



Get on the road today.

2014–2015 COORDINATOR RESOURCE GUIDE

*Cruisin'
for St. Jude®*

St. Jude patient Ian
at age 6 | medulloblastoma



1-800-567-0675 | stjude.org/cruisin


**St. Jude Children's
Research Hospital**
ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

Dear Coordinator,

In September 2012, we took Ian to our local emergency room, where we learned the worst news ever – Ian had a brain tumor. He soon underwent his first surgery, to place a shunt in his brain to relieve pressure, and only a week later, Ian had another surgery to remove the tumor. He fell into a coma that lasted for two weeks. We were devastated. The doctors told us there was no miracle that could help Ian. But I wouldn't believe that. I started looking for other options, which led us to St. Jude Children's Research Hospital.®

At St. Jude, we found hope. Ian's treatment included a third surgery to remove the rest of the tumor, radiation therapy and chemotherapy. Ian is now cancer-free. We are home and visit St. Jude every three months for checkups. This has all been possible thanks to supporters like you. Thanks to you, my son is now enjoying life more than ever and I am, too, because at St. Jude, I never had to worry for anything other than being there for my son. We were provided with the best treatment ever, food, housing, even our travel expenses. Ian and I don't have enough words to thank you for helping to give him a second chance.

Sincerely,

Quimverly, mother of Ian, 6 years old, Mexico, medulloblastoma



St. Jude patient Ian
at age 6 | medulloblastoma

Years of fundraising experience and expertise have gone into the development and compilation of these tips and guidelines. They are provided for the enhancement and effectiveness of your experience as a volunteer for St. Jude Children's Research Hospital. Please respect our request that this information remain proprietary by not sharing with others or using for other charitable purposes.

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How Cruisin' for St. Jude Helps

Treatments invented at St. Jude Children's Research Hospital have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened 50 years ago. St. Jude won't stop until no child dies from cancer. Participation in the *Cruisin' for St. Jude* program helps raise funds to support St. Jude, in treating the world's sickest children battling cancer and other deadly diseases.

Quick Facts about St. Jude

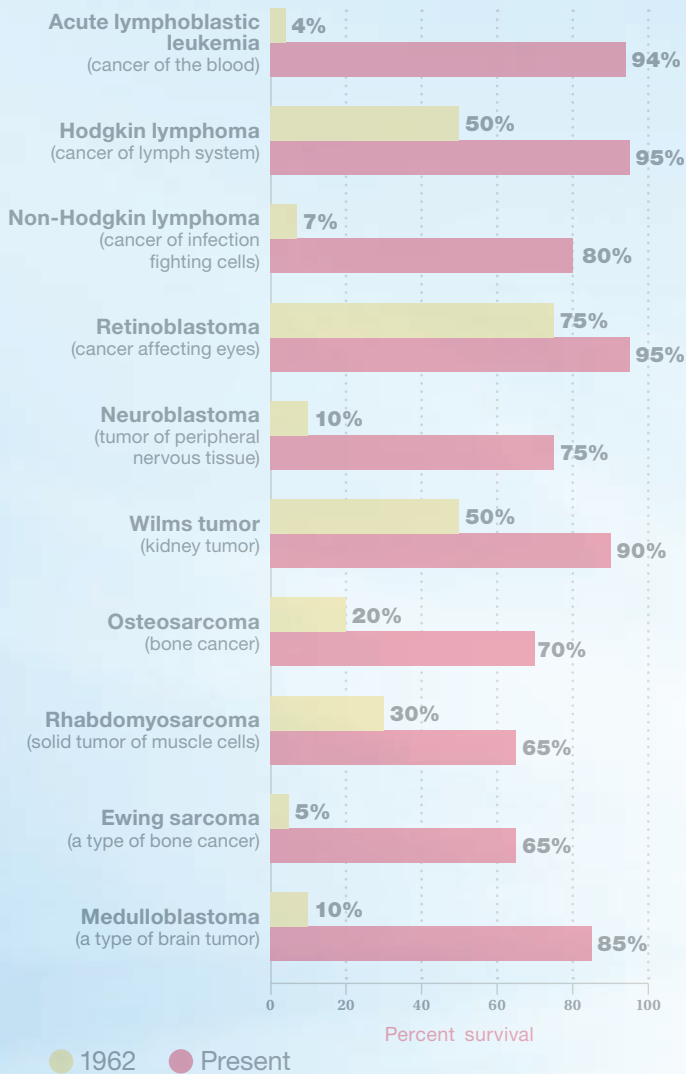
- Families never receive a bill from St. Jude for treatment, travel, housing, or food – because all a family should worry about is helping their child live.
- Because the majority of St. Jude funding comes from individual contributors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.
- St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.
- St. Jude has increased the survival rates for acute lymphoblastic leukemia (ALL) from 4 percent before opening in 1962 to 94 percent today.
- The daily operating cost for St. Jude is \$1.9 million, which is primarily covered by public contributions.

