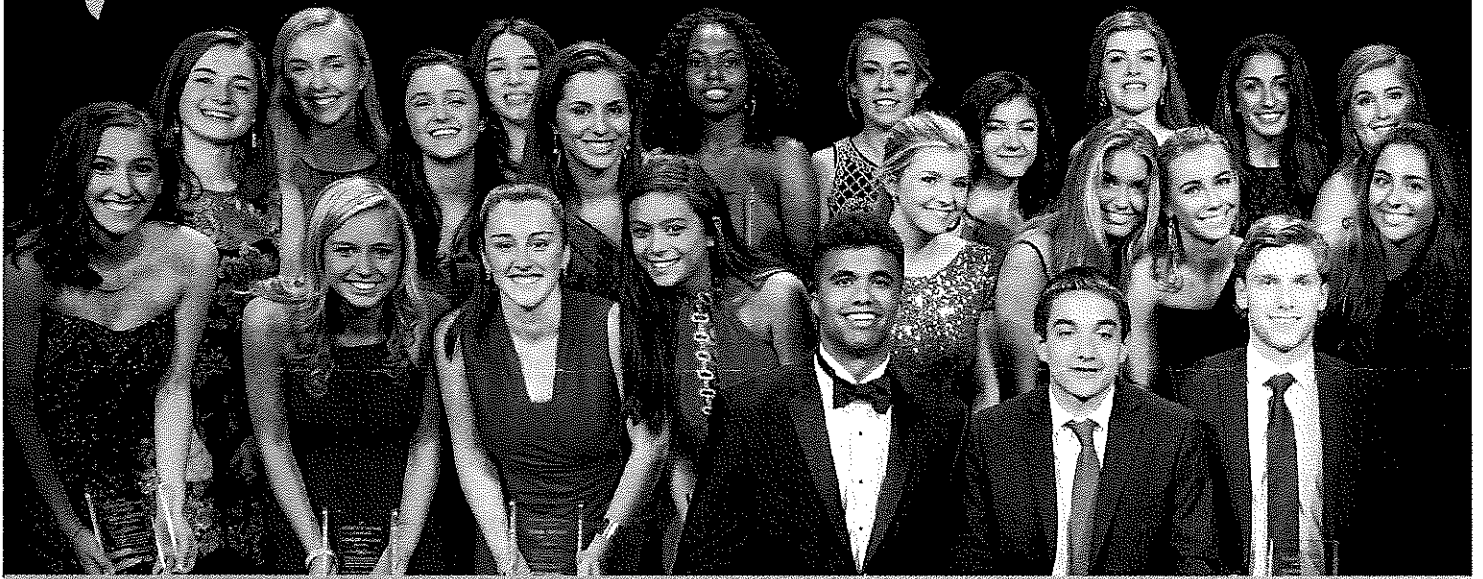




STUDENTS
OF THE YEAR



A philanthropic leadership
development program for
exemplary high school students.

Resume-Booster • Professional Skills • Lifesaving Impact
Recognition • Community Service Hours • Scholarships

Campaign Dates

1.17.19 – 3.9.19

Grand Finale Celebration

Saturday, March 9, 2019

NOW ACCEPTING APPLICATIONS

Application Deadline: November 9, 2018

To Learn More: Michelle.Evetts@lls.org or 908.956.6615
Apply Online at: <https://tinyurl.com/2019SOYAPP>

**7-WEEK
CHALLENGE
TO RAISE
FUNDS
FOR THE FIGHT
AGAINST
CANCER**

Benefiting
The Leukemia &
Lymphoma Society

 LEUKEMIA &
LYMPHOMA
SOCIETY® | **STUDENT
SERIES®**



STUDENTS OF THE YEAR

WHAT: Students of the Year is a philanthropic leadership development program during which students utilize professional skills such as entrepreneurship, marketing, and project management in order to raise funds for The Leukemia & Lymphoma Society (LLS). The title Student(s) of the Year is awarded to the student or student team in each community who raises the most funds during the 7-week competition.

WHO: Candidates are highly-motivated high school leaders enrolled in public or private schools. Students may compete individually or as a team of two or three co-candidates. Team members can be fellow classmates, family members or friends who are passionate about the Mission of LLS.

WHEN:

Candidate & Parent Workshop: Saturday, December 8, 2018

Campaign Kickoff: Thursday, January 17, 2019

Grand Finale Celebration: Saturday, March 9, 2019

WHY: Teams raise money in honor of a patient hero who is currently battling or is in remission from a blood cancer. This campaign offers visibility and recognition within the community, ensuring that candidates stand out when preparing for college and beyond. Candidates are also eligible to receive scholarships.

The candidate or candidate team that earns the title of Student(s) of the Year will receive a \$10,000 scholarship toward the college or university of his/her choice. First Runner Up will receive a \$5000 scholarship and any candidate raising \$2,500 or more will receive a \$250 "Buy A Book" scholarship. Participating candidates are also eligible to apply for the Mission award scholarship, with the recipient receiving \$500 amount towards their tuition.

HOW: Candidates will form and lead a team to help with fundraising, planning and communications. Along with their own websites, candidates and teammates receive guidance from LLS staff and mentors to develop and execute an action plan to reach their personal fundraising goal. Suggested fundraising methods include: a letter writing/email campaign, personal asks, and corporate sponsorships.