



LIGHTS OF HOPE AT HOME GUIDE



For more information visit:
www.FightCancer.org/LOHResources



Lights of Hope

ACROSS AMERICA

fightcancer.org

01 Welcome



Thank you for fundraising for Lights of Hope

02 At-Home Display



Details on where and how to display your Lights of Hope at home or in your communities.

03 Money Collection



A fundraiser is only as successful as getting the money turned in!

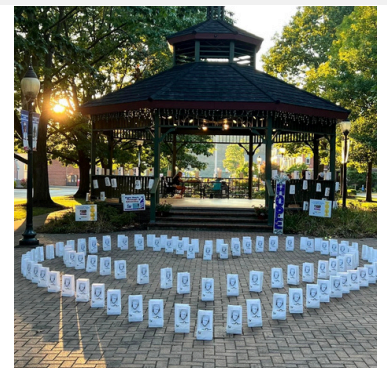
04 Photo Sharing



Information on ways to share your great photos with us for the annual video and photo album.

05 Important Deadlines and Reminders

Approximate dates, deadlines, and important reminders.

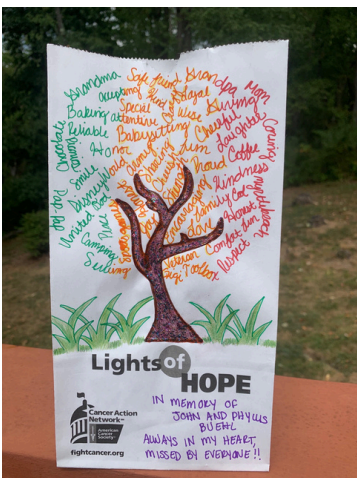


Welcome

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. We'll cover hosting an at-home display, how to collect and process donations, sharing your photos, dates, and much more. You'll also see underlined words that you can click on to be directed to specific 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.

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 the Tuesday of LS&LD on the National Mall in Washington, DC.



A Light of Hope is more than just a bag. It's a reminder of a memory of a loved one. It's hope and joy of survivorship or getting through a round of treatment. Lights of Hope is raising critical funds for ACS CAN so that we can tell lawmakers that the fight against cancer should be a top priority.

At-Home Displays

Which One Is Right For You?

Personal display at a place of importance to you



Personal display at your home, inside or outside



Large community display



Display at a local sponsors office



Statehouse or Hope Lodge Display

Hosting an **At Home Display**:

Things to consider for your at-home display

INDIVIDUAL AT-HOME DISPLAYS

Each volunteer with a Lights of Hope DonorDrive page is encouraged to display their Lights of Hope at a time that works best for them during the months of August or September. They can be displayed in your own backyard. Or front yard. Or neighborhood park. Or balcony. Or sidewalk. Or courtyard. Or inside on your fireplace. The display can be as big or as small as you and/or your donors want.

COMMUNITY INVOLVEMENT

By bringing this event into your community, you have the potential to involve neighbors, family members, and others who have not previously engaged with ACS CAN. 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 DonorDrive fundraising center that will provide all the information you need. A video training and written instructions on how to pull the report in DonorDrive can be found on the www.fightcancer.org/LOHResources.

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.

Stickers to help with decorating Lights of Hope bags are also available to be ordered through your ACS CAN Staff Partner.

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

Display Tips

✓ **WEIGH DOWN THE BAGS**

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 local grocery store to get canned goods donated.

✓ **LIGHTS**

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 operated tea lights or glow sticks from include: Amazon, Target, Party City, and most party supply stores.

✓ **LANDMARK LOCATION**

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.

✓ **SPONSORSHIP**

Showcase your sponsorship signs (if applicable). Make sure your sponsors see the display or share photos with them.

✓ **USE YOUR DONORDRIVE APP**

Using your DonorDrive app, you can create 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.



Making your Display Eco-Friendly

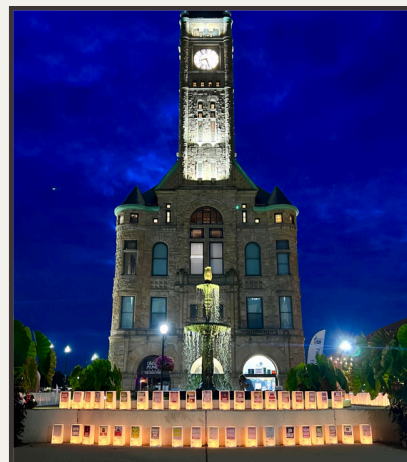
✓ BAGS

- o After your at-home display, fold your decorated bags and save them for next year. After all, you often have the same donors asking for the same folks to be honored or remembered.
- o Only decorate with recyclable materials so the bags can be recycled.



✓ LIGHTS

- o Turn off your battery lights after the display and reuse them for years to come.
- o Use solar lights to avoid using batteries that end up in the landfill.



✓ WEIGHTING YOUR BAGS

- o Instead of sand to weigh down your bags, ask a local grocery store to donate canned goods. The canned food can then be donated to a food pantry.
- o Measure sand into reusable bags and keep them year after year.



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 DonorDrive 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 DonorDrive before deadline in late September or early October. Once you have entered all of your offline donations in DonorDrive, please process all of your checks using the Society Donations Batching Tool. To assist with using the new tool, we have:

- o An instructional video on how to use the batching tool
- o 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 DonorDrive and record them on the sponsorship commitment form.



Photo Sharing

We want to see all of your 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 PORTAL

Photos submitted through our photo submission tool by Labor Day weekend may be included in the Lights of Hope Across America video compilation. The deadline to be part of the annual nationwide Lights of Hope Photo Album when DonorDrive closes is in late September or early October. 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.

✔ SOCIAL MEDIA

We'll be featuring Lights of Hope posts, photos, and videos from across America that use #LightsOfHope on ACS CAN's social media sites.

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

- Post pictures of your display using #LightsOfHope on Twitter/X and Instagram.
- Make sure your Twitter/X 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/X or Instagram in September 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/X 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.

Important Dates and Deadlines

VOLUNTEER FUNDRAISING CALLS

We host 3 annual volunteer fundraising panels each summer. They all feature volunteers who share their fundraising tips and tricks with you. They are usually held a week or two prior to a summer fundraising challenge. All calls are at 7:30pm ET. Dates and RSVP links for these events are available on the Resource page or from your ACS CAN Staff Partner.

FUNDRAISING CHALLENGES

Each summer we have 3 fundraising challenges. Prizes are awarded to those that complete the challenge!

- **Show Us Your Hope:** Hosted in June, goal to receive 7 unique donations in one week.
- **24 Bags in 24 Hours:** Hosted in July, goal to raise \$240 in 24 hours.
- **\$100 in 100 Hours:** Hosted in August, goal to raise \$100 in 100 hours.

IMPORTANT REMINDERS

- Please work with your Staff Partner to order Lights of Hope bags 2 weeks before you need them.
- Sponsor signs must be ordered 4 weeks before you plan to display them.
- Fundraising Incentive and Video Photo Deadline: around Labor Day weekend
- DonorDrive Closing Deadline and Deadline for the annual Photo Album: Late September or Early October

FINAL REMINDERS AND RESOURCES

On the Lights of Hope resource page you can find the sponsorship packet, meeting recordings, photos from past years, event flyers, social media graphics, fundraising tips and all the important dates and deadlines, including all materials referenced throughout this guide.

Remember to personalize your DonorDrive 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.

o Use the [DonorDrive Resource page](#) for helpful written and video instructions.



HOPE