Meet St. Jude Patient Slade

Slade is something of an expert on reptiles. Boas, pythons, rattlesnakes and lizards: this junior zoologist can almost identify them all. And if he doesn’t know a reptile’s official name, he’ll give it a creative and catchy nickname just for fun. In November 2012, Slade developed an earache and a fever. His doctor realized he was seriously ill and arranged for Slade to travel by ambulance to St. Jude Children’s Research Hospital®. There, Slade was found to suffer from acute lymphoblastic leukemia, a cancer of the blood. Slade’s treatment at St. Jude includes two-and-a-half years of chemotherapy. “I am so proud of the way he has handled himself through all of this,” said Slade’s mom.

Dear Coordinators,

Our St. Jude story began when we were visiting Memphis for a family Thanksgiving celebration in 2012. Slade complained of an earache and we went to an after-hours clinic, thinking we would go home with an antibiotic. Next thing we knew, we were in an ambulance on the way to St. Jude, where Slade was diagnosed with leukemia. We knew it was not a coincidence we were in Memphis when he was diagnosed, so we immediately began treatment and remained at St. Jude for the next eight weeks. And Slade still receives weekly chemotherapy.

Forty years ago, Slade would have been a statistic. Today, Slade is your typical second grade boy. He loves playing football and baseball, watching sports with his dad, and telling jokes. And we will finish our last chemotherapy treatment this summer! It’s because of people like YOU that our story is coming to an end. We will forever be indebted to you, for all you do for St. Jude.

With gratitude,
Emily, mother of Slade
How You Can Help

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened 53 years ago. St. Jude won’t stop until no child dies from cancer. By raising money through Special Events for St. Jude, you help further the mission of St. Jude Children’s Research Hospital. Finding cures. Saving children.*

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 has the world’s best survival rates for the most aggressive childhood cancers.

• 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.
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 chemotherapy administered intravenously to leukemia or solid tumor patients*

*estimated

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.
Event Types

Sponsorship Seeking Events
Those raising funds and seeking sponsorships for participating in events like:
- races
- bike-a-thons
- bowl-a-thons
Participants can earn prizes based on the amount of sponsorship funds they collect. Coordinators are eligible for prizes based on the total amount the event raises. These participants will use Sponsor Form Envelopes to track their donations.

Non-Sponsorship Seeking Events
Those raising funds and not seeking sponsorships for participating in events like:
- bake sales
- garage sales
- concerts
- carnivals
- car washes
- fashion shows
- auctions
Participants or attendees are not eligible for individual prizes; coordinators can earn prizes based on total funds raised.

STEPS
To coordinate your event

- **STEP 1** – **Eight weeks before event:**
  Decide on event type, date and location.

- **STEP 2** – **Five weeks before event:**
  Recruit participants and volunteers.

- **STEP 3** – **Three weeks before event:**
  Promote your event.

- **STEP 4** – **Day of event:**
  Set up, register participants, collect donations and hold event.

- **STEP 5** – **Within one week after event:**
  Mail donations.

- **STEP 6** – **Approximately two weeks after donations have been mailed:**
  Order and distribute prizes.
Eight weeks before event

Some of our most successful special events are races, bike-a-thons, walk-a-thons, concerts and dinner/dance events. We encourage you to host an event that will have mass appeal in your area. Your event location is a very important factor in planning your event. Choose a location that is visible, accessible and safe.

Please Note:

Make sure you have secured the proper permissions when holding and event on public or private property.

STEP 1 Decide on Event Type and Location.

STEP 2 Recruit Participants and Volunteers.

Five weeks before event

Tips for Recruitment:

• Utilize the Special Events for St. Jude fundraising website at stjude.org/specialevents to set up your event Web page. You can send emails to recruit participants and attendees, and to request donations from family, friends, co-workers and other contacts. (See page 8)

• Create a list of places to recruit participants, volunteers and attendees (e.g., church groups, civic clubs, neighborhood associations, scouts, etc.), and attend their meetings. If you can not attend a meeting, ask the club representative to send an email about your event to the club members or deliver event flyers for distribution.

▶ Sponsorship Seeking Event only
   Place flyers, posters (available online) and Sponsor Form Envelopes in high-traffic areas in your community.

▶ Non-Sponsorship Seeking Events
   Please remove the bottom part of the poster featuring the participant prizes.

• Email and call friends, family, co-workers and others to attend or to participate in your event.
Sponsorship Seeking Only

Explain how participants can get involved and what is required of them in these few easy steps:

1. Have participants sign up through you to receive a Sponsor Form Envelope.

2. Set a fundraising goal. Start raising money.
   - Face-to-face interaction and sending emails are good ways to gather donations.
   - Ask friends, family and co-workers to encourage others to donate and participate in the actual event.

3. Have participants bring their donations to event in Sponsor Form Envelopes.

4. Explain to participants they can earn prizes based on total fundraising amounts (Page 10).

STEP 3 Promote Your Special Event.

Three weeks before event

- Once you set up your event Web page on stjude.org/specialevents, refer contacts to your page for details and online donations. (See page 8 and Online Fundraising Instructions for more information.)
- Contact local radio and television stations to discuss potential opportunities for Public Relations in support of the mission of St. Jude.

Publicity Timeline:

Three weeks before event

Send copies of pre-event press release (template provided at stjude.org/specialevents) to local media in your area to increase community awareness about your event. Call recipients to follow up, encourage attendance to the event and offer interviews with key spokesperson(s) on behalf of the event. Also, be prepared to answer basic questions and give directions to the event.

