



The cure for blood cancer is in the hands of ordinary people.SM

Community Fundraising Toolkit





Community Fundraising Toolkit

The cure for blood cancer is in the hands of ordinary people.

Thank you for your interest in Be The Match®. For people with life-threatening blood cancers like leukemia and lymphoma or other diseases, a cure exists—and it could be you! Any ordinary person can be someone's cure as a member of the Be The Match Registry®, financial contributor or volunteer.

Because of people like you, Be The Match is able to connect patients with their donor match for a life-saving marrow or umbilical cord blood transplant. We count on our supporters to help us recruit new potential donors, improve the science of transplant, and ease the financial burden for thousands of patients.

Use this toolkit as a guide to help you plan a fundraising event in your community. There are many tips, tools and templates to help you succeed. And you can reach out to a Be The Match representative for assistance at any point. We wish you and your team the very best and thank you for supporting our life-saving mission. Every dollar we raise is meaningful, and helps save lives!

This toolkit will help you:

- Get ideas and know what to expect when hosting a Be The Match event.
- Share your personal commitment in the fight to support patients with blood cancers and other blood diseases.
- Promote Be The Match through awareness and fundraising activities.

Getting Started

Steps For a Successful Fundraiser:

1 We Can Help

- We have local Be The Match representatives across the country ready to help you create a successful event. Email communityfundraising@nmdp.org with your city and state and we'll connect you with someone in your area.

2 Set Your Fundraising Goal

- It costs approximately \$100 to add each new member to the registry. How many lives would you like to impact?

3 Gather Support

- Get your friends and family involved. As a team, identify talents and skills that can help your fundraising efforts.

4 Determine How You are Going to Raise Funds

- Is it summer? Hold a car wash. Like to cook? Have a bake sale. We can help—check our [fundraising ideas](#) (page 5) below. Use your personal skills and creativity to come up with the idea that works best for you and your supporters.

5 Create a Plan

- Set a date for your fundraiser. Create a detailed list of tasks and a timeline. Identify how you will promote your event. Include a budget and list of materials needed. Then assign tasks and due dates. Get connected with a local Be The Match representative who can help walk you through this process.
- Do you want to collect online donations? Create a [Team Be The Match](#) Web page to promote and track your fundraising efforts.
- Please review our [fundraising guidelines](#) (page 15).

6 Spread the Word

- Promote your fundraising event with the local media. See our [media advisory template](#) (page 13) for help in submitting your event to the local newspaper.
- Place fliers and posters in your places of work, play, school and worship. View our [poster template](#) (page 14) to help you showcase your event.
- Send invites to your friends and family or get creative with free online tools.
- Take advantage of social media and share what you are doing to get others excited. View our [social media tips](#) for ideas (page 11).

7 Double Your Donation

- Reach out to a local business or others who may want to sponsor your fundraising efforts or match your contributions to double the impact.
- Your employer may have a matching gift program. Usually a paper or online form needs to be completed; check with your HR department. You can designate Be The Match for matching gifts using our headquarters address below. [Contact us](#) if you need our tax ID number or any other information.

8 Track Contributions

- Use our [Community Fundraiser Tracking Form](#) (page 17) to follow progress towards your goal.
- Make sure you follow our [fundraising guidelines](#) (page 15) so you and your contributors can receive proper acknowledgments and tax receipts.

9 Share Your Success

- Thank each of your contributors, volunteers and sponsors.
- [Share](#) photos and the story of your fundraiser with Be The Match. We may highlight stories on our Web site and blog!
- Share your results on social media to let your supporters and your friends know the impact they made.

10 Submit your Contributions to Be The Match

- Submit your donation with a [Community Fundraiser Donation Submission Form](#) (page 17).

Checks can be made payable to Be The Match.

Mail to:

Be The Match®
Attn: Community Fundraising
3001 Broadway Street N.E., Suite 601,
Minneapolis, MN 55413

Thank you acknowledgments from Be The Match will be sent once we receive donations.

Fundraising Ideas

Ideas for Everyone



Commemorate – Celebrate your birthday or anniversary by requesting donations to Be The Match in lieu of gifts.



