



**STUDENTS  
OF THE YEAR**

College Scholarship Opportunity  
School Organization Grant Opportunity



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

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

**Campaign Dates**

**February 17, 2019 - April 7, 2019**

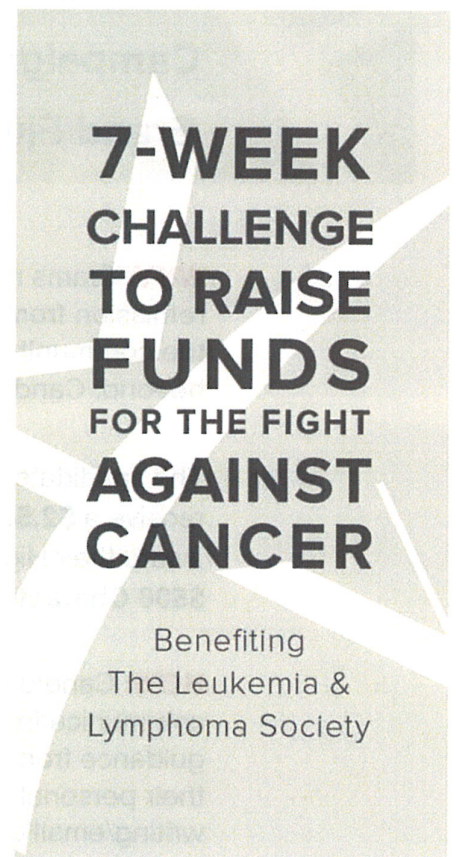
**Grand Finale Celebration**

**April 7, 2019**



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## College Scholarship Opportunity School Organization Grant Opportunity

**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:

**Candidate & Parent Workshop: January 7, 2019**

**Campaign Kickoff: February 17, 2019**

**Grand Finale Celebration: April 7, 2019**

**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 college scholarship**. The winning Student(s) of the Year will award their High School's Organization of choice a **\$1,000 grant**. Three additional **\$500 Character Award scholarships** will also be awarded.

**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.