

2015-2016
COORDINATOR
RESOURCE GUIDE



***Saddle Up[®]
for St. Jude***



St. Jude patient Tyler
age 6
acute lymphoblastic leukemia

Dear Saddle Up Coordinators,

My family would like to say thank you from the bottom of our hearts. Tyler was 4 years old when he was diagnosed with acute lymphoblastic leukemia in December of 2012. Tyler would not have been able to celebrate another birthday if it wasn't for St. Jude Children's Research Hospital®. We cannot say thank you enough for all you have done for us. Thank you just doesn't say enough. Tyler is now almost done with chemotherapy after over two years of treatment. Tyler turns 7 this summer, and my family will be thanking St. Jude on that day and on every birthday from this day forward.

Again, thank you so much for all you do for Tyler and the kids of St. Jude.

With love,

Sarah, Tyler's mom



Tyler with his family

In December 2012, Tyler was found to suffer from the most common form of childhood cancer. Tyler's family turned to St. Jude for treatment, which includes 120 weeks of chemotherapy. "Tyler is hyper and energetic," said his mom. He's in the first grade and loves hunting and fishing with his dad.

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Saddle Up for St. Jude

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How You Can Help

Participation in the Saddle Up for St. Jude program helps raise funds to further the St. Jude mission. Finding cures. Saving children.® Treatments invented at St. Jude Children's Research Hospital have helped push the overall childhood cancer survival rate from 20% to more than 80% since opening its doors 53 years ago. St. Jude won't stop until no child dies from cancer. To date, Saddle Up for St. Jude has raised more than \$20 million.

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.
- 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.
- The daily operating cost for St. Jude is \$2 million, which is primarily covered by public contributions.

Visit stjude.org to learn more.

Every Dollar Makes a Difference

\$69	Platelet count test
\$132	Complete blood count test
\$320	Chest X-ray, one view
\$447	One day of oxygen
\$565	Spinal tap (includes physician fee)
\$1,474	Average cost of one day of intravenous chemotherapy to leukemia or solid tumor patients*

All costs reported by the Insurance and Purchasing departments of St. Jude. Items listed here are representative of services and supplies that are a part of the treatment and care of children at St. Jude. The cost of each item or service is an approximation and will vary based on actual costs incurred and individual patient needs. Your donation will be used for general operating needs of St. Jude. *estimated

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.



Coordinator Resources

Kit Contents

- Coordinator Resource Guide (1)
- Event posters (3)
- Donation Return Envelope
- Online Fundraising Instructions

Online Resources

Coordinators can visit the event management center in their online fundraising website to access *Saddle Up for St. Jude* event promotion tools. The site includes:

- Information about how *Saddle Up for St. Jude* works
- Resources to help promote your event: signage templates, sample press releases, videos and more
- A current list of coordinator and participant prizes
- Patient stories and other facts about St. Jude
- Online Fundraising Instructions

Coordinating a Successful Event

STEP 1

Schedule your event and recruit participants.

STEP 2

Promote and hold a successful event.

STEP 3

Mail donations and distribute prizes.

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.



Step 1

Set the Date, Time and Route or Location.

Eight weeks before event

Suggested locations:

- Private Stables
- Ranches
- Farms

Recruit Participants and Volunteers.

Six weeks before event

The success of your *Saddle Up for St. Jude* event depends on recruiting riders to participate. Face-to-face recruiting works best.

Tips for Recruitment:

- Contact local riding clubs, stables, individual horse owners and horse enthusiasts.
- Place posters and Sponsor Forms in local feed stores, horse apparel/supply stores and other interested businesses.
- Advertise the event at other horse events.
- Recruit participants online. Refer to confirmation email you received after your online event registration. Use the link in the email to set up your event web page and recruit participants online. If you need assistance please call 1-800-567-0675 or visit stjude.org/saddleup.



Step 2

Promote Your Saddle Up for St. Jude Event.

Promotion Timeline

- Send copies of your pre-event press release to local media in your area.
- Call recipients to follow-up.
- Encourage attendance to the event.
- Remind participants to turn in all donations on event day.
- Offer interviews with key spokesperson(s) on behalf of the event.

Three weeks before your event

- Distribute copies of your media advisory to broadcast outlets (e.g., TV and radio) and daily print publications (e.g., newspapers).
- Include online outlets like reputable blogs that follow community events.