Benefit Concert or Comedy Show – Do you know a venue that would donate their space? How about some local bands or music groups willing to give of their time and put on a show? Donate the proceeds!



Team Be The Match – Check out our peer-to-peer online fundraising program [Team Be The Match](#) (page 8). Connect with your local representative and start fundraising today!



Firetruck Pull – Join up with your local fire department. Form teams of friends, families, coworkers that pay for a chance to “pull the truck”! Email communityfundraising@nmdp.org for more information.



Bake Sale – Encourage everyone to bake their favorite treat and then sell, sell, sell. This one works well where there are a lot of (potentially hungry) people in one spot.



Silent Auction – Obtain contributed items from local businesses or artisans and auction them off to the highest bidder. Be sure to follow the [fundraising guidelines](#) (page 15) and submit contributions with our silent auction tracking sheet.



Spa Day Event – Engage a local spa/salon—stylists can volunteer their time and space for a day of beauty for a great cause!



Restaurant Night – Check with local restaurants. Many of them already have programs in place that allow you to raise funds for the cause of your choice. Each restaurant will have specific rules so be sure to inquire.



Bounce Bash at Trampoline Park – Do you have a trampoline park in your area? See if they have fundraising programs – similar to a walk-a-thon, friends jump to raise money!



Professional and Amateur Sports Partnerships – Check with your local sports teams—often they will allow you and your friends to volunteer your time in the concession stands for a portion of the profit.



Swab Party – Invite your friends to a swab party! Ask each person to make a contribution at whatever level they are comfortable. Make sure to involve those who can't join the registry for whatever reason – awareness building is important too! Email communityfundraising@nmdp.org for more information.



Zombie Run – entrants pay a fee to run X miles while being sporadically chased by “zombies” (participants dressed as zombies).

Community Groups and Schools



Support a Registry Drive Event – In conjunction with a local registry drive, collect commitments from a civic group based on number of new registrants. Offer an estimate of expected registrants and collect contributions based on actual new registry members!



Zumba-thon, Spin-a-thon, Bowl-a-thon, or other a-thons – Request pledges based on distance or time. Partner with a local gym or sports group. Promote fitness and fun while saving lives!



Game. Set. Be The Match – Team up with a local tennis group, school team or country club and hold a tennis tournament.



Loose Change Program – Set up loose change buckets and encourage kids to gather loose change for a great cause! The program is great for younger schoolchildren.



Give it up to help! – Encourage fellow students and teachers to give up a daily luxury for a certain amount of time. Example – give up coffee or soda once a week for a month, at \$5 week that is a \$20 contribution!



Recycle Program – Raise funds by recycling different products! Check out fundingfactory.com for more information.



Raise Funds with T-Shirts – Create custom Be The Match t-shirts with your team or event name. Visit the site: <http://goodthreads.com/clientstores/BeTheMatch.html> for more information.

Businesses



Cooking Competition with Colleagues – Each colleague is the cook for a day and is responsible for cooking for their coworkers. At the end of the week vote on best cook! Eaters pay to enjoy the food and funds go to Be The Match!



Brown Bag Lunch – Ask colleagues to bring their lunch and ask your local Be The Match representative to join you as a speaker. Collect donations similar to what they would normally pay for lunch and brainstorm other ways to raise money.

Official Be The Match Programs



Be Casual, Be The Match – Hold a casual day fundraiser at your place of work. You set the cost and length of time! Contact communityfundraising@nmdp.org and request a Be Casual, Be The Match workplace packet.



Pin Up Program – Order paper “pin ups” through Be The Match and ask a local business to sell them for \$1. Contributors can purchase a card, sign it and “pin it up” on the wall to show your support for Be The Match! Email communityfundraising@nmdp.org for more information.

Your idea!



Use these ideas as a jumping off point. Be creative and work with your local Be The Match representative. We are always looking for new, successful, fun ideas so if you have one please share. And if you raise funds on behalf of Be The Match – share your story and photos at communityfundraising@nmdp.org

Fundraising Success Stories

Here are a few examples of community fundraisers supporting Be The Match.



