

# TNT Fundraising Guide

Look inside for answers to your fundraising questions:



How to maximize your online fundraising page

How to write a great fundraising letter



How to use your TNT Staff resources for more fundraising ideas

Information about The Leukemia & Lymphoma Society

and

Team In Training.



Please visit [www.teamintraining.org/ncafundraising](http://www.teamintraining.org/ncafundraising) for even more fundraising tips and information.

# Getting Started



Congratulations and welcome to the TEAM! Nervous about training and fundraising? Don't be! We have wonderful coaches, team captains and staff here to help you every step of the way.

Now that you've signed up raise funds and train for an endurance event, you should get started right away! You may be wondering where to begin. The easiest and most successful place to start is with your **online fundraising and letter writing campaign**. There are four easy steps for getting your fundraising off the ground.

- ☞ **Set up your online fundraising page using the login and password that you get from Team In Training when you register.**
- ☞ **Write and mail your fundraising letters. Make sure to include the address to your website.**
- ☞ **Follow up in a few weeks with an email. Make sure to include a link to your website!**
- ☞ **Place a link to your website in all of your email signatures. This will serve as a constant reminder to your friends, family and colleagues that you are fundraising for a great cause!**

The following pages will give you some quick tips for setting up your online fundraising page and maximizing your resources with your fundraising letter.

# Online Fundraising

Online donations are convenient, effective and easy for your donors to manage. They are also easy for YOU to manage since online donations are automatically added to your Paycor account—you have no paperwork to track! In addition, your donors automatically get a donation confirmation and tax receipt email, and you get an email notification every time a donation is made to your site. The best part is that it is EASY to set up!

## How do I set up my online fundraising page?

1. You will receive a login and password with a link to set up your online fundraising page shortly after registering for the program. This email will also include a link to your page...it has already been created for you!
2. Fill in any blanks the online form. Many of the questions on the form are similar to the information you provided on the registration form. **It is important that you complete the information on the online form exactly as you completed the paper version of the registration form.**
3. Customize your page. It's EASY to customize your page — no html or web page design experience is necessary. You can add a picture, change your text or create a blog right there on your page. The possibilities are endless! Read on for some great suggestions on making your online fundraising page stand out!

If you ever have issues with your online site, please feel free to contact the TNT staff.



## How successful is online fundraising?

- ◆ Participants who use online fundraising raise an average of 46% more than participants who don't use their sites.
- ◆ About 50% of the donations given to National Capital Area Team In Training participants came through online fundraising sites.
- ◆ The average check donation is \$25- 40 and the average online donation is \$75.

## What are some tips to online fundraising?

- ◆ Add your personal web address to your email auto-signature.
- ◆ Personalize your online web page! Below are some suggestions for ways you can make your online fundraising page your own unique site:
  - ◆ Add a photo
  - ◆ Inform your donors on the reason why you joined TNT
  - ◆ Include the story of your personal honored teammates or your event honored teammates
  - ◆ Use it as a fundraising page AND a training log so that your friends and family can track your training progress
- ◆ Send your link out to friends, family and colleagues by email, so they can simply click and donate!
- ◆ Print "business cards" with your web address and information to send with your letters. This allows people to have easy access to your web address, in case they need to bring it to the office to donate online.
- ◆ Set your page up right away! The faster you set up your web page, the faster you can get started on your fundraising!



# Letter Writing Campaign

## **LETTERS ARE THE #1 WAY TO RAISE FUNDS THROUGH THE TEAM IN TRAINING**

**PROGRAM.** Letters are a sure-fire way to draw attention to your efforts and educate your potential donors about The Leukemia & Lymphoma Society and Team In Training.

### ◆ **What is a Donation Letter?**

A donation letter is a letter you send to potential donors explaining your efforts with Team In Training and The Leukemia & Lymphoma Society, and asking for donations toward your fund-raising goal. More importantly, it is also the farthest-reaching fundraising tool available, since you can call on relatives, co-workers and friends from all over the country to help.

