



A **philanthropic leadership development program** for exemplary high school students.

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

Campaign Dates

1.7.21 - 2.27.21

Grand Finale Celebration

2.27.21

NOW ACCEPTING APPLICATIONS

To Learn More: Sarah.Bramlett@lls.org

Apply Online: StudentsOfTheYear.org

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

Benefiting
The Leukemia &
Lymphoma Society

 LEUKEMIA &
LYMPHOMA
SOCIETY® | **STUDENTS
OF THE YEAR**

STUDENTS OF THE YEAR

WHAT: Students of the Year is a philanthropic leadership development program during which students foster 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 candidate or co-candidates in each community who raises the most funds during the seven-week competition.

WHO: Candidates are highly-motivated high school leaders leading a multigenerational team. 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:

Campaign Workshop: November 12, 2020

Campaign Kickoff: January 7, 2021

Grand Finale Celebration: February 27, 2021

WHY: Teams raise money in honor of a young 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.

The candidate or candidate teams that earn the title of Student(s) of the Year will receive a scholarship towards the college or university of his/her choice. Participating candidates are also eligible to apply for the Mission award(s) scholarship towards their tuition.

HOW: Candidates will form and lead a team to help with fundraising, strategy 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/E-mail campaign, personal asks, and corporate sponsorships.

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