

Coordinator Resource Guide



St. Jude patient
Gracie, age 5, acute
lymphoblastic leukemia



St. Jude Children's
Research Hospital[®]
Finding cures. Saving children.

SADDLE UP
FOR ST. JUDE[®]

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

5-Year Cancer Survival Rates

Thanks in part to work at St. Jude

1962	Today	
10%	85%	medulloblastoma
75%	95%	retinoblastoma
10%	75%	neuroblastoma
50%	95%	Hodgkin lymphoma
4%	94%	acute lymphoblastic leukemia
20%	70%	osteosarcoma



St. Jude patient Jordyn, age 11, acute lymphoblastic leukemia



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.
- 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. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer.
- 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% before opening in 1962 to 94% today.

Visit stjude.org to learn more.

Meet Gracie

age 5
Mississippi
acute lymphoblastic leukemia

When Gracie didn't want her belly touched, her mom knew she was sick. She was so sick, she went to a special hospital called St. Jude Children's Research Hospital®. Gracie is still visiting St. Jude to get better, but she doesn't mind because she loves her doctors and nurses so much. She loves to dance and sing and wants to be a nurse when she grows up.



More About Gracie

Favorite color: Turquoise

Favorite school subject: Art

Favorite food: Steak

Favorite hero: The Hulk

Favorite song: "House Party" by Sam Hunt

Hobbies: Riding my bicycle, painting, dancing

When I grow up, I want to be a: Nurse like mommy



Coordinator Resources

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

- Coordinator Resource Guide
- Event posters
- Recruitment flyers
- Social Media Guide & resources
- Participant certificate



Coordinating a Successful Event

Step 1

Schedule Your Event

- Set the date, time and route or location.
 - Private stables, ranches and farms
- Set-up your event fundraising page.
- Schedule a planning meeting with the staff and volunteers to assign tasks and provide event details.
- Appeal to local businesses for prizes, food and monetary donations.

Recruit

• Volunteers

- Ask friends, family and co-workers to assist in the planning and coordination of your event.
- Have local high school students or young professionals volunteer the day of the event.
- Increase your event's donations by asking for help from the community.

• Participants

- Contact local riding clubs, stables, individual horse owners and horse enthusiasts.

Step 2

Promote Your Event

- Advertise your event at other horse events, local feed stores and horse apparel/supply stores.
- Share your fundraising page and event details on social media to encourage participation.
- Utilize the Social Media Guide and resources to advertise your event.
- Use the sample press release for pre-event promotions, send to local newspapers, broadcast outlets and related online content for enhanced coverage (provided in your event participant center).



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.

#saddleupforstjude

Step 3

Host Your Event

At Event

- Set up a registration table, a lock box for donations and assign volunteers to staff these tables.
- Each participant must sign the Event Waiver Form at the registration table to participate.
- Place signs along trail to mark the course. Set-up rest stops for riders who need a break.
- Identify a Trail Master.

After Event

- Call any participants who have not submitted their donations.
- Use your donation submission form to record your total donation amount. Don't forget to include the event code that you received in your registration email. **Convert all cash to check or money order, made payable to St. Jude Children's Research Hospital and place in an envelope.**



- Insert checks, money orders and the donation submission form in an envelope. Mail all donations to: **P.O. Box 1999, Memphis, TN 38101.**
- If you have any questions or need your event code, please call the Coordinator Support Team at **1-800-567-0675** or email **saddleup@stjude.org**.

Order & Distribute Prizes

- Order prizes online by following the email instructions that will be sent to you after St. Jude receives your donation.
- Distribute prizes.



Coordinator Tips

Recruitment & Event Tips

- Share the St. Jude mission: Finding cures. Saving children.® Share a St. Jude patient story with your participants. Use the one in this Coordinator Resource Guide or go to **stjude.org** and choose a Patient of the Month.
- Make sure you collect contact information including email addresses from all participants so you can stay in touch. This will be helpful when planning next year's event.
- Establish a planning committee of at least 3-5 people.

Raise More Money

- Hold a live or silent auction at your event. Donated items like gift certificates from local retailers and restaurants are great items to feature in an auction.
- Encourage pre-registration online and possibly offer an incentive for those who register early.
- Add side events
 - concerts, hay rides, Jr. Rodeo and Sweetheart Pageant.
- Fundraise through your event online website. It's proven to increase event revenue by 30%.

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.

Your Fundraising Website

Take your fundraising efforts to the next level with the easy-to-use fundraising website.

- Personalize your event webpage.
- Set your event fundraising goal.
- Upload contacts and easily send emails.
- Track online and offline donations.
- Monitor fundraising success.



Letter from Mom

I cannot thank you enough for your efforts to support the organization treating my daughter's leukemia. Thanks to supporters like you, St. Jude Children's Research Hospital® is able to provide Gracie's treatment at no cost to our family. Her treatment plan includes more than two years of chemotherapy, and we're relieved of that expense. St. Jude also pays for our travel, housing and food, so we can focus on Gracie, and not our finances. It's a wonderful thing.

So thank you again, from the bottom of my heart, for what you're doing for our family, and all of the St. Jude families fighting cancer.

Thank You, Jessica,
Mother of St. Jude patient Gracie





SADDLE UP
FOR **ST. JUDE**®

Donation Submission Form

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 an envelope. **Please submit donations via check or money order only.**

Total Donation Amount Enclosed: _____ Event Code:* _____
*Provide source code if label is not used below. Refer to Step 3.

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

Email:** _____ Type of Event Coordinated: _____

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

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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Thank you for coordinating a
Saddle Up For St. Jude[®]
event and supporting the kids of St. Jude.



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