



Your Walk/Run. Their Journey.

+ 2019 Team Captain Guide

stjude.org/walkrun



St. Jude
Walk/Run

CONTENTS

03 Getting Started

Gifts that Give 04

05 St. Jude Story

Fundraising Tools 06

07 Talking Points

Fundraising Clubs 08

10 Sample Social Posts

Getting Started

Thank you for registering to be a team captain and supporting St. Jude Children's Research Hospital.® **We won't stop until no child dies from cancer.** But we can't do it without you. Now that you've taken the first step in helping to end childhood cancer, here are some other quick ways to get your fundraising started:



Recruit Your Team Members

- + Encourage family, friends and co-workers to join your team.
- + **98% of participants who sign up for the St. Jude Walk/Run participate** because someone they know asked them to get involved.

Join Together

- + Recruit 10-15 other team members to join you. **The average team size is 11 members.**
- + Attend a local team meet-up for more helpful tips and resources.



Set Your Personal and Team Goals



- + Log in to your Fundraising Center at stjude.org/walkrun.
- + Customize your personal page, and share your reason for participating! **Participants who personalize their page raise, on average, 30% more than fundraisers with default page content.**
- + **82 cents of every dollar** you raise goes to support patients and research at St. Jude today and in the future.

Make a Personal Donation

- + Did you know that the **average participant raises \$289**?
- + Inspire your donors to give by showing your investment in the cause and asking them to join you.



Share Your Progress With Your Team

- + Share on social media! Your Fundraising Center has quick launch buttons to make sharing easy.
- + Utilize the email templates in your Fundraising Center to easily send out messages to your friends and family. **Participants who send emails raise 8x more.**

Gifts that Give

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. Every dollar makes a difference. We encourage you to set your team goal using one of the amounts below and see what those donations can be used for!

\$25,000

Helps cover the cost of a major surgical procedure

\$15,000

Helps run the St. Jude Blood Donor Center for one week

\$12,500

Helps provide one day of inpatient care

\$10,000

Helps provide grocery gift cards for two years for one St. Jude family

\$7,500

Helps provide nearly two months of Child Life Specialist services

\$5,000

Helps cover the cost of the daily room rate of the ICU

\$2,500

Helps cover the cost of 16 days of oxygen for a St. Jude patient

\$1,000

Helps cover about two-thirds of the cost of one day of chemotherapy

St. Jude Story

More than 80 years ago, **Danny Thomas**—then a struggling young entertainer with a baby on the way visited a Detroit church and was so moved during Mass that he placed his last \$7 in the collection box. When he realized what he had done, Danny prayed for a way to pay his looming hospital bills. The next day, he was offered a small part that would pay 10 times the amount he had given to the church. Danny had experienced the power of prayer.

Two years later, Danny had achieved moderate acting success in Detroit, but he was struggling to take his career to the next level. Once again, he turned to the church. Danny prayed to St. Jude Thaddeus, the patron saint of hopeless causes: **“Help me find my way in life, and I will build you a shrine.”**

His career took a turn for the better, and, in the years that followed, flourished through films and television. Danny became an internationally known entertainer.

In the early 1950s, Danny began discussing with friends what concrete form his vow might take. Gradually, the idea of a unique research hospital devoted to curing cancer and other life-threatening diseases in children took shape. More than just a treatment facility, this would be a research center for the children of the world.

Danny started raising money for his vision. Often accompanied by his wife, Rose Marie, Danny crisscrossed the United States by car, sharing his dream and raising funds at meetings and benefits. Although Danny and his friends, many of them from the Hollywood community, raised the money to build the hospital, they now faced the daunting task of funding its daily operation.

Danny, of Lebanese descent, turned to Americans who shared his Arabic-speaking heritage for help. Danny’s request struck a responsive chord. In 1957, 100 representatives of the Arab-American community met in Chicago to form ALSAC with a sole purpose of raising funds to support **St. Jude Children’s Research Hospital**®.

Danny lived to see his hospital become an international beacon of hope for desperately ill children everywhere. The founder of St. Jude and ALSAC died on Feb. 6, 1991, just two days after joining patients, parents and employees to celebrate the hospital’s 29th anniversary. He was laid to rest in a family crypt at the Danny Thomas/ALSAC Pavilion on the grounds of the hospital. On July 12, 2000, his wife, Rose Marie, passed away and now lies with her beloved husband. Today, their children, Marlo, Terre and Tony, carry on their parents’ work and remain a driving force in fulfilling their father’s mission. Danny Thomas is gone, but his dream lives on.