Visit stjude.org to learn more.



5-Year Cancer Survival Rates

1962 vs. present*



*Cancer survival of five years or greater based on national averages from 2001-2007.



St. Jude patient Ian and with mom Quimverly

Meet St. Jude patient Ian

Ian was always a happy, playful child. But then he started to stumble when he walked. When this continued, his mom took him to the doctor, where tests revealed Ian suffered from a rare brain tumor called medulloblastoma. His family turned to St. Jude, where Ian's treatment included surgery, radiation therapy and chemotherapy. "St. Jude accepts children from all over the world," said Ian's mom. "We haven't paid a penny, but we still receive the best treatment anyone could give us." Ian is now finished with treatment. He's back home with his family, as playful as ever.



What is your role as a Cruisin' for St. Jude Coordinator?

- Inspire and motivate your participants to help children in need.
- Have fun and use the resources provided to create excitement and build a successful event for your community.

Cruisin' for St. Jude Coordinator Kit Contents

- Coordinator Resource Guide (1)
- Cruisin' For St. Jude DVD (1)
- Event Posters (5)
- Sponsor Form Envelopes (50)
- Donation Return Envelopes (2)
- Online Fundraising Instructions

Coordinating Your Cruisin' for St. Jude Event

STEP 1 *Eight weeks before the event:*
Set the date, time and route or location. (Page 4)

STEP 2 *Six weeks before the event:*
Recruit participants and volunteers. (Page 4)

STEP 3 *Four weeks before the event:*
Promote your Cruisin' for St. Jude event. (Page 5)

STEP 4 *Day of the event:*
Set up, register participants, collect donations and hold event. (Page 6)

STEP 5 *Within one week after the event:*
Mail donations to St. Jude. (Page 7)

STEP 6 *Approximately two weeks after donations have been mailed:*
Order and distribute prizes. (Page 7)



STEP 1

Set the Date, Time and Route or Location.

Eight weeks before your event.

Your event location is very important to the success of your event. Choose a route or location that is well-known to your community and will peak the interest of participants. Suggested locations:

- Community Parks
- Car or Motorcycle Shops
- Dealerships
- Auto Parts Stores
- Local Festivals, etc.



STEP 2

Recruit Participants and Volunteers.

Six weeks before your event.

The success of your *Cruisin' for St. Jude* event depends on recruiting car, motorcycle and motorsport enthusiasts to participate, as well as the general public.

Tips for Recruitment

- **Utilize the Cruisin' for St. Jude fundraising website to set up your event Web page.** You can send emails to recruit participants and request donations from club members, family, friends, co-workers and other contacts. (See page 8 and Online Fundraising Instructions for more information.)
- **Place posters and Sponsor Form Envelopes in local dealerships, auto parts stores, automotive and motorcycle shops and any other interested businesses.** If you need additional materials, contact the Coordinator Support Team at 1-800-567-0675 between 7 a.m. and 6 p.m. (CT) Monday–Friday.
- **Contact local car/motorcycle clubs, individual car/motorcycle owners and other motorsport enthusiasts.** Attend club meetings. If you cannot attend a meeting, ask the club representative if you can send an email about your event to the club members or deliver event flyers for distribution. Flyer templates are available to download at stjude.org/cruisin.