### ◆ **Who Should I Ask?**

Anyone you can think of – friends, family, co-workers, old college roommates, favorite teachers and professors, even your dentist! Go through your address book and consider places and businesses you frequent (and you will find some suggestions at the end of this section). You will be surprised how many people you know, and most people are touched by a personal request in the form of a well-thought letter.

### ◆ **How Does It Work?**

The process is simple and easy – you just need to be organized. Place the following items into a standard envelope:

- ◆ Your Personalized Letter
- ◆ A TNT Yellow Donation Form (found in your plastic folder)
- ◆ A return envelope labeled with your address



Start early and bring up to 75 letters sealed and addressed to one of the fundraising workshops for the TNT staff to mail for you. This will save you money on postage! When your potential donors receive the letter, they can donate online, fill out and send the yellow form for credit card donations, or send a check/money order to you in the pre-addressed envelope. Checks, money orders and credit cards are accepted and are all tax deductible. **All checks should be made out to The Leukemia & Lymphoma Society.**

### ◆ **When Should I Start?**

**NOW!** Begin your letter campaign as soon as possible. Starting early is the key to any great fundraising campaign. Keep in mind how long the mail takes and how many people you plan to send the letter to. We recommend sending to as many people as possible, at least 50-100 to start. Remember to include the link to your TNT Online Fundraising site so they can make donations online!

## ◆ **How do I write a good letter?**

The **KEY** to a successful letter campaign is writing a great letter. The following are some important tips to follow. Additionally, you can find sample letters in the following pages. Remember to add specifics about the cause, the diseases, the Team In Training (TNT) program and the Society to educate and inform your donors.

- ◆ **Make it Personal** - Everyone loves to get mail from their friends! Let your donors know what else is going on in your life and why you are personally involved with TNT.
- ◆ **Be Positive** – Whether this is your first endurance event or your 20th, expressing excitement in your letter is a great way to connect to your potential donors. Show your enthusiasm for the cause and let everyone know you are “taking steps to cure blood cancers.”
- ◆ **Use Humor/Creativity** - Funny or unusual letters will catch the interest of your donors. Send a newsletter-style update on your progress or design a personal brochure. Think of creative ways to make your friends laugh and they will remember your letter!
- ◆ **Provide Correct Information** - Please be sure to use our correct name in your letters, it should be written as The Leukemia & Lymphoma Society. If you would like to abbreviate, an acceptable way to refer to us is as LLS.
- ◆ **Short and Sweet** - Keep the letter to one or two pages. If it is longer you will lose the readers' interest.
- ◆ **Remember your honored teammate** - Let people know that you are not just training, but that you are training in honor of an important individual. That's what makes the TNT experience unique! Introduce your honored teammate to your donors and share a little of their background and/or experience.
- ◆ **ASK** - Very important! What separates this letter from normal letters is that you are asking them to act. **LET THEM KNOW YOU NEED THEIR HELP THROUGH DONATIONS.**
- ◆ **Give a Goal** - Let your donors know your minimum and your personal goal for going above and beyond the minimum. For example, “I need to raise at least \$3,400 but my personal goal is to raise over \$4,000.” If you don't put your overall goal into your letter, donors may not know how much you need to raise.
- ◆ **Suggested Giving Levels** - We recommend giving your donors suggested levels of giving. This helps your donor to gauge what size donation is appropriate and what they can afford. For example, ask them to donate \$1, \$2, \$5 or \$10 for every mile that you complete.
- ◆ **Set a Deadline** - We give you a deadline for your own fundraising, but we recommend that you set a deadline for your donors. This helps ensure that your letter gets placed with the bills...not the junk mail! **We suggest that you make the donors' deadline about one month after you have mailed the letter.** Setting a final date will motivate donors.
- ◆ **Let Them Know How to Donate** - Tell them the procedure for making a donation. If they are confused they are not likely to send a donation, so walk them through the procedure and include a self-addressed envelope as well as a link to your online fundraising page.
- ◆ **Keep a List** - Keep a list of all the people to whom you sent letters. You can then compare this list to the Paycor statements to see who has or has not donated.

