

# Coordinator Resource Guide



St. Jude patient  
Damien, age 6,  
medulloblastoma



St. Jude Children's  
Research Hospital<sup>®</sup>  
*Finding cures. Saving children.*

*CRUISIN'*  
**FOR ST. JUDE<sup>®</sup>**

1-800-567-0675 | [stjude.org/cruisin](http://stjude.org/cruisin)

# 5-Year Cancer Survival Rates

Thanks in part to work at St. Jude

| 1962 | Today |                              |
|------|-------|------------------------------|
| 10%  | 85%   | medulloblastoma              |
| 75%  | 95%   | retinoblastoma               |
| 10%  | 75%   | neuroblastoma                |
| 50%  | 95%   | Hodgkin lymphoma             |
| 4%   | 94%   | acute lymphoblastic leukemia |
| 20%  | 70%   | osteosarcoma                 |



St. Jude patient Jordyn, age 11, acute lymphoblastic leukemia



## 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.
- Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer.
- 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% before opening in 1962 to 94% today.

Visit [stjude.org](http://stjude.org) to learn more.



# Meet Damien

age 6, California,  
medulloblastoma

For several months on and off, Damien was unwell, often sick to his stomach. But when he started to lose his balance and experience headaches, Damien's parents began to worry it was something far more serious. In September 2014, tests confirmed their fears: Damien had a brain tumor identified as medulloblastoma. His family turned to St. Jude Children's Research Hospital®, where Damien's treatment included surgery, radiation therapy and chemotherapy. 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. Damien is now finished with treatment and visits St. Jude for regular checkups. "He's outgoing and inquisitive," said his dad. Damien likes basketball and video games. He's also a fan of older cartoons like *Scooby-Doo* and *He-Man*.



# Coordinator Resources

Coordinators can visit the event management center on their online fundraising website to access *Cruisin' for St. Jude* event tools.

- Coordinator Resource Guide
- Event posters
- Event flyers
- Social Media Guide & resources
- Participant certificate



## Coordinating a Successful Event

### Step 1

#### Schedule Your Event

- Set the date, time and route or location
  - Choose a well-known location in your community: car/motorcycle shops, dealerships, local festival grounds, community parks, etc.
- Set-up your event fundraising page.
- Schedule a planning meeting with the staff and volunteers to assign tasks and provide event details.
- Contact local police departments to request escorts.
- Appeal to local businesses for prizes, food and monetary donations.

#### Recruit

##### • Volunteers

- Ask individual motorsport enthusiasts and owners to assist in the planning and coordination of your event.
- Have local young professionals volunteer the day of the event.
- Increase your event's donations by asking for help from the community.

##### • Participants

- Contact local car/riding clubs, dealerships, auto/motorcycle shops, and individual owners and motorsport enthusiasts.

### Step 2

#### Promote Your Event

- Advertise your event at other motorcycle or car events, local dealerships, motorcycle or car forums, auto parts stores, and automotive and motorcycle shops.
- Share your fundraising page and event details on social media to encourage participation.
- Utilize the Social Media Guide and resources to advertise your event on social media.
- Use the sample press release provided in your Event Management Center:
  - Send to local newspapers.
  - Share with broadcast outlets.
  - Use online content for enhanced coverage.



Coordinators and participants can link their fundraising pages to social networking sites like Facebook, Twitter and Instagram. Use the social media tools in the Online Coordinator Resources.

#cruisinforstjude

# Step 3

## Set-up, Host Events and Donations

### At Event

- Set up a registration table, a lock box for donations, and assign volunteers to staff these tables.
- Each participant must sign the Event Waiver Form at the registration table to participate.
- Place signs along route to mark the course. Set-up stops for riders who need a break.
- Identify road captains, provide participants a map of the course, and an activity schedule.

### After Event

- Call any participants who have not submitted their donations.
- Use your donation submission form to record your total donation amount. Don't forget to include the event code that you received in your registration email. **Convert all cash to check or money order, made payable to St. Jude Children's Research Hospital and place in an envelope.**
- Insert checks, money orders, and the donation submission form in an envelope. Mail all donations to: **P.O. Box 1999, Memphis, TN 38101.**



- If you have any questions or need your event code, please call the Coordinator Support Team at **1-800-567-0675** or **email [cruisin@stjude.org](mailto:cruisin@stjude.org)**.

### Order & Distribute Prizes

- Order prizes online by following the email instructions that will be sent to you after St. Jude receives your donation.
- Distribute prizes.



# Coordinator Tips

## Recruitment & Event Tips

- Share the St. Jude mission: Finding cures. Saving children.® Share a St. Jude patient story with your participants. Use the one in this Coordinator Resource Guide or go to [stjude.org](http://stjude.org) and choose a Patient of the Month.
- Make sure you collect contact information including email addresses from all participants so you can stay in touch. This will be helpful when planning next year's event.
- Establish a planning committee of at least 3-5 people.

## Raise More Money

- Hold a live or silent auction at your event. Donated items like gift certificates from local retailers and restaurants are great items to feature in an auction.
- Encourage pre-registration online and possibly offer an incentive for those who register early.
- Ask local businesses to sponsor a Curve or stop along the ride.
- Add side events
  - concerts, lunches or dinners, silent auctions.
- Fundraise through your event online website. It's proven to increase event revenue by 30%.

### Special Note:

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

## Your Fundraising Website

Take your fundraising efforts to the next level with the easy-to-use fundraising website.

- Personalize your event webpage.
- Set your event fundraising goal.
- Upload contacts and easily send emails.
- Track online and offline donations.
- Monitor fundraising success.



## Letter from Parents

We are eternally grateful for all your support! It is because of your support to St. Jude that our son and his friends get to have their childhood.

As parents when you hear “your son has a tumor,” the world stops and the panic sets in. Before St. Jude, we were not sure that our son would get to have his childhood. St. Jude not only gave us the ability to keep our son, but even more importantly our son is still himself and gets to have his childhood.

It is only through the help of people like you that Damien's story is possible. Thanks to you, parents are free to concentrate on the treatment and recovery of their ailing children regardless of economic condition. Doctors and researchers at St. Jude are free to develop such groundbreaking treatments. And together, they create and watch so many miracles touch so many lives.

It is with great love and gratitude that we share Damien's story, and thank you for being a part of the continuing story of St. Jude and each family that they touch.

Thank You, Heather and DJ,  
Parents of St. Jude patient, Damien





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# Donation Submission Form

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 an envelope. **Please submit donations via check or money order only.**

Total Donation Amount Enclosed: \_\_\_\_\_ Event Code:\* \_\_\_\_\_

\*Provide source code if label is not used below. Refer to Step 3.

Number of Participants Turning in Money: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Email:\*\* \_\_\_\_\_ Type of Event Coordinated: \_\_\_\_\_

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

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*



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City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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*Coordinator's Signature*

\_\_\_\_\_  
*Date*

Thank You for coordinating a  
**Cruisin' For St. Jude**<sup>®</sup>  
event and supporting the kids of St. Jude.



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