Tips for Giving Recruitment Presentations to Groups

Presenting to various clubs and individuals is very important. You need to promote the event and get people excited about the opportunity to combine their passion of motorsports with saving lives. The following outline is a guide to use when making your presentation, which could be approximately 15 minutes long if you follow this format.

Introduction

Greet the group and introduce the *Cruisin' for St. Jude* DVD (enclosed in your kit). Be sure a TV and DVD player are available prior to your meeting.

Provide Details of Your Cruisin' for St. Jude Event and How to Participate

Include the following information:

- The date, time and route or location of your event and anything unique that might further pique interest.
- Explain how to participate and what is expected in these easy steps:

- 1** Sign up through the *Cruisin' for St. Jude* coordinator and receive a Sponsor Form Envelope.
- 2** Set a personal fundraising goal and start raising donations.
 - Register on the *Cruisin' for St. Jude* fundraising website so you can request donations via email, Facebook and Twitter. If possible, have a computer onsite to demonstrate how to register and fundraise online.
 - Face-to-face interaction is another way to gather donations.
 - Ask friends, family and co-workers to encourage others to give you donations and to participate in the actual event.
- 3** Bring donations in the Sponsor Form Envelope to the event.

Prizes

Explain the prizes participants can earn based on their total fundraising amounts (Page 10).

Questions

Offer to answer any questions they may have and thank the group for their time and consideration.

1-800-567-0675 | www.stjude.org/cruisin

STEP 3

Promote Your Cruisin' for St. Jude Event.

Four weeks before your event.

Your *Cruisin' for St. Jude* event offers an excellent opportunity to publicize your club and/or your organization within your community.

- Once you set up your event Web page on stjude.org/cruisin, you can refer contacts to your page for event details and to donate online. (Page 8, Online Fundraising Instructions)
- Contact local radio and television stations to discuss potential opportunities for free advertising.

Publicity Timeline

Four weeks before your event.

Send copies of your pre-event press release to local media in your area to increase community awareness about your event. Call recipients to follow-up, encourage attendance to the event and offer interviews with key spokespersons on behalf of the event. Be prepared to answer questions and give directions to the event. (template available at stjude.org/cruisin)

Three weeks before your event.

Distribute copies of your media advisory to broadcast outlets (e.g., TV and radio) and daily print publications (e.g., newspapers). Don't forget to reach out to local online outlets, including reputable blogs that follow community news and events. (template provided at stjude.org/cruisin)

Publicity Timeline (continued)

A few days before your event.

Call news directors and assignment editors at radio and television stations to encourage event attendance and coverage, as well as editors at print and online outlets.

As soon as fundraising total is available.

Distribute your customized post-event press release (template available at stjude.org/cruisin) to local media outlets. Include photos, if available. Call and confirm that your contacts received the release and inform them that they can call you for additional information.



STEP 4

Set Up, Register Participants, Collect Donations and Hold Event.

Day of your event.

Cruisin' for St. Jude events will vary, but here are some tips for event set up and registration. Assign volunteers to handle these specific areas.

Set Up Before the Event

- If the event is a ride, provide participants a map of the course, rest stops and scheduled stops. You should also offer information about meals and any other event activities.
- Set up registration tables, chairs and a lock box for money and Sponsor Form Envelopes.

