

For folks attending Leadership Summit & Lobby Day: Where should you display your Lights of Hope in 2023?



Lights of Hope is our signature fundraising event, dedicated to honoring those who have been touched by cancer and remembering those we have lost. Donors to Lights of Hope can honor and remember their loved ones by dedicating a Lights of Hope bag that will be displayed during Lights of Hope Across America in the fall of 2023.

Lights of Hope Across America event will include a display in Washington, DC that will be hosted in conjunction with this year's Leadership Summit and Lobby Day (LS&LD). This display, the Hope Walk, will be one of hundreds taking place across the country. As a fundraiser for Lights of Hope who is ALSO invited to LS&LD, this year you will have the opportunity to choose where your Lights of Hope are displayed.

- If you, your donors, and your sponsors have come to love the local display, we encourage you to continue that tradition. Please host your event before DonorDrive closes on October 6, 2023. If you would like pictures of your display to be included in the nationwide video we are creating of this year's event, high resolution photos are due to us by September 7, 2023.
- Alternatively, you can bring up to 20 of your Lights of Hope to Washington, DC with you and display them on September 19, 2023, as part of the Hope Walk. The Hope Walk will take place at the Constitution Gardens, a beautiful location on The Mall. Lights of Hope will again be sorted by state. Each participant will work with their State Staff Partner on how many bags you plan to bring to Washington DC.

Please do not plan on displaying your Lights of Hope bags at two separate events. Lights of Hope is a fundraiser, and we are not able to cover the costs associated with multiple events per \$10 donation. That said, if you are planning to display your bags as part of the Hope Walk, you are welcome to also set up bags at home for the purpose of taking pictures. Just be sure to do so at a time when they will not be exposed to the elements. We will not be able to replace bags that are impacted by rain or high winds. Please remember to work with your State Staff Partner to ensure that all bags coming to DC are accounted for in advance, and so we keep our numbers in line with our goal to have more lights displayed at home, in district.

FAQs



- 1. If I am invited to and plan on attending the 2023 LS&LD, do I have to bring my Lights of Hope bags?** Absolutely not! You are welcome to host a local display instead of bringing your Lights of Hope to Washington, DC. Many will choose this option because of how much our donors and sponsors have loved seeing this event in their own community.
- 2. If I am hosting an at home or community event, when should I host my display?** You can host your display anytime in August or September. If you want your local display included in the nationwide video compilation, photos are due September 7, 2023.
- 3. Where should I recognize my sponsors?** When and where you recognize your sponsors is a conversation you should have with your sponsors. Some sponsors want to display their sign and recognition items at their place of business. Some love to see the pictures you share displaying them at your local display. This is totally your choice. Your sponsor recognition and signs will not be displayed at the Hope Walk in Washington, DC. There will be special recognition for any \$10,000 sponsor and above at the Hope Walk.
- 4. Where do I get the supplies for my local display?** ACS CAN does not provide supplies for local displays. Many have had great luck getting donated items for bag weights and lights.
- 5. What if my community-based location requires insurance?** Your staff person can help you secure insurance for the day of your event.
- 6. What if I set up my bags at home and the wind or rain ruins my Lights of Hope that I planned to also bring to Washington?** We are not able to replace damaged bags for display at the Hope Walk.
- 7. If I choose to bring my bags to LS&LD, how will they get there?** You will travel with them in your checked or carry-on luggage. Just like in past years you will not be able to ship your bags to Washington, DC.
- 8. Some of our team is not invited to or is choosing not to attend LS&LD. Who will bring their Lights of Hope to Washington, DC?** The Hope Walk in Washington, DC display is only for people attending LS&LD. Those not attending will host an at-home or community display sometime in August or September.
- 9. Where do I get Lights of Hope bags?** You can use Lights of Hope bags you have left over from previous years. If you need a refreshed supply, please work with your staff partner. Reminder: per legal, we cannot use Relay For Life bags for Lights of Hope purposes.
- 10. Who decorates my Lights of Hope bags?** You will decorate all your Lights of Hope, whether displaying locally or at the Hope Walk.

Do you have additional questions? Please contact Rachael Eerdmans at Rachael.Eerdmans@cancer.org