meeting recordings, photos from past years, event flyers, social media graphics, and all the important dates and deadlines.
- LOH [Volunteer Training](#) recording available here.
- [2021 LOH Sponsorship Packet](#)
- Volunteer [Society Donations Batching Tool](#): This is how and where you process your offline donations and how you mail in the donations with the membership forms.
 - [Instructional video](#) & written [guide instructions](#).
- Fundraising tips: Use the [Volunteer Fundraising Toolkit](#) and [LOH Social Media Tip Sheet](#) to help get you started.
- Remember to personalize your CANRaiser page, including the header, photo, and shortening the URL link to share with family and friends. Pro-tip: add your name in the header and URL link to easily identify.
 - Use the [Maximizing Your Page](#) tip sheet.