



Lights of Hope 101 for Volunteers



What is Lights of Hope? Lights of Hope is ACS CAN's signature fundraising event, dedicated to honoring those who have been touched by cancer and remembering those we've lost through the decoration and display of a Lights of Hope bag in their honor or memory. Funds raised through Lights of Hope help fuel our work to make cancer a top priority for public officials and candidates at the federal, state, and local levels.

When is Lights of Hope? Lights of Hope fundraising typically begins in February and runs through September. At-home displays can be hosted at any time, but most are held in August or September. The Hope Walk that occurs in conjunction with Leadership Summit & Lobby Day (LS&LD) will take place on September 17, 2024, at Constitution Gardens on the National Mall in Washington, DC.

Where are Lights of Hope displayed? Most Lights of Hope will be set up locally as part of at-home (think driveway, yard, in the house) or community displays, providing local donors and sponsors an opportunity to see their Lights of Hope in their community. ACS CAN volunteers who are invited to Leadership Summit & Lobby Day can additionally bring up to 20 Lights of Hope to be displayed at the DC-based Hope Walk.

How do I begin fundraising for Lights of Hope? Sign up to fundraise on the ACS CAN DonorDrive website at www.fightcancer.org/hope. Then direct friends and family to your customized page, where they can dedicate Lights of Hope to loved ones with a donation of \$10 or more per Lights of Hope bag.

Are there any helpful Lights of Hope resources I should know about? Yes! Please visit our resource page for everything you need to know about Lights of Hope at www.fightcancer.org/LOHresources.

Who decorates the Lights of Hope bags? Individual fundraisers are responsible for decorating their own bags. Within DonorDrive you can download a report to see what your donors want written on their bags. For more information and instructions visit www.fightcancer.org/LOHresources.

What are the 2024 Lights of Hope deadlines?

- September 5, 2024 (11:59pm ET)
 - Fundraising Incentive Deadline
 - Photo Submission Deadline for Video Inclusion
- October 4, 2024 (11:59pm ET)
 - DonorDrive website closes
 - Official Lights of Hope Photo Album Deadline

Can I solicit sponsorship for Lights of Hope? Yes! Sponsorship can be a great way to raise money for Lights of Hope. We have sponsorship opportunities available from \$200- \$10,000.

Where do I find Lights of Hope bags and supplies? We strongly encourage you to reuse Lights of Hope bags and lights from previous years whenever possible. If you need a refreshed supply, please work with



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your ACS CAN staff partner to order new materials 7-10 days (about 1 and a half weeks) before you need them. Reminder: per Legal, we cannot use Relay For Life bags for Lights of Hope purposes.

How do I process my Lights of Hope donations? Most donations can be made on your ACS CAN Donor Drive page. The donor will use a credit card and place their own order. If you receive a check or cash the first step is to enter those offline donations on your personal DonorDrive page. Once you do so, you will use the [Society Donations Batching](#) tool to process those offline donations and then send in your checks. Detailed instructions can be found on www.fightcancer.org/LOHresources.

Are there any fundraising incentives for Lights of Hope? Yes! More details can be found at fightcancer.org/LOHresources but we have the following six levels with certain benefits for each:

1. Hope Level — Raise over \$200
2. Cure Level — Raise over \$500
3. Grand Champion of Hope — Raise over \$1,000
4. Hope Hero — Raise over \$2,500
5. Top Advocate — Raise over \$5,000
6. Top Ten Fundraisers

How are Leadership Summit & Lobby Day and Lights of Hope connected? A large in-person Lights of Hope display, called the DC Hope Walk, takes place on the Tuesday evening of LS&LD. All LS&LD attendees can attend the Hope Walk and bring up to 20 Lights of Hope to display at that event. Anyone who raises \$200+ and attends LS &LD receives a free ticket to the CAN Opener on Monday evening.

Where do I bring my 20 Lights of Hope bags for the Hope Walk? You can bring your bags to the Lights of Hope drop-off area at LS&LD. More information on location and time will be provided closer to the event.

How will I find my Lights of Hope bags at the Hope Walk? Lights of Hope are separated by state at the Hope Walk. There will be large signs with state names written on them. Look for the sign with your state and your bags will be displayed in that area.

What are the Lights of Hope Fundraising Challenges? The fundraising challenges take place in June, July and August, and are fun opportunities to talk to potential donors about your fundraising goals. We provide resources to help you with each challenge:

- Show Us Your Hope: June 9-15, 2024 – The goal is to get 7 unique donations in one week.
- 24 in 24 Hours: July 25, 2024 – The goal is to raise \$240 (24 bags) in 24 hours.
- \$100 in 100 Hours: August 22-25, 2024 – The goal is to raise \$100 in 100 hours (about 4 days).

Have more questions? Email Rachael Eerdmans at rachael.eerdmans@cancer.org