Fundraising Tools

Your Fundraising Center is your St. Jude Walk/Run fundraising hub. There are several different tools and resources available to you within the site. To log in to your Fundraising Center, visit stjude.org/walkrun and click the **“Log in to your fundraising center”** link in the center of the page.



Personalize your page

- + Once you are in your dashboard, in your fundraising section, you can customize your personal fundraising link.
- + In the kick start your fundraising page you can personalize your page. Participants who personalize their page raise, on average, 30% more than fundraisers with default page content.



Use Facebook Fundraising

- + We're excited to announce that you can now combine your personal fundraising page with Facebook fundraisers! This tool is a great way to share your fundraising progress and encourage donors in a seamless and user friendly way.
- + To get started, personalize your fundraising page and set up your Facebook fundraiser through your participant center.



Submit Check and Cash Donations

- + Log in to your Fundraising Center at stjude.org/walkrun.
- + Submit all of the information for the gift including the donor first name, last name, email, gift amount, payment type and check number (if applicable). Click print.
- + The form is unique to your account and will have your information at the bottom of the page.
- + Mail the form and checks to the address listed on the form. Keep a copy of the donation submission form for your records.



Talking Points

+ Families never receive a bill

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% to more than 80%

Our founder believed that “no child should die in the dawn of life.” We won’t stop until no child dies from cancer.

+ Saving children everywhere

St. Jude freely shares the discoveries 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 creates more clinical trials for childhood cancer than anyone else

St. Jude turns laboratory discoveries into lifesaving treatments every day.

Fundraising Clubs

We want to thank you for all your hard work fundraising and raising awareness for the fight against childhood cancer. Team Captains or individuals who reach a certain fundraising level will be recognized with cool St. Jude gear! **You will be emailed after the event to select one product from your highest fundraising level.** All apparel items with the exception of the t-shirt are available in men's and women's sizes.

Fearless Fundraiser

\$100

T-Shirt
coming soon

\$250



or



\$500



or



\$750



or



\$1,000



or



\$2,500



or



\$5,000



or



\$10,000



or



Gold Ribbon Club

You have reached the Gold Ribbon Club level! You will automatically receive these bonus items when you reach these fundraising levels.

\$500



\$1,000



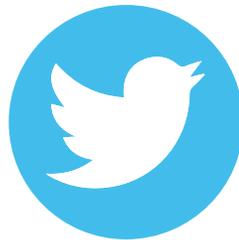
Sample Social Posts

Share your fundraising story on your social media pages to encourage your friends and followers to donate. Use our sample Facebook and Twitter posts below as a reference.



Facebook

- + Join me for the St. Jude Walk/Run on [date]. You can support my efforts for the kids of St. Jude by donating at [insert page URL]. **#StJudeWalkRun**
- + I'm raising money for **@St. Jude Children's Research Hospital** and participating in the St. Jude Walk/Run. You can support my efforts for the kids of St. Jude by donating at [insert page URL]. **#StJudeWalkRun**
- + Families never receive a bill from St. Jude for anything. Join me in supporting this great cause by donating to my goal for the **#StJudeWalkRun at [insert page URL]**.
- + Thank you **@DonorName** for supporting my fundraising goal for the St. Jude Walk/Run. Who will be next to help the kids of St. Jude? **[insert page URL]**.
- + Join me for the St. Jude Walk/Run on [date]. You can support my efforts for the kids of St. Jude by donating at [insert page URL]. **#StJudeWalkRun**



Twitter

- + Join me for the **#StJudeWalkRun** on [date]. Register today or visit my fundraising link to donate to **@StJude [insert page URL]**.
- + I'm raising money for **@StJude**. You can support the kids of St. Jude by donating at [insert page URL] **#StJudeWalkRun**
- + I support **@StJude** because families never receive a bill from St. Jude for anything. **#StJudeWalkRun**
- + Thank you **@DonorName** for supporting me with a donation to **@StJude** for **#StJudeWalkRun**. Who's next?
- + Walk with me! Join me for **#StJudeWalkRun** and raise money for the kids of **@StJude**.



**St. Jude Children's
Research Hospital**[®]

Finding cures. Saving children.

ALSAC • DANNY THOMAS, FOUNDER