

# TELL YOUR STORY

We recommend telling the story of WHY you Climb to your friends, family, and social networks. It's important for your supporters to learn about the impact of the Leukemia & Lymphoma Society and about how they can help cure blood cancer with a gift to your virtual climb. This has always been so much more than a race up the stairs, this is about our fight for a cure and we are certain your supports will step up with you!

## Here is a quick guide to telling this story

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### TURN OF EVENTS

Donors will want to learn about your department's Honoree or your cancer journey. What brought you or your Honoree to the Firefighter Stairclimb?

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### TELL A STORY

Many departments "adopt" department honorees: community members, friends, or family who face a blood cancer diagnosis, are survivors, or in whose memory you climb. Share their story!

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### CREDIBLE

Make sure your story is rooted in concrete facts: if you are telling someone else's story, make sure you mention their name often, share a picture, have permission and provide credible facts.

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### THANKFULLY

What impact did LLS or the Firefighter Stairclimb have on your or your Honoree's cancer journey? Thank your donors here for their past, present, and future support.

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### HOW CAN THEY HELP?

Tell the donor how they can help with a gift and how their donation will make a difference.

**100% of all donations support LLS's research and patient services!**

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### WHERE ARE WE NOW?

How did you connect to your department's Honoree and how do you stay connected? Will they be at the Climb? Will you climb with a picture of them tucked into your helmet?

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### CALL TO ACTION

Share a link to your Personal Fundraising page! Make the ask!