Registration of Participants

This is very important if your *Cruisin' for St. Jude* event is a ride:

- Each participant **must** bring the signed waiver from the Sponsor Form Envelope to the event to participate. For participants under 18 years of age, a parent or guardian **must** sign the Consent Form. Keep all Sponsor Form Envelopes as you will send them in with your final donation. Participants should turn in all donations on the day of the event. (additional waiver/consent forms available for download at stjude.org/cruisin)
- Use the Participant Registration Worksheet (page 13) to register drivers and riders. **Please keep this worksheet for your records. Do not mail it in with your donations. Worksheets will be needed when ordering prizes.** If you have more participants than this sheet allows, make additional copies of it before registration begins.



STEP 5

Mail Donations.

Within one week after your event.

Submit all donations to St. Jude promptly.

- Call those participants whose donations you have not received.
- Use the information on the Sponsor Form Envelopes to record the amounts collected by participants on the Participant Registration Worksheet (page 13). Then transfer your total donation amount and total number of participants to the Donation Submission Form (Pages 11–12).
- Convert all cash to check or money order made payable to St. Jude Children's Research Hospital.
- Place the return labels on the postage-paid Donation Return Envelope and Donation Submission Form. If you misplaced your return labels, call Coordinator Support at 1-800-567-0675 between 7 a.m. and 6 p.m. (CT) Monday–Friday to receive your source code for the Donation Submission Form and Donation Return Envelope.
- Insert the checks, money orders, Sponsor Form Envelopes and the Donation Submission Form in the Donation Return Envelope and place it in the mail. The second envelope and form may be used for any donations turned in at a later date. You can also find a Donation Submission Form template on stjude.org/cruisin.
(Don't forget to keep the Participant Registration Worksheet for your records. Do not mail in with your donations.)

STEP 6

Order and Distribute Prizes.

Approximately two weeks after donations are mailed.

- Use your Participant Registration Worksheet (page 13) to tally the prize orders for all of your event participants.
- After your donations are received by St. Jude, you will receive an email from St. Jude containing a website address and log-in information you will use to order your prizes online.
Please ensure the email address you list on the Donation Submission Form is accurate.
- Use the instructions provided in the email to guide you through this user-friendly online ordering process.
- Prizes will be shipped within 14 days after your prize order is submitted. Please distribute prizes to participants.
- If you do not receive an email approximately two weeks after mailing your donations, please call 1-800-567-0675 between 7 a.m. and 6 p.m. (CT) Monday–Friday and refer to the *Cruisin' for St. Jude* program.



Cruisin' for St. Jude Online

Online Resources

Coordinators can visit stjude.org/cruisin for a variety of tools available to help make your *Cruisin' for St. Jude* event a success. The site includes:

- Information on how *Cruisin' for St. Jude* works
- Resources to help you with your event:
 - Signage Templates
 - Sample Press Releases
 - Posters
- A current list of coordinator and participant prizes
- Patient stories and other facts about St. Jude Children's Research Hospital



Raising Money Online

Take your fundraising efforts to the next level with the easy-to-use fundraising website, which allows you and your participants to manage fundraising efforts, raise more money and save time. Coordinators and participants can:

- Personalize event or participant Web pages and set fundraising goals
- Upload and import contacts to easily send emails about your event
- Customize email templates to recruit participants, request donations and send thank you notes
- Accept online donations from sponsors
- Track online and offline donations and monitor your fundraising success



Coordinators and participants can link their fundraising pages to social networking sites like Facebook and Twitter to spread the word about the event and request donations.

For specific instructions on how to get started, see the Online Fundraising Instructions insert in your kit. For instructions for online fundraising for your participants, visit the "Coordinator Resources" section on stjude.org/cruisin.

All personal information on the fundraising website is secure.



Coodinator Tips

Recruitment Tips

- Contact your local Chamber of Commerce to ensure your event date doesn't conflict with a previously scheduled event in your community. Add your event date to community calendars in your area.
- Hang posters in local businesses where you think potential participants would frequent. Local restaurants, motorcycle shops, etc. are great places to recruit participants. You can order extra posters by calling 1-800-567-0675.
- Make sure to collect contact information including email from all participants so that you can keep in touch with them. This will be especially helpful for next year's event.
- Use your personal fundraising website to recruit participants by sending emails to your contact list and posting a link on social networking sites like Facebook and Twitter. To get started go to stjude.org/cruisin and check out the online fundraising instructions included in your kit.