- ◆ **Be Prepared to Send a Reminder** - Many people will receive your letter only to forget about it. The best way to send a reminder is to give a training/fundraising update in the form of a letter, postcard or e-mail. Write to your donors and tell them, “training is going well” and “I’m going farther this weekend than I’ve ever gone before.” Let them know that fundraising is going well, but that you still have a bit further to go.
- ◆ **Send a Thank You Card** – The Leukemia & Lymphoma Society will send a generic thank you card to all donors, but we strongly recommend that you also send a personal one. Donors want to know that they are appreciated and definitely want to know how you did! You can also include a thank you from your honored teammate. A good thank you card will set you up well for your next TNT event.

## “WHO TO ASK” FROM A to Z

*Wondering who to send your letters to? We can help!*

**A**ccountant, Attorney  
**B**ank, Bar, Bands  
**C**ollege friends, Co-workers/Colleagues  
**D**ry Cleaners, Doctors, Dentists  
**E**ye Care, Electrician  
**F**raternities/Sororities, Family Members, Friends  
**G**rocery, Golf Course  
**H**ealth Club, Hair Dresser  
**I**nterior Decorator  
**J**ewelers  
**K**-Marts (or similar stores)  
**L**awyers  
**M**asseuse, Mailman  
**N**eighbors  
**O**rthodontist  
**P**rofessors, Printing Company, Parent’s friends/work contacts  
**R**estaurants, Religious organization, Rotary Clubs  
**S**porting Goods Stores, Spouse’s friends/work contacts  
**T**eachers, Therapists  
**U**nions, Universities  
**V**eterinarian, Volunteer Groups  
**W**ork Contacts  
**X**eroxing Services  
**Y**outh Groups



# Sample Fundraising Letter

Dear Family and Friends,

I have very special news to share with you, so please let me take the opportunity to tell you about this exciting new challenge in my life. I am training for the **Fill in EVENT** as a member of the National Capital Area's Team In Training program on behalf of The Leukemia & Lymphoma Society! Let me explain to you why I have chosen to make this commitment and then you will understand why I am so excited and determined to finish this **EVENT** on **FILL IN DATE**.

Team In Training (TNT) exists to find a cure for leukemia, lymphoma, Hodgkin's disease and myeloma. It also looks to improve the quality of life of patients and their families. There are currently more than 747,000 Americans living with a blood cancer and every ten minutes a life is claimed by blood cancer. Leukemia is one of the leading causes of death in children between the ages of 1-15. The good news is that the survival rate has risen from 4% in 1960 to 81% in the last decade. This is in part due to the money that The Leukemia & Lymphoma Society has raised to aid researchers in their fight to find cures for this disease.

TNT is The Leukemia & Lymphoma Society's largest fundraising program, bringing in over 114 million dollars this past year alone. Each participant in the program pledges to raise a certain amount of money during the 4-5 months they train for their event. I have been asked to raise **FILL IN PARTICIPATION MINIMUM** have set a personal goal to raise at least **FILL IN FUNDRAISING GOAL** for my **FILL IN EVENT!**

The money that I will raise for research is fulfilling, but the most important and inspirational part of my training is knowing that my hard work could make a difference in the lives of my Honored Teammate. I am running in honor of **FILL IN HONORED TEAMMATE(S) AND SUMMARY OF HIS/HERY STORY**.

(These/This) precious individual(s) (are/is) the reason(s) I am committing myself to this goal. With this inspiration how can I not fight my way to the finish line? It is a chance to embody a glimmer of hope for those who are battling blood cancers and to remember those who have lost their battle.