Two weeks before event

Distribute copies of your media advisory (templates available at stjude.org/specialevents) to broadcast outlets (e.g., radio and television) and daily print publications (e.g., newspapers). Don’t forget to reach out to local online outlets, including reputable blogs that follow community news and events.
**Publicity Timeline:** (continued)

**One day before your event**

To encourage event attendance and coverage, call news directors and assignment editors at radio and television stations, as well as editors at print and online outlets.

**As soon as fundraising total is available**

Distribute customized post-event press releases (template at stjude.org/specialevents) to local media outlets. Include photos, if available. Call and confirm that your contacts received the release and inform them they can call you for additional information.

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**STEP 4**

**Set Up, Register Participants, Collect Donations and Hold Event.**

**Set Up Before the Event:**

- Set up registration tables, chairs and a lock box for money.
- Put up decorations, signage, etc.

**Registration of Participants**

- Download the Participant Consent Form from the Event Management Center on stjude.org/specialevents. Collect all completed forms on event day.
- Each participant **must** bring a signed Consent Form to the event to participate. For participants under 18 years of age, a parent or guardian **must** sign the Consent Form. Participants should turn in all donations on the day of the event.
- Use the Participant Registration Worksheet (Page 13) to register participants. **Please keep the Participant Registration Worksheet for your records. Do not mail in with donations.**
- Hold event. Have fun!
**STEP 5 Mail Donations.**

*Within one week after event*

- Convert cash to check or money order made payable to St. Jude Children’s Research Hospital.

- Place return labels on the postage paid Donation Return Envelope and Donation Submission Form. For additional labels, call Coordinator Support at 1-800-457-2444 between 7:30 a.m. – 7 p.m. (CT) Monday–Friday to receive your source code for the Donation Submission Form and Donation Return Envelope.

- Insert checks, money orders, and the Donation Submission Form in the Donation Return Envelope and place in the mail. You can also find a Donation Submission Form template on stjude.org/specialevents.

- After your donations are received by St. Jude, you will receive an email from St. Jude containing a website address and log in information to order your prizes online.

  Please ensure the email address you list on the Donation Submission Form is accurate.

**Sponsorship Seeking Only**

- Call participants who have not turned in donations.

- Use the information on the Sponsor Form Envelopes to record the amounts collected by participants on the Participant Registration Worksheet (Page 13). Please keep the Participant Registration Worksheet for your records. Do not mail in with your donations.

**STEP 6 Order and Distribute Prizes.**

*Approximately two weeks after donations are mailed*

**Sponsorship Seeking Only**

- Use your Participant Registration Worksheet (Page 13) to tally the prize orders for all of your event participants.

- Use instructions provided in the email to guide you through the prize ordering process.

- Prizes will be shipped within 14 days after your prize order is submitted. Please distribute prizes to participants.

- If you do not receive an email approximately two weeks after mailing your donations, please call 1-800-457-2444 between 7:30 a.m. – 7 p.m. (CT) Monday–Friday, to inquire.
Special Events for St. Jude Resources

Kit Contents
- Coordinator Resource Guide
- Event Posters
- Sponsor Form Envelopes (50)
- Donation Return Envelope
- Online Fundraising Instructions

Online Resources
Visit stjude.org/specialevents and log in to your personal fundraising page for a variety of coordinator tools available to help make your Special Events for St. Jude event a success.
Including:
- Information on how Special Events for St. Jude works
- Resources to help you with your event
  ▶ Signage Templates
  ▶ Sample Press Release
  ▶ Posters
- A current list of coordinator and participant prizes
- Patient stories and other facts about St. Jude Children’s Research Hospital

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/specialevents – Coordinator Resources section for Online Fundraising Instructions and to help get your participants started.

All personal information on the fundraising website is secure.
Coordinator Tips

Recruitment and Event 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.

Raise 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
  ➤ concession stands
  ➤ kids’ games
  ➤ door prizes

Please 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.
Great Prizes for Participants

Sponsorship Seeking Only

- $35+ raised = St. Jude T-shirt
- $75+ raised = St. Jude Backpack
- $150+ raised = St. Jude Umbrella

Prize levels are cumulative. Prizes and incentive levels are subject to change.

Coordinator Prize

Stadium Chair
Coordinators raising **$3,000 or more** receive a St. Jude Stadium Chair.

-$35 or more
- $75 or more
- $150 or more

T-shirt
Drawstring Backpack
Umbrella
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: __________________________ Source Code:* __________________________

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.

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
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 SPECIAL EVENTS FOR ST. JUDE EVENT:
________________________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________________________________

List Key Volunteer Name(s) | Address | Phone | Email
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USE ON EVENT DAY | Prize Information

Coordinator Name: ____________________________ Phone Number: (____) __________

Address: ____________________________ City: __________ State: ______ ZIP: ________

Use this worksheet to: 1) log who is participating on the day of your event; 2) determine how many of each prize item you need to order; and 3) track which prize item goes to which participant upon prize delivery. Make additional copies if needed. This is for your reference. PLEASE DO NOT mail this form with your Donation Submission Form and donations collected. Thank you and best of luck in your event.

<table>
<thead>
<tr>
<th>NO.</th>
<th>Participant Name</th>
<th>Area Code and Telephone Number</th>
<th>Total Online</th>
<th>Total Checks/Money Orders</th>
<th>Total Collected</th>
<th>Prizes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>T-shirt</td>
</tr>
</tbody>
</table>

1-800-457-2444  
stjude.org/specialevents

**For Your Records. Do Not Mail.**
THANK YOU
for coordinating a
SPECIAL EVENT
and supporting
the kids of St. Jude.