

St. Jude Fundraising Guide

St. Jude Patient Katie
at age 11, brain cancer



St. Jude Children's
Research Hospital[®]

Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

stjude.org/yourway | 1-800-457-2444

A letter from Katie's dad:

It was after midnight when we received the news, "Your child has a brain tumor." Those words and the surreal moments thereafter brought our family to a crossroads. Our daughter Katie had a tumor in the back of her head that needed to be removed immediately. After her surgery, Katie was referred to St. Jude Children's Research Hospital® for her ongoing treatment and care. St. Jude gave us grace, kindness, dignity, genuine love, and the most caring, yet professional medical team that one could ever hope for. Thanks to St. Jude and supporters like you, we have our Katie to make us laugh, live, and beautify our world!

Warm regards,

Moises

Katie's Dad



Meet Katie

at age 11, California, brain cancer

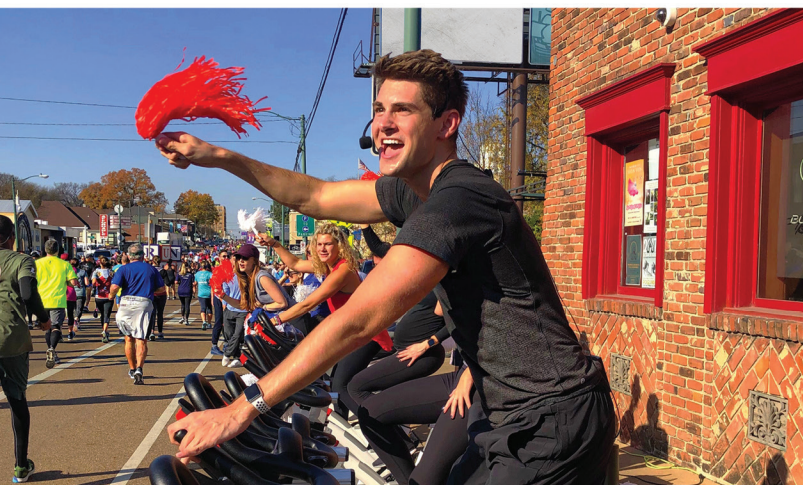
Last year, after Katie's parents learned she suffered from a type of brain cancer called medulloblastoma, they jumped online to research the best places for her care. St. Jude popped up at the top of every search. St. Jude is one of the few pediatric hospitals in the nation that offers proton therapy, which provides the benefits of traditional radiation with fewer side effects.

"We thought, 'Let's go to people who know children, who know brain cancer,'" says Katie's dad. Katie's treatment at St. Jude included proton therapy and chemotherapy. Katie is an affectionate and bubbly girl who wants to be an historian. Abraham Lincoln is her hero, and she loves learning about the Civil Rights movement.



Your Passion. Our Mission.

Thank you for creating a fundraiser for St. Jude Children's Research Hospital. Every dollar you raise makes a real impact in the lives of St. Jude kids and their families. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. 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, and we won't stop until no child dies from cancer. This guide will provide everything you need to plan and organize a fun and successful fundraiser for St. Jude. From community walks to trail rides to dinners, you can make a difference for the kids of St. Jude.





Your donation

What it means for St. Jude

\$750

Provides five days of oxygen for a St. Jude patient

During treatment, St. Jude patients may need oxygen to help their bodies function properly and aid in healing

\$1,000

Covers approximately two-thirds of the cost of one day of chemotherapy

\$2,500

Helps provide an ultrasound study

\$5,000

Provides ten platelet transfusions essential for treatment

\$7,500

Covers two months of Child Life Specialist services

\$10,000

Provides groceries to a St. Jude family for two years

Our Goal for St. Jude

Our fundraiser will raise \$ _____
for children battling cancer and other life-threatening diseases.

Creating Your St. Jude Fundraiser

Step 1: **Plan**

- Set your event date, time, location or route
- Set up and customize your online fundraising page
- Check out this year's coordinator prizes at stjude.org/yourway

Step 2: **Build Your Team**

- Ask friends, family and colleagues to join your planning committee
- Hold a meeting with your committee to delegate responsibilities and assign tasks
- Reach out to local businesses for sponsorship

Step 3: **Promote**

- Share your online fundraising page via email and social media
- Hang posters and distribute flyers at regional events, community clubs and local businesses
- Contact local media and share event details on community calendars

Step 4: **Host**

- Bring together friends and community members to fundraise for St. Jude
- Assign committee members and volunteers to set up your fundraising event
- Create a registration table and provide a lock box for donations
- Share the St. Jude mission and story with attendees

Step 5: **Celebrate**

- Log in to your online fundraising page and download the Check Submission Form
- Convert all cash to check or money order, made payable to St. Jude Children's Research Hospital
- **Log all offline donations in your online fundraising center to receive credit toward prizes (you will not be eligible to receive coordinator prizes unless all funds raised are recorded online)**
- Mail all donations along with Check Submission Form to:
P.O. Box 1999, Memphis, TN 38101
- Once all donations are received, you will receive an email inviting you to order prizes

If you have any questions, please call your Coordinator Support Team at 1-800-457-2444 or email specialevents@stjude.org

Fundraising Tips and Resources



Create Excitement

Create buzz around your fundraiser and get friends and community members excited about supporting St. Jude.

- Visit stjude.org/stories to share hospital news and patient stories with your planning committee and attendees
- Encourage pre-registration and offer an incentive or discount to those who register early

Maximize Your Fundraising Website

Increase donations by up to 30% through your online fundraising page.

- Add an image to your event page
- Give your page a custom web address
- Upload your contacts to easily recruit and send emails
- Track online and offline donations
- Share your page on social media
- Visit the Event Management Center to access online resources and tools
- Encourage planning committee members and event participants to join your event online to raise funds prior to your event date. They can even earn fundraising prizes. Visit stjude.org/yourway for more info.



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