Touch the Truck Event was held in honor of three area patients who each needed a transplant. The event started as a small fundraiser championed by a committee of friends and neighbors. They reached out to their area fire department, tractor dealership, and the military asking if they could feature their vehicles. They also invited local car and monster truck clubs to get involved. For a donation families were allowed to sit in the driver's seat and take photos. The event also included a bake sale, hamburger dinner, silent auction and the local Roller Derby group skated for contributions. The event made over \$13,000.



Farmhouse Fraternity planned a **pancake breakfast** for their college campus. This fundraiser was held the evening prior to the campus registry drive creating excitement and increased attendance. The campus food services department donated all of the pancake mix, bacon and other items so there was no up-front cost. This simple event raised over \$900 and increased awareness about the marrow registry drive.



A Fire Truck Pull, in Florida, involved various community groups who each sponsored a fire truck team. Individuals and groups paid an entry fee to pull the truck and attendees paid a small fee to watch. The groups had a lot of fun coming up with team names, costumes and custom t-shirts. The event raised nearly \$10,000 and is a great example of a community coming together to have fun and support a meaningful cause.



A Michigan group planned a **Zumba Marrowthon** for the fitness crowd. Sponsors recruited seven instructors and asked them to bring twenty students each. This celebration of health and wellness also included raffle items, refreshments, and featured a recipient who shared their personal story in support of raising funds for the Be The Match mission.

We want to hear about your event!

Email communityfundraising@nmdp.org to share your success story.

Creating a Team Be The Match® Page

Creating a Team Be The Match Fundraising Page is fun and easy! Join a pre-existing team or start your own. In a few simple steps you can personalize your page with a photo and your story. Next, email the link to friends and family so they can visit your page and engage in your cause. You'll receive automatic updates each time someone donates and your team can track your progress online.

Once you've set a goal, encourage your friends and family to get involved and donate online. Be creative in spreading the word. Turn everyday activities into fundraising opportunities: marathons, school or club fundraisers, special occasions or company events.

We'll provide you with the online tools you need to achieve your goal. And you can feel good knowing you are truly making a difference in the world. Make today the day you sign up to save a life!

Get started by connecting with a local Be The Match representative at communityfundrasing@nmdp.org.

The screenshot shows the 'TEAM BE THE MATCH' website interface for creating a fundraising page. At the top, a navigation bar includes 'About', 'FAQs', 'Fundraising Resources', and 'Participant Center'. A central banner displays 'THE PROGRESS ON TEAM BE THE MATCH' with three statistics: '\$2,444,825 Raised', '15,793 Contributors', and '24,448 New Donors Can Be Added to the Registry'. To the right, a 'sign in' button is visible. Below the banner, there are two main sections: 'Connect Patients with Donors Today' featuring a photo of a donor (Erica) and a recipient (Luke), and 'Search for a Team Be The Match Page' with a 'search now' button. At the bottom, there are two form fields: 'What do you want to call your Team Be The Match page?' and 'How Much Do You Hope to Raise?' with a 'get started' button. The footer contains contact information and copyright details.



For people with life-threatening blood cancers like leukemia and lymphoma or other diseases, a cure exists. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood transplant. An ordinary person could be someone's cure as a member of the Be The Match Registry, financial contributor or volunteer. Patients and their families can turn to Be The Match for one-on-one support, education, and guidance before, during and after transplant.

The Need

- Every year, more than 12,000 patients in the U.S. are diagnosed with blood cancers like leukemia for which a marrow transplant from an unrelated donor may be their best or only hope of a cure.
- Most patients (about 70 percent) do not have a matching donor in their family. They depend on Be The Match to find an unrelated donor and receive the transplant they need.

Be The Match raises funds to support three key areas:

Grow the Be The Match Registry.

- Be The Match relies on financial contributions. Every \$100 raised helps add a potential donor to the registry. Be The Match Registry is the most diverse listing of volunteer marrow donors in the world. Yet, with more than 10.5 million on the national registry, finding a matching donor who is willing and available to donate can be a challenge for some patients. We need more people to step forward and join.

Provides financial grants to patients who need help with uninsured treatment costs.