I am writing each of you to ask for your support. Your donation is tax-deductible and **NO DONATION IS TOO SMALL**.

I want to thank you in advance for your love and support! This is an exciting time and I hope you will choose to support me in my efforts to make a difference. I will be thinking of each of you as I cross the finish line on **FILL IN EVENT DATE**.

All the best,

**YOUR NAME**

# Sample Fundraising Letter

Dear Friend:

Every five minutes, someone in the United States learns that they have leukemia, lymphoma, or myeloma, and every ten minutes, a child or adult dies from one of these diseases. While more and more people are becoming survivors of these deadly diseases, there is still no cure. Having watched my brother's battle with cancer for a third of his life, I decided that it was time to become involved in the search for a cure.

Last June, I became a member of The Leukemia & Lymphoma Society's **Team In Training**, whose mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. I ran the Marine Corps Marathon with TEAM, raising \$1,800 for LLS. After crossing the finish line, I still wanted to do more. So for the next four months, I will dedicate my mind and my body again to help find a cure for these terrible diseases. I have been training daily with my Team members and on April 29, 2007, I will run/bike/swim the St. Anthony's Triathlon in St. Petersburg, FL. Along with my teammates, I will be running in honor of a survivor of one of these diseases: my brother. He was diagnosed with leukemia at the age of 6. After 3 years of treatment, he relapsed and spent 3 more years enduring aggressive chemotherapy and radiation, while losing his hair and spending 45 days in the hospital. He missed some of the most important events in a child's life due to his treatment, including his first day of middle school. And yet, not once did I ever hear him complain. Throughout my training, I will wear a wrist band with his name on it which will be a constant reminder that no matter how hard I think .9 miles is to swim, 26 miles is to bike, or 6 miles is to run, it doesn't even come close to the race he ran against cancer.

I won't be able to train for this event alone, and I would be honored if you would help me. My goal is to raise \$4,200. No pledge is too small! Donations need to be received no later than March 26, 2007. To date, the Team In Training program has raised over \$750 million. The goal of my team this spring is to raise \$1 million. Now THAT'S making a difference! I invite you to be a part of my goal. I promise you, there is no better feeling than knowing that you were a part of an amazing mission that successfully helped so many people!

Thank you so much for your support! See you at the finish line!

Please make check out to The Leukemia & Lymphoma Society and send to using the enclosed envelope:

Your Name  
Your Address  
City, State Zip

**You can also donate on-line! If you wish to do so, please visit my website at:  
YOUR WEBSITE**

For more information about the Society or Team In Training, please visit:

[www.tlls.org](http://www.tlls.org)

[www.teamintraining.org](http://www.teamintraining.org)

# Sample Fundraising Letter

Dear Family, Friends and Colleagues,

As I write this letter, I've got my legs up and my feet wrapped in ice packs. After each 12, 14, or 16+ mile run on the weekends, I join my friend Greg, who is also training, for a dip in his sub-forty degree pool – though I don't go much deeper than just above my knees! Yes, the marathon training is taking a toll on my body, but every Tuesday, Thursday and Saturday I strap on my running shoes to continue my training (not to mention cross-training every Monday, Wednesday and Friday).

Why continue inflicting such punishment on my body? Because the rewards are infinitely better!

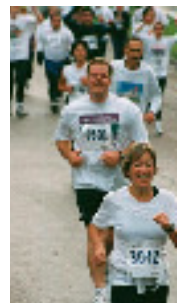
**New Milestones Each Weekend...**almost every week I surpass my previous longest run length and/or beat my best time in a given distance. The first run of this training was a three-mile run last November. I was excited and at the same time dreaded the thought of that run as I had never run more than two miles at one time in my life. Two weeks ago I ran (and walked) 14 miles in Bethesda, MD and while I was happy to complete my run, I felt I could have continued. On my way home, I was relieved to realize that I "only had to run eight miles" as part of my training regimen the next weekend. "Only eight miles" was a thought foreign to me just a month ago!

