



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

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

Campaign Dates

February-April 2020

Grand Finale Celebration

April 2, 2020

 **NOW ACCEPTING APPLICATIONS**

To Learn More: Robin.Mandel@LLS.org or call 914-274-1689
Apply Online at: www.studentsoftheyear.org

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

Benefiting
The Leukemia &
Lymphoma Society

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



May 2019
SOY
Grand Finale



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: Important Dates:

Candidate & Parent Workshop: January 11, 2020

Campaign Kickoff: February 12, 2020

Grand Finale Celebration: April 2, 2020

Savannah Rose
2019-20 Honored Hero



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 **\$2,500** scholarship toward the college or university of his/her choice. Participating candidates are also eligible to apply for the Mission award scholarship, with the recipient receiving **\$500** amount towards their tuition. Student additional benefits include: learning leadership and professional skills; earning community service hours; and making a life-saving impact.

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.