

LIGHT THE NIGHT

LEUKEMIA AND LYMPHOMA AWARENESS
AND PREVENTION

Andrew Haynes

INTEGRATED MARKETING CAMPAIGN-EVENT

LIGHT THE NIGHT

**The Woodlands College Park High School
3701 College Park Dr, The Woodlands, TX 77384**

**Andrew Haynes
April 27, 2026**

TABLE OF CONTENTS



I. OVERVIEW.....4

II. DESCRIPTION OF THE EVENT.....5

III. CAMPAIGN OBJECTIVES.....6

IV. CAMPAIGN TARGET MARKET.....7

V. CAMPAIGN ACTIVITIES AND SCHEDULE.....9

VI. BUDGET.....16

VII. KEY METRIC.....18

VIII. BIBLIOGRAPHY.....19

OVERVIEW/BUSINESS NEED



- One of the biggest goals Light the Night has is to **raise one million dollars** for cancer research, free information, and support services
- While \$477,650 was raised last year, this **pales in comparison** to 2017, where Montgomery County Light the Night surpassed \$1 million
- This year, Light the Night aims to reclaim its former success and **reach its annual goal of raising \$1 million**

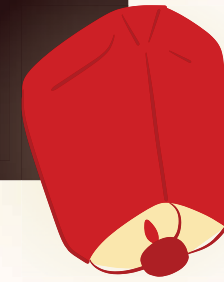
Fundraising Goal
\$ 1,000,000



\$ 477,650 out of \$ 1,000,000 Raised

DESCRIPTION OF EVENT

Sunday, November 2nd, 2025 @ Town Green Park from 5–9pm



- Light the Night at Montgomery County, Texas is a 1.5-mile evening walk, carrying illuminated lanterns
- White for survivors, Red for supporters, and Gold for remembering loved ones lost
- Brings light to the darkness of cancer through fundraising money for research and cures
- Unites the community to honor and celebrate people affected by blood cancers



CAMPAIGN OBJECTIVES



Pre-Campaign Figures

U
UNTIL

Upscale event donation funds by 30%

\$467,450

A

Amplify awareness of leukemia and lymphoma by 15%

**$\frac{1}{4}$ of
Americans**

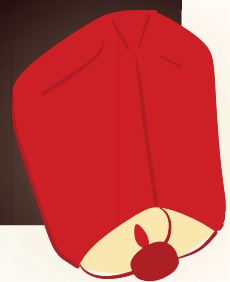
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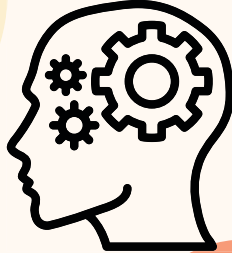
CURE

Create a 200% surge in event registration

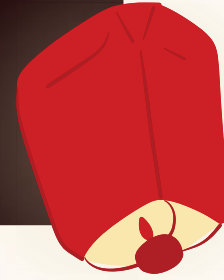
**329
People**

CAMPAIGN TARGET MARKET



	Primary Teenagers	Secondary Families
 Geographic	• The Woodlands, TX • Conroe, TX • Spring, TX	• Greater Houston Area • The Woodlands, TX
 Demographic	• High school students • 14-18 years old • All genders	• Middle-aged and 4-13 years old • All genders
 Psychographic	• Enjoys community-sponsored events • Desire to be involved with local service projects	• Wants to help make a change • Desire to implement an action-oriented mindset

ICPS (IDEAL CUSTOMER PROFILES)



An ICP (Ideal Customer Profile) depicts a candidate perfectly aligned with the target market ideals.

Primary Teenagers



Nathan

- Lives in The Woodlands, TX
- 17 years old
- Disposable time
- Desire to help in community
- Interested in pursuing the healthcare industry

Secondary Families



Marie

- Lives in Tomball, TX
- 46 years old
- Kids aged 10 and 12
- Wants to get her family involved in social change/activism
- Mother is affected with acute myleoid leuekmia

CAMPAIGN SCHEDULE



Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
#UntilACure							
Change for a Change							
T-Shirt Contest							
Lend a Hand							
Blood Drive							
Melodies for Miracles							