**No Need for a New Wardrobe!** Well, that's not exactly the case...I'm finding that equipping myself with proper running clothes, shoes and equipment is not inexpensive...however I also get free shirts for running in races like the one I'm pictured in below (Cherry Blossom 10 Miler). Better yet, I've now lost twenty-five pounds, which is allowing me to fit into all those clothes I had packed away some time ago. Much like reaching a new milestone each weekend, hopping on the scale each Monday to see that I've lost another few pounds keeps me going!

**Running for a Cause...**Team In Training finds every moment they can to introduce us to our honorees...those who have or are suffering from blood cancers. Hearing their stories helps me realize that the pain I'm experiencing is nothing compared to what they endure for months or years. I'm sure any of them would rather run and train for a marathon than to go through another chemo treatment! These honorees always share a great appreciation for the money we are raising to help find a cure for this cancer, and thus I want to pass a heartfelt thank you to those of you that have already donated to this cause. (If you still wish to donate funds, note that I'm accepting donations through February 10<sup>th</sup>. I've included a donation form on the other side of this letter or you can visit my website to donate on-line.)

Whether you've offered financial or moral support through this training, I want to sincerely thank you as this is probably the best decision I've made in my life!  
Thank you!

Sincerely yours,



# Sample Fundraising Email

Date: Wed, 21 Mar 2007 05:34:53 -0700 (PDT)  
From: Jill Participant  
Subject: Guess What I am Doing on June 3rd

. . . Running 26.2 miles to help eradicate blood cancers!

Yes, you heard right! I am on my way to training for the Rock 'n' Roll Marathon. I am training with the Team In Training program, and things are going great.

As many of you know, since the death of my Granny to leukemia, I have been very involved in helping to raise money for blood cancers, as well as all cancers. By committing to run the Rock 'n' Roll Marathon, I have pledged to raise at least \$4,000 by May 1st.

I am running for all of those who can't run anymore and who would do anything that may help save their loved one's life. When you look at a three year old with leukemia or a child who has lost their father to the disease, running 26.2 miles and raising \$4,000 seems simple compared to what those families have been through. What they would do for one more minute with a lost loved one is priceless.

I plan to cross the finish line on June 1st with three special people attached. I plan to cross it with my Granny's spirit in tow, my friend Michele's late husband on my back, and my friend Jerry cheering me on from Illinois (currently fighting leukemia). These three individuals were never able to physically run a marathon to raise awareness for these diseases, but I plan to run it for them.

I hope you will join me on this journey by making a donation to my campaign. I have a website that you can visit to follow my fundraising progress, as well as my running progress. The link is below. You can also mail a check to me made out to The Leukemia & Lymphoma Society. All contributions are tax-deductible.

***Insert link here***

This Saturday I will run 7 miles, and build every week until the marathon. Just last week, I ran 6 miles with a man who is 11 months in remission from lymphoma - now if that is not motivation, I am not sure what is!

For those of you in D.C, stay tuned for fundraising events that I will be hosting starting in April. Thanks for your support. I am so excited to be able to do this!

# Staff Support

**Remember, throughout your fundraising efforts the TNT Staff is here for you!!**

We realize that fundraising can be a confusing process. Our staff is here to support you every step of the way, including giving you tips on fundraising, how and where to hold events, and provide the tools you'll need for success!

