

# Amyloidosis Foundation Light The Night Toolkit



## Purpose of the Toolkit

To help community members:

- Ask cities/landmarks in your location to light buildings/bridges/monuments in red for amyloidosis awareness
- Raise local visibility for amyloidosis
- Encourage photos and social sharing to amplify awareness

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## Key Messages (talking points)

You can share these in email, phone calls, or meetings:

- Amyloidosis is a **rare, serious, and often underdiagnosed disease**.
- Awareness helps lead to **earlier diagnosis and better outcomes**.
- The Amyloidosis Foundation supports **patients, families, research, and education**.
- “Light the Night for Amyloidosis” is a **global awareness effort** encouraging landmarks to shine red in recognition.
- Most lightings are typically **at no cost** and **require only brief administrative approval**.
- Participation demonstrates your community’s commitment to **public health and rare disease awareness**.

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## Suggested Timeline (LTN is March 1 – 31)

- **8–12 weeks out:** Identify landmarks and submit requests
- **4–6 weeks out:** Confirm approval and lighting date
- **Let the foundation know of dates and locations**
- **2–3 weeks out:** Coordinate photography & local promotion
- **Week of lighting:** Share on social media, invite local press
- **After event:** Send thank-you note & photos

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## What Sites to Contact

- City halls
- State capitols
- Courthouses
- Stadiums & arenas
- Convention centers
- Bridges and towers
- Hospitals & medical campuses
- Universities and libraries
- Iconic local landmarks



## Quick Checklist

- Identify building/landmark
- Find lighting request page or email contact
- Submit request (include preferred date & color: **red**)
- Request permission to photograph/share images
- Confirm lighting schedule
- Inform the foundation of dates and locations
- Promote on social and tag partners
- Send thank-you after the event



## Short Phone Script (optional)

Hello, my name is \_\_\_\_\_ and I'm a volunteer with the Amyloidosis Foundation. I'm calling to ask about the process for lighting your building/landmark red in recognition of amyloidosis awareness as part of "Light the Night for Amyloidosis." Could you please direct me to the appropriate contact person or application process?

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## Outreach email templates

Below are ready-to-send emails. You can customize name, dates, and city.

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### Initial outreach / lighting request (formal, concise)

Email

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Subject

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Dear [Name or Lighting Coordinator],

I am writing on behalf of the Amyloidosis Foundation and our local community supporters to respectfully request that [building/landmark name] be illuminated red in recognition of amyloidosis awareness as part of **Light the Night for Amyloidosis** on [preferred date or date range].

Amyloidosis is a rare and often underdiagnosed disease in which abnormal proteins called amyloid build up in organs and tissues. Increasing public awareness helps promote earlier diagnosis, improved patient outcomes, and support for those affected.

If possible, we would be honored for [building/landmark name] to participate by lighting red. We are happy to follow your application process, provide any additional information needed, and recognize your support publicly.

Details of request:

- Event: Light the Night for Amyloidosis
- Requested color: Red
- Requested date(s): March 1-31, 2026
- Organization: Amyloidosis Foundation

Thank you very much for your consideration. We would be grateful for your partnership in raising awareness for this rare disease.

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Sincerely,  
[Your Name]  
[Your City/State]  
[Your Email]  
[Your Phone]

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## Follow-up email (if you haven't heard back)

Email

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Subject

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Hello [Name],

I hope you are doing well. I am following up regarding my previous message about lighting [building/landmark name] red in recognition of **Light the Night for Amyloidosis** on [date or date range].

We would be very grateful for your support in raising awareness for this rare disease within our community. Please let me know if there is an application form or additional information that I can provide to move the request forward.

Thank you again for your time and consideration, and I look forward to hearing from you.

Warm regards,  
[Your Name]  
[Your City/State]  
[Your Email]  
[Your Phone]

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## Thank-you & confirmation email (after approval)

Email

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Subject

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Dear [Name/Organization],

On behalf of the Amyloidosis Foundation community, thank you for agreeing to illuminate [building/landmark name] red for **Light the Night for Amyloidosis** on [date].

Your participation helps bring vital visibility to amyloidosis and supports patients and families affected by this rare disease. If permitted, we plan to share photos and recognize your support on social media and awareness materials.

Please let us know:

- any photography guidelines
- preferred way to acknowledge your organization

Thank you again for helping us shine a light on amyloidosis.

With appreciation,  
[Your Name]  
[Your City/State]  
[Your Email]  
[Your Phone]

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## Social media caption ideas

- “Tonight, our community shines red for amyloidosis awareness.💡❤️ #LightTheNightForAmyloidosis”
- “Lighting landmarks red to raise awareness of a rare disease too often missed: amyloidosis.”
- “Thank you to [landmark] for helping us Light the Night for Amyloidosis!”

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## Tips for event night

- Take photos before full darkness & after
- Capture wide landmark + people holding signs
- Tag:
  - your local city/landmark account
  - Amyloidosis Foundation accounts

Twitter: @Amyloidosisfdn

Facebook: @amyloidosisfdn

Instagram: @amyloidosisfoundation

- Encourage attendees to share stories respectfully



Please contact [kathi@amyloidosis.org](mailto:kathi@amyloidosis.org) with any questions.