

## The Leukemia & Lymphoma Society Internship Program

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization focusing on research and patient services for blood cancer patients. Since 1949, LLS has invested over \$1 billion in research to develop treatments for blood cancer patients. LLS has 4 main fundraising campaigns to raise research dollars as well as a patient services department. Interns are utilized during the school year as well as summer.

Student Series Internships: Shelia Gustafson, Campaign Director [Shelia.gustafson@lls.org](mailto:Shelia.gustafson@lls.org)

School based program that involves phone contacts with teachers, kickoff assemblies in schools, media relations and support of schools. Program runs September through May with emphasis in Feb- April. Program is executed throughout the Chapter Region which includes 117 KY counties and 20 Southern Indiana Counties.

Fall 2017 Internship Description for Communication Majors:

- Support the communication process for the Student Series Program. This involves making welcome calls to registered schools, preparing welcome packets to mail out, and making confirmation calls to assure that programs have started.
- Initiate community media relationships by sending press releases to local media outlets about top school performance. This includes any school raising over \$1,000 through their respective fundraising program.
- Distribute monthly email newsletter through the use of Email Playground to all active schools to help them be successful. This would involve writing stories about local heroes as well as giving program instructions to teachers.
- Making calls to local vendors to research donation opportunities.

For more information contact: The Leukemia & Lymphoma Society  
301 East Main Street, Ste 100  
Louisville, KY 40202  
502.584.8490 / 800.955.2566