*By meeting **your** goal, you bring us closer to **our** goal – a cure for blood cancers!*

## **Where can I find the staff?**

The Leukemia & Lymphoma Society  
5845 Richmond Highway, Suite 800  
Alexandria, VA 22303  
(703) 960-1100  
[www.teamintraining.org/nca](http://www.teamintraining.org/nca)

## **Who can I talk to?**

**Carly Samuelson, TNT Campaign Director**  
[Carly.Samuelson@lls.org](mailto:Carly.Samuelson@lls.org)

**Ben Clausen, TNT Campaign Manager– Cycle & Hike Program**  
[Ben.Clausen@lls.org](mailto:Ben.Clausen@lls.org)

**Martin McNutt, TNT Campaign Manager– Marathon Program**  
[Martin.McNutt@lls.org](mailto:Martin.McNutt@lls.org)

**Sally Thompson, TNT Campaign Manager– Triathlon Program**  
[Sally.Thompson@lls.org](mailto:Sally.Thompson@lls.org)

**Kristen Avioli, TNT Campaign Coordinator–Triathlon Program**  
[Kristen.Avioli@lls.org](mailto:Kristen.Avioli@lls.org)

**Rachel Holt, TNT Campaign Coordinator-Cycle Program**  
[Rachel.Holt@lls.org](mailto:Rachel.Holt@lls.org)

**Caitlin Brown, TNT Campaign Coordinator–Marathon Program**  
[Caitlin.Brown@lls.org](mailto:Caitlin.Brown@lls.org)

**Keri Peele, , TNT Campaign Coordinator–Marathon Program**  
[Keri.Peele@lls.org](mailto:Keri.Peele@lls.org)

**Jenny Smith, TNT Campaign Coordinator–Marathon Program**  
[Jenny.Smith@lls.org](mailto:Jenny.Smith@lls.org)

**Zachary Feuerherd- TNT Campaign Assistant**  
[Zachary.Feuerherd@lls.org](mailto:Zachary.Feuerherd@lls.org)

## **How can they help?**

The office staff can provide you with help and advice, as well a number of items for your fundraising efforts such as TNT banners, signs and stickers, informational materials, honored teammate bracelets and a TNT Volunteer Verification Letter.

# What You Should Know About the Cause

Education and awareness are key elements in the fight against blood cancers. Including the following facts in your letters and fundraising projects will help to further educate your donors.

## **The Leukemia & Lymphoma Society®**

The Leukemia & Lymphoma Society, based in White Plains, NY, is the fastest growing non-profit voluntary health organization nationwide. Since its founding in 1949, the Society has provided more than \$600 million for research specifically targeting blood cancers. Supported entirely by public contributions, the Society has 68 chapters in the United States and Canada. For additional information, contact LLS at **(800) 955-4572** or visit **[www.lls.org](http://www.lls.org)**.

**Mission:** Our Mission is to cure leukemia, lymphoma, Hodgkin's disease and myeloma and improve the quality of life of patients and their families.

**Research:** Since its establishment in 1949, The Leukemia & Lymphoma Society has awarded more than \$600 million to research. Many life-saving modern approaches to curing cancer were pioneered with blood cancer patients as a direct result of the Society's research investments including Gleevec, an orally administered molecularly targeted treatment for all phases of CML.

**Patient Services:** LLS sponsors a growing array of services designed to educate the public about blood cancers and support patients from diagnosis through treatment and recovery. Important among these are the First Connection program, family support groups, the Trish Greene Back to School Program, and patient financial aid. The Society's financial assistance program provides up to \$500 per patient per year to help cover the costs of transportation, drugs and various treatments.

**Professional Education:** The latest research and treatment advances are shared by LLS's full team of medical professionals through teleconferences, medical symposia, educational events and printed materials.

**Advocacy:** Goals of LLS's advocacy program are to promote increased federal funding of bio-medical research and to influence healthcare reform issues, including ready access to quality cancer care and insurance coverage of patient-care costs in clinical trials.

**Community Service:** A two-way communications program with social service agencies and treatment facilities, resource materials and support groups is provided by the chapters.