CAMPAIGN ACTIVITIES



#UNTILACURE Campaign's Entirety

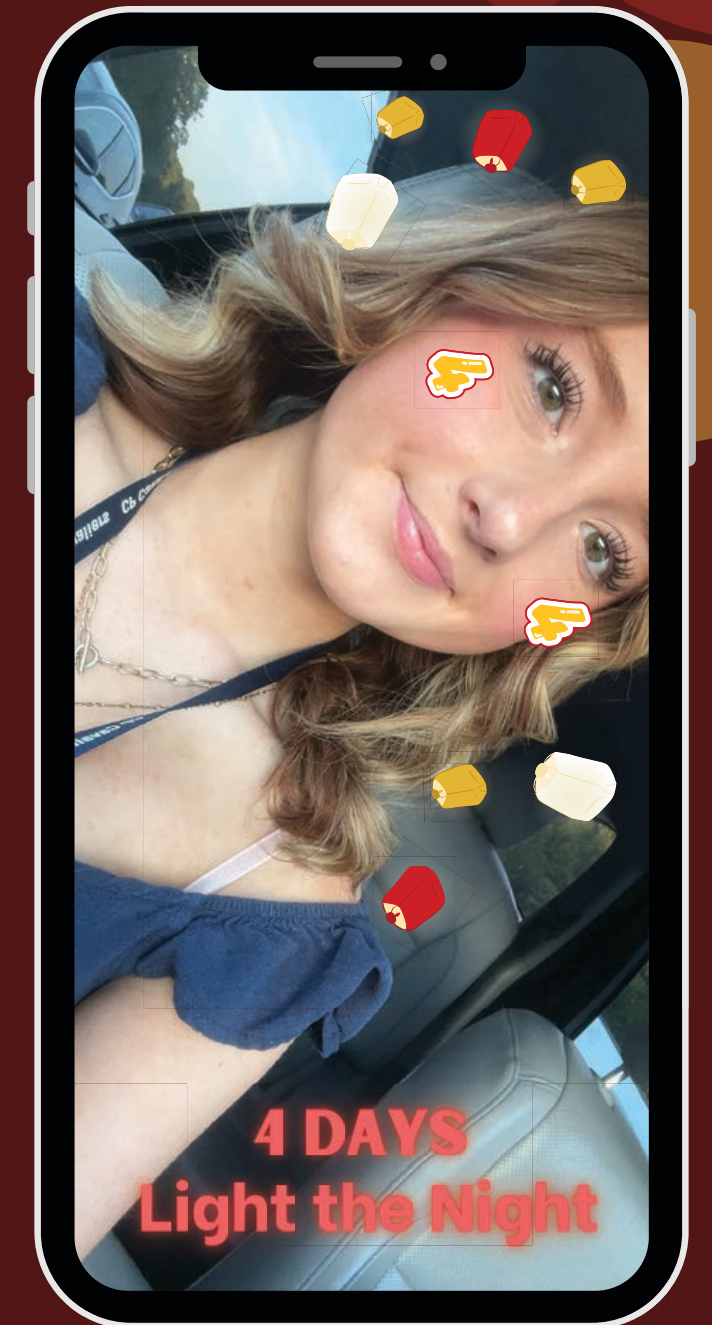
Social Media Posts

- Twice a week, cancer awareness facts on the Instagram, Facebook, and TikTok accounts of the Leukemia and Lymphoma Society
- Instagram reels featuring the stories of local survivors
- Primary and Secondary Target Markets, 2nd Objective

Light The Night Webpage

- Area of information regarding the event
- Sponsor a “virtual lantern”
 - Dedicate a lantern to a loved one and share a personal anecdote
- Secondary Target Market, 2nd objective

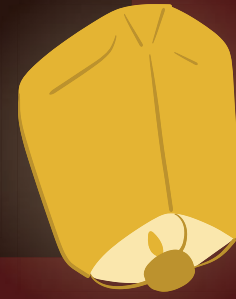
LEUKEMIA &
LYMPHOMA
SOCIETY®



Snapchat Geo-Filter

- Only available within The Woodlands range
- Build more anticipation for Light the Night
- Primary Target Market, 2nd and 3rd Objective

CAMPAIGN ACTIVITIES



CHANGE FOR A CHANGE Campaign's Entirety

- Reaching out to nearby fast-food restaurants such as In-N-Out and Chick-Fil-A to request a round-up feature when checking out, in order to give customers the option to donate to the cause
- Primary and Secondary Target Markets, 1st Objective