- While a marrow transplant can be a life-saving treatment, it takes a financial toll on a family. Often there is the temporary loss of at least one income. And even with insurance, not all costs are covered.
- For some, insurance will not cover the cost to search for a donor. Others need help with prescription co-pays (many patients take 20 or more medications per day), transportation to and from the transplant hospital (often in another state), and temporary lodging. Even with good insurance, many families experience a gap as high as \$10,000.

Fund transplant research to help more patients live longer, healthier lives.

- Because of research, a growing number of diseases can now be treated with a marrow transplant. Advances continue to improve the timing of transplant and refine the science of matching marrow donors and patients. Scientific discoveries are making transplant available to more patients—with better outcomes—than ever before. But there is work to be done.

To learn more about Be The Match and other ways you can support patients in need, go to: www.bethematch.org.

Patient Stories



“I used to feel sick all the time,” says 13-year-old **Paizley**, who was born with severe sickle cell anemia. “I had to use a wheelchair, and just wished I could run, skate, dance and do stuff other kids my age did.” Chemotherapy helped, but it wasn’t a cure. Doctors said Paizley would need a transplant but, African Americans and Blacks comprise only seven percent of the Be The Match Registry, so her mother was worried that a donor would not be found in time. But a donor was found and, today, Paizley is wheelchair-free. “Now,” she grins, “I will be able to make my hopes and dreams come true.”



Henry, is a very special 4-year-old alive today because of a caring donor. Just before his first birthday, he was diagnosed with a rare genetic disorder that, among other things, caused severe immune dysfunction. Once he started attending daycare, Henry came down with one illness after another. His only real hope was a marrow transplant to repair his weak immune system, but he had no matching donor in his family. Today he’s happy, healthy and thriving. “Henry’s marrow donor, his doctors and nurses and Be The Match are why Henry is alive and well today,” says Henry’s mom.



Very soon after **Ranulfo** felt sick, his doctors diagnosed him with leukemia and told him he would need a marrow transplant. “At first it was very difficult news,” he said. “No one in my family was a match for me.” Runulfo’s doctors turned to the Be The Match and, thanks to generous parents who donated their baby’s cord blood unit, a match was found. “On the day of the transplant, I was just so grateful for this chance. I wanted to raise my family and my younger boy was only 3 years old.” Today that boy is 10, and his brother is 16-years-old. “I will live to see my children fulfill their dreams.”



“I was 27-years-old in 2005 and had always been healthy,” **Thuy** says. “Then I felt extreme exhaustion for about a month. I thought it was because I was planning my wedding.” After her honeymoon, she went to urgent care, was diagnosed with aplastic anemia and told she would need a marrow or umbilical cord blood transplant to live. “My family was very confused about how it got so serious so fast,” she recalls. Thanks to a willing donor, Thuy got the transplant that changed the course of her life. Today she is a happy and healthy mom.

Social Media Tips

First send out emails to your friends and family encouraging them to join your efforts and contribute! *Hint* send multiple emails...often times people want to give, but lose the email or forget so a reminder email is a great thing! Then promote your event through social media. In addition, add pictures and share your personal story explaining WHY you are passionate about raising funds for Be The Match!

Facebook

- Post information about your fundraiser on your Facebook profile. Be sure to include details so your friends can get involved.
- Like the [Be The Match Facebook](#) page
- Use a Be The Match cover photo and profile image for your personal Facebook page
- Share posts from the Be The Match page on your personal Facebook page.
- Create an 'event' on Facebook and invite your friends.

Blog

- Visit the [Be The Match Blog](#) and share our stories with your social networks

Twitter

- Follow Be The Match on [Twitter@BeTheMatch](#)
- Retweet Be The Match tweets
- Promote your event on your personal Twitter page using #hashtag #BeTheMatch

Pinterest

- Follow [Be The Match on Pinterest](#)
- Repin pins from the Be The Match to your boards
- Create your own board for your Be The Match fundraiser

Sample Posts

- Did you know that every four minutes someone is diagnosed with a blood cancer like leukemia or lymphoma? Often their only hope for a cure is a marrow transplant. I'm doing my part to help by raising funds for the Be The Match. Donate today and help me reach my goal!
- Be The Match connects blood cancer patients to the marrow match they need. Support me as I strive to raise \$XXX to help provide someone's CURE.
- I'm excited to host an event for Be The Match, and I could use YOUR help. Please support my efforts!
- I'm raising funds for Be The Match in honor of {insert personal story}. Support me today!
- I'm halfway there! Thanks to generous supporters, I've raised \$XXX towards my goal of \$XXX. Don't miss your chance to support my efforts. Donate Now!

