

RALLYING TO **HELP SAVE KIDS.**



St. Jude patient Mabry,
age 5, blood cancer



**St. Jude Children's
Research Hospital**
Finding cures. Saving children.

ST. JUDE
No More Cancer Rally

Meet Mabry

age 5,
blood cancer

In August 2014, Mabry developed an ear infection she couldn't shake. Then, her face swelled. Tests soon revealed Mabry suffered from acute lymphoblastic leukemia (ALL), a type of blood cancer. "You feel like you're in a dream," Mabry's mom, Jenny, said. "We were in complete shock."

Mabry was immediately referred to St. Jude Children's Research Hospital® for treatment, but her sunny disposition never waned. "She's so sweet," Jenny said. "She's always happy, always in a good mood. The kids here don't feel sorry for themselves. They just keep going and don't skip a beat."



During her time at hospital, Mabry likes to visit the fountain and pick flowers. By supporting St. Jude, you can help kids like her win their battles with childhood cancer. Families like Mabry's never receive a bill from St. Jude for treatment, travel, housing or food—because all they should worry about is helping their child live.



Rally to Celebrate No More Cancer

At St. Jude, we have a special tradition. When a patient finishes his or her chemotherapy treatment, family, friends and staff come together to celebrate with a No More Chemo Party. There's even a song to mark the occasion.

Because of people like you, these milestone celebrations are possible, and through a No More Cancer Rally, you can help end childhood cancer. Inspire your peers to support the mission of St. Jude. Together, you can help us in our fight against childhood cancer.





Getting Started for the Kids of St. Jude

1 Gather Your Group

Recruit your group - small or large - of friends, classmates and/or teammates to join you in support of the St. Jude mission. Once they commit, make sure they register for your event at stjude.org/rally.

2 Pick a Time & Place

Book a room or venue that's conveniently located for most of your attendees. You'll want to have access to Wi-Fi and an AV connection for the event day.

3 Prepare & Promote

- Find your event emcees
- Review the event script, presentation and challenge videos on the resource center
- Spread the word about the event location, date and time, and ask attendees to bring their computers and cell phones

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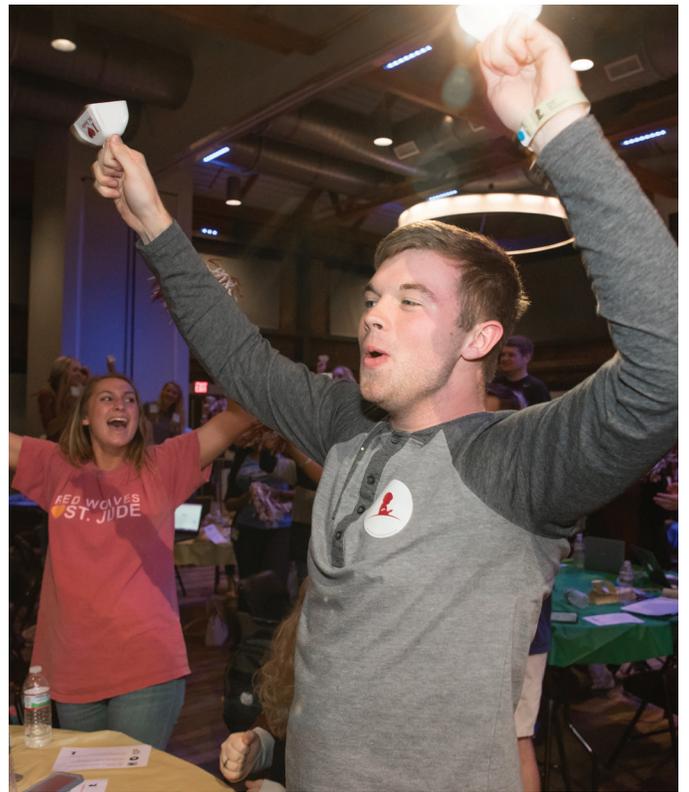
Rally & Fundraise

- Share St. Jude stories during the event to engage attendees
- Encourage donors to participate through social media, texting and phone calls
- Reward participants for completing fundraising challenges with entries into prize drawings
- Add spirit competitions to enhance your event environment and reward your most engaged event participants
- Draw winning tickets at the end and award prizes

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Celebrate Your Success

Host a wrap-up celebration to announce your fundraising total. For celebration ideas, visit the resource center.



Throw Some Confetti for a Day to Remember

At St. Jude, No More Chemo parties are our favorite events. To bring some of that same passion and excitement to your No More Cancer Rally, consider ways to make it memorable for all in attendance.

Event Enhancements

- Theme your rally around holidays or other fundraising events
- Recruit “celebrity” emcees beloved by your audience
- Incorporate fun spirit challenges
- Customize your event script
- Sell local sponsorship packages
- Get additional prizes donated





Your Online Resource Center

Visit stjude.org/rallyresources for more fundraising tools.

Event Planning

- Sample script & event schedule
- Event enhancement ideas
- Venue checklist and setup
- Event presentation
- Event videos
- No More Chemo Party videos
- Event Management Center tutorials

Marketing

- Logo files
- Editable event flyers
- Editable invites
- Teaser/Recruitment video
- Thank You certificates
- Snapchat filters & social images

Fundraising

- Gifts that Give sheet
- Participant Center tutorials
- Event sponsorship opportunities

Setting Up Your Event Page

1 Log into your Event Management Center

Visit stjude.org/rally to access your event fundraising page. Log-in using the email address you provided at registration.

2 Customize your Event Management Center

Once you've logged into your Event Management Center, select "Edit your event page" to customize with event details such as event name, schedule, date, time, location and fundraising goal.

3 Communicate with Event Participants

Use the email tool in the Event Management Center to communicate with your peers and promote your event. Coaching emails make it easy to engage, encourage and thank existing participants.

Please contact the Coordinator Support Team at rally@stjude.org with any questions.

Rally Towards a Meaningful Goal

We will have _____ participants rallying together to raise \$ _____ for children battling cancer and other life-threatening diseases.

Your donation	What it means for St. Jude
\$1,000	Covers 144 No More Chemo Parties for St. Jude patients like Mabry
\$2,500	Provides meals at the hospital for one St. Jude family for 12 weeks
\$5,000	Covers 72 platelet count tests for St. Jude patients in treatment
\$10,000	Provides 20 platelet transfusions for St. Jude patients in treatment
\$15,000	Covers 150 red St. Jude wagons for the kids at the hospital

Thank You from Mabry's Mom

When we found out our daughter, Mabry, had leukemia, it felt like a bad dream. But our doctor referred us to St. Jude Children's Research Hospital® right away, and from the minute we arrived, everyone was so helpful and upbeat. St. Jude has increased the survival rates for acute lymphoblastic leukemia from 4 percent before opening in 1962 to 94 percent today. The chance that this place gives each and every child—it's a chance at life. Mabry is now finished with her two and a half years of chemotherapy, and she's having so much fun being a kid. Her favorite thing is dressing up, and she also loves to sing. We are so grateful to the supporters who make St. Jude possible.

- Jenny





St. Jude Children's Research Hospital

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