One week before your event

- Contact radio and TV stations and print or online outlets to encourage event coverage.

Once fundraising total is available

- Distribute post-event press release and photos to local media outlets.

Hold your Saddle Up for St. Jude event.

Set up, register participants, and collect donations

- Utilize volunteer support.
- Place signs along trail to mark the course. Set up rest stops for those riders who need a break.
- Check riders' equipment before starting and identify a Trail Master.
- To register participants, collect waivers or consent forms that can be downloaded from the Event Management Center.
- Document participant information on the Participant Registration Worksheet.
- Keep the Participant Registration worksheet handy to order prizes later.

Step 3

Mail donations within a week of your event.

- Call participants who have not turned in donations.
- Record collected amounts on the Participation Registration Worksheet then transfer total to Donation Submission Form.
- **Convert all cash to checks or money orders made payable to St. Jude Children's Research Hospital.**
- Insert donations, Sponsor Form Envelopes and the Donation Submission Form in the Donation Return Envelope and mail it to St. Jude. Call Coordinator Support at 1-800-567-0675 between 7:30 a.m. – 7 p.m. (CT) to receive your event code.

Order and distribute prizes two weeks after donations are mailed.

- Tally prize orders using the Participant Registration Worksheet.
- Order prizes online by following email instructions that will be sent to you after St. Jude receives your donations.
- Distribute prizes to participants.



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.

Saddle Up for St. Jude Online

Raising Money Online

Take your fundraising efforts to the next level.

- Personalize event or participant Web pages and set fundraising goals.
- Upload 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.
- Visit stjude.org/saddleup – **Coordinator Resources** section for Online Fundraising Instructions and to help get your participants started.



Coordinator Tips

Recruitment Tips

- Contact your local Chamber of Commerce to avoid competing with previously scheduled community events.
- Add your event date to community calendars in your area.
- Make sure to collect contact information from all participants so you can keep in touch and invite them to next year's event.
- Use your personal fundraising website to recruit participants via email and social media sites.



Raising More Money

- Ask community members and businesses for donations, including:
 - ♦ Food
 - ♦ Services
 - ♦ Event Venue
- Add side events to enhance participation and raise additional funds.
 - ♦ Live and Silent Auctions
 - ♦ Concerts
 - ♦ Picnics or Chili Suppers
 - ♦ Hayrides
 - ♦ Jr. Rodeo Events
 - ♦ Sweetheart Pageants



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.

Great Prizes for Participants*

\$20+ raised =
Saddle up for St. Jude Lapel Pin

\$35+ raised =
Saddle up for St. Jude T-shirt

\$75+ raised =
Saddle Up for St. Jude Hat

\$150+ raised =
St. Jude Gloves

**Prizes and incentive levels are subject to change.*



\$35 or more
T-shirt



\$75 or more
Hat

\$150 or more
St. Jude Gloves



Coordinator Prize

All coordinators raising \$3,000 or more will receive a St. Jude Stadium Chair.





**St. Jude Children's
Research Hospital**

ALSAC • Danny Thomas, Founder
Finding cures. Saving children.

DONATION SUBMISSION FORM

Saddle Up® for St. Jude

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 the envelope provided. Please submit donations via check or money order only.

Total Donation Amount Enclosed: _____ Event Code:* _____

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

Number of Participants Turning in Money: _____ Date of Event: _____

Email:** _____

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

APPLY YOUR PROVIDED RETURN ADDRESS LABEL IN THE SECTION BELOW.

(Complete this section only if the label is not used.)

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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Saddle Up® for St. Jude

P.O. Box 1999 | Memphis, TN 38101

Please let us know when you want to conduct your event next year. Month _____ Date _____

Thank you for your support! We will be in touch with you about your next event.

COMMENTS ABOUT YOUR *SADDLE UP FOR ST. JUDE* EVENT:

List Key Volunteer Name(s)	Address	Phone	Email

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P.O. Box 1999 | Memphis, TN 38101

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USE ON EVENT DAY | PRIZE INFORMATION

Address: _____ City: _____ State: _____ ZIP: _____

[illegible]

THANK YOU
for coordinating a
SADDLE UP FOR ST. JUDE
event and supporting
the kids of St. Jude.



**St. Jude Children's
Research Hospital**

1-800-567-0675 | stjude.org/saddleup

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