

# Team Up for **St. Jude**®

Spirited by Varsity

## Ready, Set, Game Day!

Thanks to schools, students and spirited supporters like you, St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. You're an important part of our team, and every dollar you raise means more victories for St. Jude patients and their families. Let's get started!



### GO

**Online fundraising is the most efficient way to support St. Jude. Kickstart your efforts by logging into your online fundraising center.**

- Click **Edit Event Options** to customize your page with your event name, date and time
- Click **Customize Event URL** to create a custom link for your page
- Use the **Reports** tab to measure fundraising progress
- Use the **Management** tab to track participants and log offline donations
- Visit **stjude.org/teamuptools** to access additional event planning resources

St. Jude patient **Cohen**,  
soft tissue cancer



### FIGHT

**Get your school excited to join the fight against childhood cancer with a Fundraising Spirit Week.**

- Hang posters and banners around your school to spread the word
- Create themes and fundraising opportunities for each day of the week
- Work with school admin to share Spirit Week info and St. Jude quick facts during morning announcements
- Share the link to your fundraising page with teachers, students and parents



### WIN

**It's game day! Create an unforgettable night benefiting St. Jude kids.**

- Host a pre-game pep rally to generate excitement
- Ask your mascot, marching band, spirit teams and athletes to take part in fundraising efforts
- Create fundraising activations throughout the evening



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stjude.org/teamup | #TeamUp4StJude | varsity@stjude.org



# Going the Extra Yard



## TEAM UP FOR ST. JUDE MAKES A DIFFERENCE

Because the majority of St. Jude funding comes from generous donors, St. Jude has the freedom to focus on what matters most—saving kids regardless of their financial situation.

### Your donation

### What it means for St. Jude

**\$3**



Help provide pediatric isolation masks to protect patients with compromised immune systems

**\$10**



Help provide a new toy for hospital play areas

**\$57**



Help provide necessities for parents who may have hurriedly left home after their child's diagnosis

**\$100**



Help provide a platelet count test for two patients

**\$500**



Help provide one platelet transfusion



## FUNDRAISING IDEAS

- Create a QR code for your fundraising page and distribute flyers encouraging students to donate online
- Encourage friendly fundraising competitions between students, classes or teams
- Share St. Jude patient stories on social media to boost online giving
- Donate a portion of concession stand proceeds to St. Jude
- Add a designated amount (\$1 or \$2) to the price of entry to the game
- Designate an area for front row or valet parking in exchange for a donation to St. Jude
- Designate a special area on the sideline and sell seats for donation to St. Jude
- Pass a bucket through the crowd in between quarters or at halftime to collect donations



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[stjude.org/teamup](http://stjude.org/teamup) | [#TeamUp4StJude](https://twitter.com/TeamUp4StJude) | [varsity@stjude.org](mailto:varsity@stjude.org)