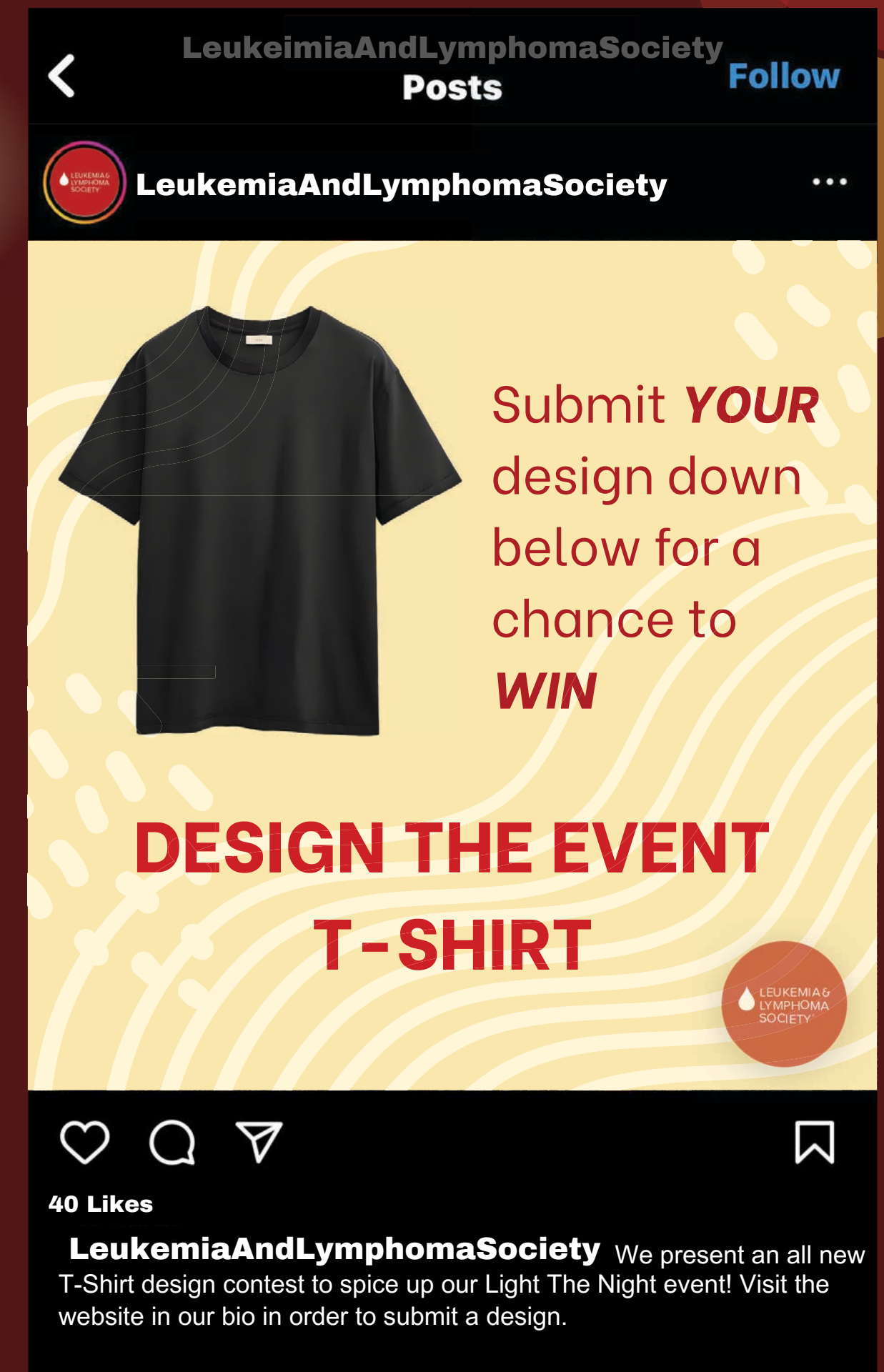


CAMPAIGN ACTIVITIES

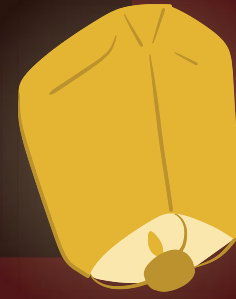


T-SHIRT DESIGN CONTEST 9/10-10/10

- The Leukemia and Lymphoma Society will be hosting a t-shirt contest in order to raise awareness of the event and raise attendance
- Allows for the community to interact with the society/event
- Primary and Secondary Target Markets, 3rd Objective