Publicity Tips

Community fundraising events can benefit greatly from local promotion, especially if you have a personal connection to the organization you are supporting.

The following are some tips for contacting local media:

- Customize the [media advisory](#) template (page 13) provided below.
 - Visit Web sites for your local television and radio stations, newspapers and magazines, identifying sections that support community activities and/or events:
 - Begin with media outlets closest to your town, expanding toward larger outlets that feature regional activities.
- Who to contact:
 - TV: news desk, morning show producer, health reporter/producer
 - Radio: news director, general assistant reporter
 - Print: health or features reporter/editor, calendar editor (to alert for events)
 - Online: local bloggers and online publications
- Email information about your event to the media outlet and follow up by phone the next day:
 - Identify the reporter/editor's name when you call or in your email. Refer to them as Mr. or Ms.
 - Include "Story Idea" in email subject headline.
 - Provide a short but compelling explanation as to why you are contacting them.
 - Refer to the media advisory that you have pasted in the body of the email. If they show interest, they will ask you to provide more information and/or conduct an interview later.
 - Inform them that you will follow-up soon if you were unable to talk to them directly.
- Follow up within a few days or a week. Introduce yourself again, and explain that you emailed a story idea and would like to know if they are interested.

Media Advisory Template

Fill out the details in the following template and send it to our local paper for publication at least three weeks in advance of your event to be listed in your community event calendar.

FOR IMMEDIATE RELEASE:

Contact:

Date of Release:
Today's Date

Your name, title (if applicable)
Your phone number
Email address

*****MEDIA ADVISORY*****

HEADLINE OF YOUR EVENT IN ALL CAPS HERE

Who and What: *Example: Your name, or your organization's name, will hold (name of your event) to benefit Be The Match®. Every year, more than 12,000 patients are diagnosed with life-threatening diseases such as leukemia and lymphoma for which a marrow or cord blood transplant from an unrelated donor may be their best or only hope of a cure. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood transplant.*

List details of the event and any other noteworthy fact or attendees.

Where: *Example: Minneapolis Convention Center*

When: *Example: 5:00 p.m., Friday, April 26, 2013*


Why: *Example: Patients like (insert name if honoring a specific patient) depend on the Be The Match Registry® for a second chance at life. While many do find the life-saving match they need, more people are needed to help increase the likelihood that all patients will find the match they need. Every \$100 raised helps add another marrow transplant donor to the registry. Your contribution could be someone's cure. Join us for (name of event) as we raise funds and awareness in support of Be The Match.*

About Be The Match

For people with life-threatening blood cancers—like leukemia and lymphoma—or other diseases, a cure exists. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood transplant. People can contribute to the cure as a member of the Be The Match Registry®, financial contributor or volunteer. Be The Match provides patients and their families one-on-one support, education, and guidance before, during and after transplant. Be The Match is operated by the National Marrow Donor Program® (NMDP), a nonprofit organization that matches patients with donors, educates health care professionals and conducts research so more lives can be saved. To learn more about the cure, visit BeTheMatch.org or call 1 (800) MARROW-2.

Customizable Poster Template

[Click HERE to download this template](#)




Luke, marrow transplant recipient

As an infant Luke was diagnosed with myelodysplastic syndromes (MDS), a rare blood disorder, and needed a transplant to survive. Four years later his parents were heartbroken when they learned his little sister Molly had the same deadly disease. "Without generous donors on the Be The Match Registry our kids wouldn't be here today."

—Julie Williams,
Luke and Molly's mom

The cure for blood cancer is in the hands of ordinary people. SM



Because of You Thanks to everyday people like you, Be The Match® is able to connect patients with their donor match for a life-saving marrow or umbilical cord blood transplant. We count on our supporters to help us add new potential donors, improve treatments, and ease the financial burden for thousands of patients. Join our cause and help save a life.