*If you or anyone you know in the National Capital Area would benefit from the services of The Leukemia & Lymphoma Society, please contact Sarah Singer, Patient Services Manager at (703) 960-1100 ext. 231*

# General Information about Blood Cancers

## Leukemia

- ◆ A malignant disease of the bone marrow and blood.
- ◆ The common types of leukemia are divided into four categories; myelogenous or lymphocytic, which can be acute or chronic. An estimated 35,070 new cases will be diagnosed in the U.S. this year.
- ◆ Nine times more adults than children will be diagnosed with leukemia.
- ◆ An estimated 231,461 Americans are living with leukemia.
- ◆ Death rates for children have declined 61% over the past 30 years, yet leukemia remains a leading disease killer of children under 20.
- ◆ The five-year survival rate for all leukemia patients has more than tripled in the past forty years to 51%.

## Lymphoma

- ◆ Any cancer that originates in the lymphatic system.
- ◆ Approximately 66,670 new cases of lymphoma will be diagnosed in the U.S. this year.
- ◆ About 20,610 Americans will die from lymphoma this year.
- ◆ Two main types: Hodgkin's disease and non-Hodgkin's lymphoma.

## Hodgkin's Disease

- ◆ One of the most curable cancers.
- ◆ Five-year survival rates have doubled from 40% in 1960 to 86% today.
- ◆ The five-year survival rate for children is up to 95%.

## Non-Hodgkin's Lymphoma

- ◆ The five-year survival rate for non-Hodgkin's lymphoma is now 60%.
- ◆ The five-year survival rate for children is now nearly 77%, a significant improvement from the 1970's.

## Myeloma

- ◆ A cancer found in the plasma cells, a type of white blood cell found in many blood cells but primarily in the bone marrow.
- ◆ Approximately 19,920 new cases will be diagnosed in the U.S. this year.
- ◆ About 11,300 Americans will die from myeloma this year.
- ◆ Incidence is nearly twice as high among African Americans as for all other races.
- ◆ The five-year survival rate for myeloma is 35%.

# Team In Training

Team In Training (TNT) is The Leukemia & Lymphoma Society's® endurance training program. It provides walkers, runners, run/walkers, cyclists and triathletes with coaching, camaraderie, travel and accommodations for a variety of endurance events around the world.

- 📌 TNT is the **#1** endurance training program in the world and the largest marathon training program in the country. One in every 20 finishing contestants in U.S. marathons participate through TNT. Since 1988, **380,000** dedicated individuals have crossed the finish line with TNT.
- 📌 TNT is The Leukemia & Lymphoma Society's largest national fundraiser. Since its inception in 1988, the program has raised **over \$900 million** for research, patient aid programs and community outreach programs.
  - ◆ Last year TNT members raised **\$115 million** nationally.
  - ◆ Last year the National Capital Area Chapter's TNT participants raised **nearly \$4 million**. We are now part of an elite group of nation-wide chapters to raise over \$3 million through the TNT program in one fiscal year.
  - ◆ This year **35,000** walkers, runners, cyclists and triathletes will participate in the world's major marathons, century rides and triathlons on behalf of the Society.
- 📌 The TNT program is designed for athletes of **all skill levels and abilities**. Experienced coaches design a day-by-day training program that prepares participants for their race day events. Coaches will work with participants to create a personalized training program, taking into account the individual's current fitness level and exercise habits, as well as their particular goals.
- 📌 Each participant has the opportunity to train on behalf of an **honored teammate**. Honored teammates are individuals who have first-hand experience with leukemia, lymphoma, myeloma, or Hodgkin's disease and choose to share that experience with TNT participants. Honored teammates are the heart, soul and inspiration of TNT. Participants are encouraged to include those in their personal lives who have experienced blood cancers as "Personal Honored Teammates."
- 📌 Team members have the opportunity to get to know their fellow teammates at group training sessions as well as at LLS sponsored events such as pasta parties, mission-driven events and fundraising workshops. Team members share in the TNT experience, offering support and friendship to fellow participants.
- 📌 TNT members cross the finish line triumphant, having met their personal goals and knowing that they have given their all to fight leukemia, lymphoma and myeloma. Your participation helps us get one step closer to our finish line...a cure!