



FIREFIGHTER STAIRCLIMB



**LEUKEMIA &
LYMPHOMA
SOCIETY®**

2024 Campaign Ambassador



CLIMB. CONQUER. CURE.



General Information

The Leukemia & Lymphoma Society

Mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma and improve the quality of life of patients and their families.

www.lls.org/pacnw

LLS Firefighter Stairclimb Overview

- ◆ The world's largest on-air stair climb competition
- ◆ Participants pay tribute and bring hope to people battling blood cancers.
- ◆ Since its inception in 1991, the LLS Firefighter Stairclimb has raised over \$28 million!
- ◆ Proceeds from the LLS Firefighter Stairclimb support the LLS mission to fund life-saving research, and help us provide education, patient support services, and direct financial assistance to individuals.

2023 LLS Firefighter Stairclimb By-the-Numbers

- ◆ Raised over \$2 million
- ◆ 2,000 participants from:
 - ◆ 308 fire departments
 - ◆ 27 states
 - ◆ 3 countries

Climbs Awards Ceremony & Reception

The Awards Reception is a celebration of those participants, teams, and sponsors who went above and beyond in the LLS Firefighter Stairclimb and our sister event, Big Climb Seattle. Attendees qualify by earning VIP status for their fundraising efforts. LLS recognizes those outstanding individuals and teams and gets everyone excited for the next year's climbs.

For More Information

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MISSION

LLS's Therapy Acceleration Program invests approximately **\$10 million** per year to fast-track new cancer treatments.

LLS helped advance **85%** of the blood cancer treatment options approved by the FDA since 2017.

Our **\$188 million** multi-year research commitment spans the most promising science across all blood cancers, including immunotherapy, genomics and personalized medicine.



2024 LLS Firefighter Stairclimb Campaign Ambassador

Who is a Campaign Ambassador?

LLS Firefighter Stairclimb Campaign Ambassadors are our most devoted and successful firefighter participants, who are given the unique leadership opportunity to spread their knowledge and support regarding their involvement with the firefighter climb. They are mentors, guides, and motivators to our stair climb participants, the LLS community, and the world-at-large.

What does a Campaign Ambassador do?

Ambassadors will start with a brief training program each year and can make their involvement their own by sharing fundraising tips, LLS knowledge, why they climb, and their aspirations for future involvement with LLS. Ambassadors support the campaign in many ways, including:

Participant Support & Fundraising

- ◆ Recruit new participants and retain past participants to climb in the LLS Firefighter Stairclimb and raise funds for the Leukemia & Lymphoma Society.
- ◆ Identify and pursue opportunities to involve non-firefighters in fundraising and event activities.
- ◆ Work with LLS staff to provide support for participants' fundraising success.
- ◆ Recognize and show appreciation for participants at the event and throughout the year.

Logistics

- ◆ Work with region staff on registration process.
- ◆ Identify and secure industry-specific needs for day of event (DOE).
- ◆ Work assigned areas on the weekend of event, as well as assist with set-up and tear-down.

Sponsorship

- ◆ Identify and recruit local cash and in-kind sponsors.
- ◆ Encourage firefighters to secure local sponsorships (locally recruited cash sponsorships will be credited towards a participant's individual fundraising goal).
- ◆ Recognize and show appreciation for sponsors at the event and throughout the year.

Marketing & Public Relations

- ◆ Work with region staff to identify and use all available avenues to efficiently promote the LLS Firefighter Stairclimb to the entire area firefighting community.
- ◆ Communicate and advocate for the mission of the Leukemia & Lymphoma Society.

Impact of being a Campaign Ambassador

- ◆ Become a leader within your community.
- ◆ Help to further the mission of curing blood cancers.
- ◆ Provide help and support to participants, team captains, and teams.
- ◆ Better the campaign.

LLS Firefighter Stairclimb Ambassador Agreement

As an Ambassador, you will serve as the participants' support to help them reach their full fundraising and training potential. Only the best-suited and most dedicated participants are selected for this program.

As an Ambassador you must agree to:

- ◆ **Fundraise \$1,500 or more for each annual firefighter stair climb event.**
- ◆ Connect the climb to a sponsor or assist with a sponsorship pitch.
- ◆ Reach out and communicate with each of your teams at least 6 times per team within the season.
- ◆ Work effectively with your Regional Ambassador Partner.
- ◆ Attend a minimum of 4 Ambassador Conference Calls per season.
- ◆ Assist with logistics on the weekend of the event, including set-up and tear-down.
- ◆ Report to and correspond regularly with LLS Staff.
- ◆ Be familiar with the resources available on lls.org and firefighterstairclimb.org.
- ◆ Learn and uphold appropriate Leukemia & Lymphoma Society policies and procedures.
- ◆ Assist with the identification and recruitment of other potential ambassadors.

In return LLS will:

- ◆ Provide Ambassador branded apparel.
- ◆ Provide Ambassador business cards, fundraising tools, and promotional swag.
- ◆ Offer you early bird registration.
- ◆ Offer you the battalion start time of your choice.
- ◆ Invite you to the annual Climbs' Awards Ceremony.
- ◆ Invite you to the annual LLS-funded researcher Lab Tour.
- ◆ Provide ongoing support, reports, and fundraising coaching to ensure goals are met.
- ◆ Provide the opportunity to offer feedback and assistance in planning details.
- ◆ Provide the latest campaign updates and information prior to the general population.
- ◆ As available, provide the opportunity to represent LLS at conferences, exhibitions, and events.

Print name: _____

Signature: _____

Date: _____