Insert your event name here

Date: **Contact Info:**

Time:

Location: **Every \$100 raised helps add a member to the registry. Make a contribution today at:**

BE THE MATCH®
BeTheMatch.org

NP01211; APR 2013



Fundraising Guidelines

Be The Match is extremely grateful to individuals and organizations who generously raise funds to support our mission. Patients all over the world are benefiting from your efforts.

To ensure that fundraisers are of the highest quality and standards, Be The Match insists that organizers agree and adhere to the following guidelines.

Be The Match Name, Trademark and Promotions

- All fundraising is done on behalf of Be The Match. All messaging should be clear that your event is raising funds to benefit Be The Match, and is not an event organized by Be The Match. A suggested way of promoting your event is: “proceeds to benefit Be The Match.”
- You must have pre-approval to use the Be The Match name or logo on any promotional materials. Visit BeTheMatch.org/logo to request written approval before producing copyright materials or trademarked names and logos.
- Be The Match encourages spreading the word via your personal networks, including social media and free local media outlets.

Costs, Budgets, and Liability

- Fundraising activities and events where 100 percent of the proceeds are donated to Be The Match are usually easier to organize and manage. However, if that is not possible, please set a realistic budget. At minimum, we recommend 70 percent of all donations should go to Be The Match, with costs at 30 percent or lower.
- All costs—like renting space, catering, decoration, etc.—must be covered by the organizer.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.
- The organizer agrees to hold Be The Match harmless from all claims and liabilities in any way related to the event.
- If you are planning to conduct a raffle or other gaming event such as bingo, you are responsible for complying with any state or local gaming rules and any other applicable legal requirements or special conditions for raffles, drawings, games of chance, contests, sweepstakes, or similar activities.



Donation collection and acknowledgment

- The organizer must make sure all donations are accounted for and submitted to Be The Match, in a way that allows Be The Match to send an acknowledgment letter to each donor.
- Be The Match accepts donations by cash, check, money order or credit card.
- The easiest way to accept credit card donations is to set up a Team Be The Match Web site for your event.
- For security reasons, please redeem cash for a bank cashier's check, then submit that cashier's check to Be The Match, with a list of the names, addresses, and donation amounts for these donors.
- All checks and money orders must be made payable to Be The Match.
- Be The Match will automatically send an acknowledgment letter for all donations received by check or credit card, because the donor's contact information is included. For cash or money order donations, be sure to provide each donor's name, address, and amount of donation, so we can send an acknowledgment.
- As the organizer, please remember to thank everyone who helped make your event a success—the donors, the volunteers, the venue, and sponsors.

Community Fundraiser Donation Tracking Form



Contribution Tracking Sheet: **Community Events**

FIRST NAME	LAST NAME	ADDRESS	CITY	STATE	ZIP	EMAIL	CONTRIBUTION AMOUNT	CASH/CHECK (check one)	

Community Fundraiser Donation Submission Form

If you raise funds separate from a Team Be The Match® page, use the form below to submit them to Be The Match. Your local Be The Match representative can assist you.

Thank you for raising funds on behalf of Be The Match. Through your contribution and efforts, you have given more patients a chance at life. Please complete this form and submit along with your contributions and tracking form within 30 days of your event to:

Be The Match®, Attn: Community Fundraising
3001 Broadway St. N.E., Suite 601, Minneapolis, MN 55413
Phone: (612)460-4228 • Fax: (612) 884-8238
Email: communityfundraising@nmdp.org

COMMUNITY VOLUNTEER INFORMATION

Group/Business/School Name: _____

Volunteer Name(s): _____

Address: _____

City, State, Zip Code: _____

Phone: _____

Email Address: _____

Be The Match Representative Name: _____

EVENT INFORMATION

Description of Fundraising Activity (Please attach an additional sheet if necessary)

FUNDS ATTACHED

Cash/Check/Money Order Donations (tracking form attached): \$ _____

Credit Card Contributions (CC forms attached): \$ _____

Total Amount Raised: \$ _____

Check here if you are willing to be contacted to share stories about your event.