

# St. Jude Fundraising Guide

Get started  
online now at  
[stjude.org/yourway](http://stjude.org/yourway)

St. Jude patient **Keeton**  
blood cancer





# Meet Keeton

blood cancer

Interested in getting Keeton's attention? Talk to him about the movie "Cars". He's going to race like Lightning McQueen when he grows up. But right now, Keeton is undergoing two-and-a-half years of chemotherapy at St. Jude Children's Research Hospital® for the treatment of acute lymphoblastic leukemia.

Families like Keeton's 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. "St. Jude means everything to me. They're saving my baby's life," Keeton's mom said. "We're taken care of here. I can focus on Keeton."

Even in the midst of treatment, Keeton is a constant blur of motion. "Keeton, he loves everybody. He's gotten to where he hugs everybody at St. Jude," his mom said. "He loves everybody and I love them, too. I'm grateful for everybody at St. Jude."

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.

SPECIAL NOTE: Raffles cannot be conducted on behalf of St. Jude. Please contact the Coordinator Support Team at 1-800-457-2444 if you have questions.



## Your Passion. Our Mission.

Thank you for creating a fundraiser for St. Jude Children's Research Hospital. Because of supporters like you, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Because a majority of St. Jude funding comes from generous donors like you, St. Jude has the freedom to focus on what matters most—treating kids regardless of their financial situation.

### Your donation

### What it means for St. Jude

|                 |   |  |
|-----------------|---|--|
| <b>\$750</b>    | ▶ | Provides five days of oxygen for a St. Jude patient                    |
| <b>\$1,000</b>  | ▶ | Helps cover about two-thirds of the cost of one day of chemotherapy    |
| <b>\$2,500</b>  | ▶ | Helps provide an ultrasound study                                      |
| <b>\$5,000</b>  | ▶ | Helps cover the cost of the daily room rate of the ICU                 |
| <b>\$7,500</b>  | ▶ | Helps provide nearly two months of Child Life Specialist services      |
| <b>\$10,000</b> | ▶ | Helps provide grocery gift cards for two years for one St. Jude family |



## Our Goal for St. Jude

Together, we'll raise \$ \_\_\_\_\_

for children battling cancer and other life-threatening diseases.

**Get started online at [stjude.org/yourway](https://stjude.org/yourway)**



## Creating Your St. Jude Fundraiser



### Plan

- ☐ Set your event date, time, location or route
- ☐ Set up and customize your online fundraising page (see **Getting Started Online** on page 5)
- ☐ Check out this year's coordinator prizes at [stjude.org/yourway](http://stjude.org/yourway)



### Build Your Team

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



### 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



### Host

- ☐ Bring together friends and community members to fundraise for St. Jude
- ☐ Assign roles and responsibilities to committee members and volunteers (set up, take down, etc.)
- ☐ Create a registration table and provide a lock box for donations
- ☐ Share the St. Jude mission and story with attendees



## Wrap-up

- ☐ 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**
- ☐ Mail all donations along with Check Submission Form to: **P.O. Box 1999, Memphis, TN 38101**
- ☐ Once all donations are received and processed by our team, you will receive an email inviting you to order prizes



Get started online at  
[stjude.org/yourway](https://stjude.org/yourway)

If you have any questions, please contact your coordinator support team  
at **1-800-457-2444** or email **specialevents@stjude.org**.



## Getting Started Online



### 1 Login and Customize

Visit **stjude.org/yourway** to set up your fundraising page. Once you're logged in, click **Edit Event Options** to customize your page with your event, date and time. Click **Event Page Image** to add a custom image and **Customize Event URL** to create a custom link for your page.



### 2 Engage Event Participants

Use the **Email** tab to communicate with families and teachers. Click **Create New Email** to access email templates designed to encourage, engage and thank participants.



### 3 Partner with Participants

Ask your committee members and event attendees to create their own fundraising pages. Remind them that they can earn prizes for fundraising and/or logging donations online.



### 4 Track and Manage Progress

Use the **Reports** tab to measure fundraising progress. Use the **Management** tab to track participants and log offline donations.



### 5 Access Online Resources

Use the **Resources** tab to access your exclusive digital event planning resources.

**Online fundraising prizes  
will be mailed directly to  
participants after your event**

If you have any questions, please contact our coordinator support team at **1-800-457-2444** or email **specialevents@stjude.org**.



## Additional Ideas and Resources

### More About St. Jude

- Treatments invented at St. Jude have helped increase the overall childhood cancer survival rate from 20 percent to more than 80 percent since we opened more than 50 years ago.
- St. Jude freely shares our discoveries, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.
- St. Jude treats children from all 50 states and around the world.

### Stay connected

- Follow St. Jude on Facebook, Twitter and Instagram [f](#) [t](#) [i](#)
- Learn more about our patients and supporters at [stjude.org/inspire](https://stjude.org/inspire)
- Share your fundraising stories and photos with us at [specialevents@stjude.org](mailto:specialevents@stjude.org)





Finding cures. Saving children.

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