Raising More Money

- Help increase your event's donations by asking for help from within your community. Many coordinators appeal to local businesses for monetary, prize and food donations.
- Add side events to help enhance participation and raise additional funds. Examples of successful side events are:
 - Live and silent auctions
 - Concerts
 - Picnics or Chili Suppers
- Online fundraising can greatly increase the total donation your group is able to make to St. Jude. Your participants can accept credit card donations online. Visit stjude.org/cruisin and review the online fundraising instructions included in your kit to get started.

Special Note:

Please note that raffles cannot be conducted on behalf of St. Jude. Contact the Coordinator Support Team at 1-800-567-0675 if you have questions.

PRIZE INFORMATION

Great Prizes for Participants

All participants collecting donations receive a certificate of appreciation regardless of how much they raise.

Participants raising **\$20 or more** receive a *Cruisin' for St. Jude* pin.

Participants raising **\$35 or more** receive a *Cruisin' for St. Jude* T-shirt.

Participants raising **\$75 or more** receive a *Cruisin' for St. Jude* hat.

Participants raising **\$150 or more** receive a St. Jude on-the-go blanket or duffle bag.

Prize levels are cumulative.

\$35 or more

T-shirt



\$75 or more

Hat

\$150 or more

On-the-Go Blanket or Duffle Bag



Items in cooler are not included.



Coordinator Prize

CarGo Cooler or BBQ Cooler & Grill Set

Coordinators raising **\$3,000 or more** receive a combination cooler and trunk organizer or a BBQ cooler and grill set.

Prizes and incentive levels are subject to change.



DONATION SUBMISSION FORM



DONATION SUBMISSION FORM
Cruisin' for St. Jude[®]
P.O. Box 1999 | Memphis, TN 38101

Please complete and submit this entire form with all checks/money orders, made payable to St. Jude Children's Research Hospital.[®] Return in the envelope provided. Please submit donations via check or money order only.

Total Donation Amount Enclosed: _____ Source Code:* _____
*Provide source code if label is not used below. Refer to Step 5.

Number of Participants Turning in Money: _____ Date of Event: _____

Email:** _____

**Please ensure that your email address is accurate. This email address will be used to send your prize ordering instructions.

APPLY YOUR PROVIDED RETURN ADDRESS LABEL IN THE SECTION BELOW.

(Complete this section only if the label is not used.)

Event Town: _____ County: _____ State: _____

Coordinator: _____ Phone: (____) _____

Address: _____

City: _____ State: _____ ZIP: _____

IMPORTANT!

The information you provide on this form is needed for us to compile all of the data required by our CPA and various regulatory agencies. Please sign and date below.

Coordinator's Signature _____ *Date*

DONATION SUBMISSION FORM



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Cruisin' for St. Jude[®]
P.O. Box 1999 | Memphis, TN 38101

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DONATION SUBMISSION FORM



DONATION SUBMISSION FORM
Cruisin' for St. Jude®
 P.O. Box 1999 | Memphis, TN 38101

Please let us know when you want to conduct your event next year. Month _____ Date _____
 Thank you for your support! We will be in touch with you about your next event.

COMMENTS ABOUT YOUR CRUISIN' FOR ST. JUDE EVENT:

List Key Volunteer Name(s)	Address	Phone	Email

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DONATION SUBMISSION FORM



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CRUISIN' FOR ST. JUDE

THANK YOU

for coordinating a

Cruisin' for St. Jude[®]

event and supporting
the kids of St. Jude.



**St. Jude Children's
Research Hospital**

ALSAC • Danny Thomas, Founder

Finding cures. Saving children.

1-800-567-0675 | stjude.org/cruisin