

GOALS FOR ST. JUDE

JUGGLING CONTEST FAQ SHEET

HOW DOES PARTICIPATING IN THE GOALS FOR ST. JUDE JUGGLING CONTEST HELP?

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 Goals for St. Jude Juggling Contest helps raise funds to support St. Jude, in treating the world's sickest children battling cancer and other deadly diseases.

TELL ME MORE 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 \$2 million, which is primarily covered by public contributions.

Visit stjude.org to learn more.

WHAT IS MY ROLE AS A GOALS FOR ST. JUDE JUGGLING CONTEST PARTICIPANT?

- Recruit and motivate your team, friends and family to help children in need.
- Have fun and use the resources provided to create excitement and build a successful fundraiser within your community.

STEP ONE: Six weeks before the session start date: Sign up as a participant and help recruit others to join your team.

STEP TWO: Four weeks before the event: Set up your own fundraising web page and promote your Juggling Contest participation through email and social media.

STEP THREE: At session start: Begin juggling each day and record your score on your fundraising web page.

STEP FOUR: During the session: Update your fundraising page as you increase your score, create a blog to document your efforts and continue recruitment.

STEP FIVE: Approximately two weeks after the end of the session: You will receive notification if you are the top fundraiser for the session.

WHAT ARE A FEW TIPS FOR RECRUITING PARTICIPANTS AND VOLUNTEERS?

- Utilize the Goals for St. Jude Event Page to set up your own fundraising web page. You can send emails to recruit participants and request donations from teammates, family, friends, and other contacts.
 - Ask your coach if you can send an email about your participation to other players/teams.
 - Recruit your teammates to fundraise as a team and challenge other teams to compete against you. You can track your fundraising efforts online.
 - Place posters at local soccer clubs, gyms, schools and any other interested businesses.
- If you need additional materials, contact the Coordinator Support Team at goals@stjude.org

HOW DO I FUNDRAISE ONLINE?

Take your fundraising efforts to the next level with the easy-to-use event 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. To get started, go to the 'Event for St. Jude' homepage, and select "Get Started."

All personal information on the fundraising website is secure.

WHAT COULD I WIN IF I PARTICIPATE?

Top fundraisers in each session will win twenty-five (25) soccer balls autographed by Australian national player and New York Red Bulls star Tim Cahill! Additionally, the top fundraiser overall will win a private practice session coached by Tim in their hometown! See official contest rules for details.

WHAT IF MY SESSION IS OVER BUT I WANT TO CONTINUE RAISING MONEY?

Autographed soccer balls are awarded at 11:59pm ET on the end date of each session. However, individual and team pages will not close until January 15th, 2016 at 11:59pm ET. If you have registered for Session One or Session Two and want to give yourself the best chance to win the private session coached by Australian National Superstar Tim Cahill, you can continue to raise money after your session ends. You do not need to create a new page in a different session.

