

# 2023 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. We'll cover hosting an at home display, 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 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. 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 DonorDrive fundraising center that will provide all the information you need. A video training on how to pull the report in DonorDrive can be [found here](#) 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.

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

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## 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.
- 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.
- 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 more eco-friendly

- Bags
  - When you are done displaying your Lights of Hope, carefully fold your decorated bags and save them! Next year, when your 2023 donors return, you will already have bags decorated for many of the folks they want to honor or remember.
  - Only decorate with recyclable materials, so that your bags can eventually be recycled. This likely means no glitters, stickers, or stick-on decorations.
- Weighting your bags
  - Instead of using sand to keep your bags in place, consider asking a local grocer to donate canned goods. These can be delivered to a food pantry when you no longer need them, allowing the grocer to support two charities with one donation.
  - If you do choose to use sand, store it in reusable bags and use the same sand each year.
- Lights
  - Turn off your battery lights after the display and reuse them for years to come.
  - Use solar lights to avoid using batteries that end up in the landfill.
- What else?
  - Share your best ideas for reducing the environmental impact of Lights of Hope! We’ll help to share them with others, to ensure we are all being good stewards of limited resources and the environment.



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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 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 on October 6<sup>th</sup> at 11:59pm ET. Once you have entered all of your offline donations on DonorDrive, 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](mailto: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 2023 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 7<sup>th</sup> may be included in the Lights of Hope Across America video compilation. The deadline to be part of the nationwide 2023 Lights of Hope Photo Album is October 6<sup>th</sup>. 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

Post publicly on social media using #LightsOfHope so we can search, find, and share your beautiful pictures.

## Important Dates and Deadlines

### Upcoming Volunteer Calls:

- June Fundraising Panel: June 1, 2023 at 7:30pm ET.
- July Fundraising Panel: July 25, 2023 at 7:30pm ET.
- August Fundraising Panel: August 22, 2023 at 7:30pm 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 4-10, 2023
- 24 Bags in 24 Hours: July 27, 2023
- \$100 in 100 Hours: August 24-27, 2023

### Important Deadlines:

- Please work with your staff 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.
- September 7<sup>th</sup>: Deadline to [submit photos](#) for a chance to be featured in the Lights of Hope Across America video compilation.
  - Note: you can (and should!) submit photos after this deadline to be included in the 2023 LOH Event Photo Album that will be shared post event.
- Fundraising Incentive Deadline: September 7, 2023 (11:59pm ET)
- DonorDrive closing Deadline: October 6, 2023 (11:59pm ET).
- October 6: Deadline to submit photos for our [2023 LOH Event Photo Album](#).

## Additional Resources

- The Lights of Hope resource page is found at [www.fightcancer.org/LOHResources](http://www.fightcancer.org/LOHResources).
- February 2023 Volunteer Kick-off Recording
- [2023 LOH Sponsorship Packet](#)
  - [You got a Sponsorship Now What document](#)
- 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 DonorDrive page, including the header, photo, and shortening the URL link to share with family and friends.
  - Use the [DonorDrive Resource page](#) for helpful written and video instructions.