CAMPAIGN ACTIVITIES



LEND A HAND 10/8

- At four local highschools, paper banners will be put up where students will be able to place orange painted handprints in order to show their support for the cause
- Target Market interactive, spreading awareness
- Connecting local high schools develops a community connection
- Primary Target Market, 2nd Objective



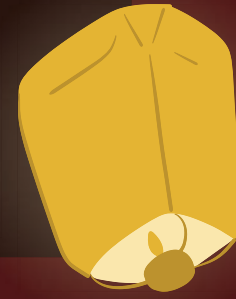
CAMPAIGN ACTIVITIES

BLOOD DRIVE 9/14-9/18

- Blood drives will be hosted at six CUSD high schools in partnership with Gulf Coast Regional Blood Center
- Each unit of donated blood can help save up to three lives and directly supports local hospitals and patients in need
- Primary Target Market, 2nd Objective



CAMPAIGN ACTIVITIES



MELODIES FOR MIRACLES 10/17

- A orchestra concert put on by the local high school, College Park, at the Cynthia Woods Mitchell Pavilion
- Booths will be set up where attendees can check if their bone marrow is eligible for donation
- Secondary Target Market, 1st and 2nd Objectives



BUDGET



Expenses

\$163,400

Gross Revenue

\$1,292,600

Profit (Donated)

\$1,129,200

ROI

691%

Amount
Quantity/Term

Unit Cost

Total

#UntilACure (Social Media)

Social Media Marketing (CPC)

100,000

\$1.00

\$100,000.00

Snapchat Geo-Filter

45

\$50.00

\$2,250.00

Lend a Hand

Paint Supplies Kits

100

\$20.00

\$20,000.00

8' x 3' Paper Banners

4

\$50.00

\$200.00

Blood Drive/Melodies for Miracles

Phlebotomist Team – 6 Phlebotomists (\$300/hour)

6

\$2,100.00

\$12,600.00

Nurse/Bone Marrow Team – 2 RNs (\$200/hour)

6

\$1,400.00

\$8,400.00

Cookies & Refreshments (e.g. Juice, Water)

100

\$5.00

\$500.00

Miscellaneous

Social Media Manager (\$30/hour)

45

\$210.00

\$9,450.00

Emergency Reserve

1

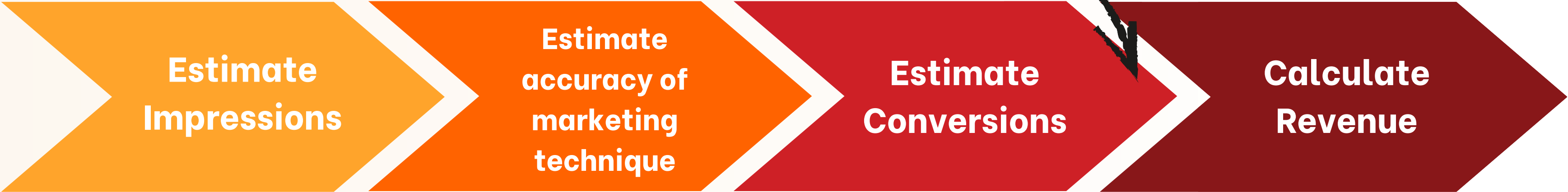
\$10,000.00

\$10,000.00

REVENUE



**Conversions x 2025 Average Revenue
Per Customer (\$1,124) = Estimated
Revenue**



Repeat steps for each campaign activity, summing up impressions and conversions.

Campaign Activites/Event	Impressions	Conversion Rate	Conversions	Revenue
#UntilACure	100,000	.25%	250	\$281,000
Change for a Change	450,000	0.5%	225	\$252,900
T-Shirt Design Contest	750	10%	75	\$84,300
Lend a Hand	10,000	10%	300	\$337,200
Blood Drive	1,000	25%	250	\$281,000
Melodies for Miracles	500	10%	50	\$56,200

KEY METRICS



Campaign Objective #1: Upscale event donation by 30%

Net Revenue
Quantitative

Customer Lifetime Value
Quantitative

Website Traffic
Quantitative



Campaign Objective #2: Amplify awareness of leukemia and lymphoma by 15%

Focus Group
Qualitative

Likert Survey
Quantitative

Social Listening
Qualitative



Campaign Objective #3: Create a 200% surge in event registration

Total Attendees
Quantitative

Participant Demographics
Qualitative

Net Promoter Score
Quantitative

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THANK YOU!

TOGETHER, LET'S FIGHT UNTIL A CURE!