Three Minute Drill

Every three minutes someone in the United States is diagnosed with a blood cancer. This event will raise awareness and funds during a sporting event. Publicize it and make it fun and students and families will have a blast supporting LLS and the team!

Thank you so much for committing your sports team in the fight against cancer! We are so grateful that your school has made the commitment to The Leukemia & Lymphoma Society (LLS), our patients, and their families. As a reminder, if your game raises $550 or more, you will earn a lunch for your team or the group sponsoring the event - up to 35 people.

The Basics

Three Minute Drill – Put 3 minutes on the game clock and ask the fans to drop their spare change/small bills into buckets/boxes that you are passing through the stands. How much of an impact can they make in just 3 minute?!

Have an Honored Hero speak prior to the 3 minutes to help them understand what their funds will do! Or show one of the videos available on our YouTube channel - http://bit.ly/2gzqmWQ
Plan of Action

First
♦ Set a goal for your event
♦ Find out how you should handle money. Check with your Business Office to find out their money handling policies
♦ Make a plan to have an on-going donation collection point
♦ Make a plan to talk to your teams – boys/girls/JV – and the opponents

Next
♦ Make a week by week plan to get students excited with posters, morning announcements, social media posts, etc.
♦ Consider creating a fundraising website for people to register and/or collect pledges (provided by LLS)
♦ Decide on an activity to highlight the mission of LLS. Honored Hero posters? Write letters/draw pictures for Honored Heroes? Fact signs?
♦ Plan the Three Minute Drill and secure enough buckets (or boxes) and volunteers
♦ Determine how many volunteers you’ll need per side – the more volunteers the better! You want to make sure EVERYONE has a chance to donate during the 3 minutes!

Week-Of Event
♦ PROMOTE, PROMOTE, PROMOTE
♦ Implement a full marketing blast: Paint the Town Red! – paint windows red, amp up the school announcements, have the whole committee and supporters wear red during the week, hang posters in school and businesses students attend, etc.
♦ Make signs about blood cancer facts or featuring Honored Heroes
♦ Try to arrange for an Honored Hero to speak at event OR Show one of the provided videos
♦ Finalize details
♦ Ensure all volunteers are reconfirmed and receive assignments and details of their tasks
♦ Finalize a timeline for the night

Day-Of Event
♦ Post on social media sites from event
♦ Make sure the mission announcements are being made
♦ Run Awards Ceremony/Announce Totals
♦ Ensure that all volunteers know their roles and attend their shifts
♦ Ensure that the site is left in good condition when the event ends

After Event
♦ Reach out to your LLS staff contact to tell them how everything went
♦ Finalize any donation details
♦ Thank all volunteers, etc.

Materials Available – PLEASE ask for more of anything!
♦ Collection Boxes
♦ Collection Envelopes
♦ Paper Icons
♦ Posters
♦ Stickers
Want to do More?

**Additional Ideas you can add to your event**

- **Player Fundraising** – Encourage players to use provided envelopes to collect donations from both asks and paper icon sales.
- **Make Leukemia Disappear** - Have each letter in LEUKEMIA equal a dollar amount such as $100. For every 1200 you raise, take one letter down. The word LEUKEMIA will disappear before you know it!
- **Paper Icons/Wall of HOPE** – Sell provided paper icons for $1. See if you can spell out HOPE. Ask each player to be responsible for collection $10 of donations for 10 paper icons.
- **Ticket/Concession Sales** – Donate a $1 or more from tickets or concession sales to the cause. Many schools find that if they promote the game as benefitting LLS, more people come! Sometimes, local restaurants are willing to donate food specifically for donations to LLS. Can you have an additional sandwich/pizza/etc sale, where all proceeds go to LLS?
- **Orange/Lime Green Out** – Encourage all fans to wear Orange (ribbon color of leukemia) or lime green (ribbon color of lymphoma). That spirit will pour over into further engagement with the mission!
- **Halftime Games** – Play Musical Chairs, or host a free throw contest during half time. Ask people to donate $1-$5 to participants. Use the provided stickers to mark people who have paid to play.
- **Online Fundraising** - LLS can provide you with an online fundraising page that players and community members can donate directly to. This way, even people who cannot make the game can still support your school and LLS.