

There's **Power** In Numbers

Coordinator Resource Guide

Get started
online now at
stjude.org/math

St. Jude patient **Brayden**
age 6, brain cancer



St. Jude Math-A-Thon

Meet Harper

liver cancer

Harper is sweet, funny and athletic. In April 2017, she was found to suffer from a rare type of liver cancer called undifferentiated embryonal sarcoma. At St. Jude Children's Research Hospital®, she underwent surgery to remove the tumor, followed by chemotherapy and photon radiation therapy.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago.

Harper is an athlete who plays softball and basketball and she swims competitively, with freestyle and butterfly as her strongest strokes. She is also a nationally ranked shot putter who placed sixth during the 2016 Summer Junior Olympics. "I cannot imagine our world without St. Jude in it," said her mom, Lauren. "We're forever grateful for everything they've done for us. When we come for appointments, Harper says it feels like home. And it does, it's a part of our home now."



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.

SPECIAL NOTE: Raffles cannot be conducted on behalf of St. Jude. Please contact the Coordinator Support Team at 1-800-386-2665 if you have questions.



St. Jude Math-A-Thon Makes a Difference

Thanks to events like the St. Jude Math-A-Thon and supporters like you, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Thank you for being a special part of this program and for your commitment to the children of St. Jude.

Every dollar raised helps us ensure that families **never receive a bill** for treatment, travel, housing or food—because **all a family should worry about is helping their child live**.

Your donation

What it means for St. Jude

\$750



Provides five days of oxygen for a St. Jude patient

\$1,000



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

\$2,500



Helps provide an ultrasound study

\$5,000



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

\$7,500



Helps provide nearly two months of Child Life Specialist services

\$10,000



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



Our Goal for St. Jude

We have _____ students participating. Together, we'll raise
\$ _____

for children battling cancer and other life-threatening diseases.

Get started online at stjude.org/math



Implementing Your St. Jude Math-A-Thon



Get Started Online (six weeks before Challenge Week)

Visit **stjude.org/math** to set up your school's fundraising webpage. (See pages 5-6 for more info)



Spread the Word (four weeks before Challenge Week)

Use the resources in your kit and online fundraising center to promote your event and encourage participating families to set up individual fundraising pages.

- ☐ Send emails to recruit staff, volunteers and families to participate
- ☐ Send home Sponsor Form Envelopes and Parent Letters
- ☐ Use the enclosed posters (or create your own materials) to promote your event



Host a Kick-off Celebration (three weeks before Challenge Week)

Host an assembly or pep rally to announce your school's participation in the St. Jude Math-A-Thon.

- ☐ Show students one of the videos included at **stjude.org/mathresources**
- ☐ Send Challenge Week reminder emails each week leading up to your event
- ☐ Contact local media and post on your school's social media pages to gain support



Do the Math (Challenge Week)

Distribute a Math-A-Thon Funbook to each student (place your order by emailing mathathon@stjude.org or access Funbooks online through your online fundraising center).

- ☐ Complete one page of math problems each day
- ☐ Congratulate students as they reach their fundraising goals
- ☐ Visit stjude.org/inspire and use the available stories and videos to educate your students about St. Jude



Wrap-up (post Event)

Collect all donations and send them to St. Jude.

- ☐ Complete Donation Submission Form and return to St. Jude in the postage paid envelope provided in your kit (make sure your school's event code is included on the form)
- ☐ Once donations are received and processed, participants will receive an email inviting them to order prizes (prizes are only for students who fundraise and/or log their donations online)



Your donation could help St. Jude patients like **Maria Isabella**



Get started online at
stjude.org/math



Getting Started Online



Log in and Customize

Visit **stjude.org/math** to set up your fundraising page. Once you're logged in, click **Edit Event Options** to customize your page with your event, date and time. Click **Event Page Image** to add a custom image and **Customize Event URL** to create a custom link for your page.



Engage Event Participants

Use the **Email** tab to communicate with families and teachers. Click **Create New Email** to access email templates designed to encourage, engage and thank participants.



Partner with Parents

Ask parents to set up a fundraising page for their child. Remember, fundraising prizes are only for students who fundraise and/or log any cash/check donations online.



Track and Manage Progress

Use the **Reports** tab to measure fundraising progress. Use the **Management** tab to track participants and log offline donations.



Access Online Resources

Use the **Resources** tab to access your exclusive digital event planning resources

**Online fundraising prizes
will be mailed directly to
students after your event**

If you have any questions, please contact our coordinator support team at **1-800-386-2665** or email **mathathon@stjude.org**.



Additional Ideas and Resources

Boost your fundraising total

To maximize your fundraising, consider including additional activities alongside your event. Here are some ideas:

- Homework pass giveaway
- Bake sales
- Coin drive
- Pajama day

Stay connected

- Follow St. Jude on Facebook, Twitter and Instagram [f](#) [t](#) [i](#)
- Join our St. Jude School Programs Facebook Community
- Share your fundraising stories and photos with us at mathathon@stjude.org





St. Jude Children's[®]
Research Hospital

St. Jude Math-A-Thon

stjude.org/math | mathathon@stjude.org | [#stjudemathathon](https://twitter.com/stjudemathathon) | 1-800-386-2665