

BE THE MATCH®
ONCAMPUS

Student Guidebook 2016-17 •



WELCOME

Dear Student Leaders,

Congratulations on establishing a Be The Match On Campus® group at your college or university. You can help find someone's cure through your group's work on campus.

Your inspiration and dedication have a local, national and global impact on patients who need a marrow transplant to survive. Each campus activity your group leads can:

RAISE AWARENESS

- Every 3 minutes, someone is diagnosed with a blood cancer like leukemia.
- Patients of diverse ethnic ancestry are less likely to find a marrow match compared to Caucasian patients.

IMPROVE THE CHANCE FOR A CURE

For more than 14,000 patients a year whose best or only hope for life is a transplant from someone outside their family by:

- Educating and recruiting committed donors for the Be The Match Registry®.
- Increasing funds so more patients can get a life-saving marrow transplant.

DEVELOP YOUR SKILL SET

- Gain valuable leadership experience.
- Enhance your resume while doing meaningful and impactful work.

We're so grateful you're choosing to invest your time and talents with Be The Match®! We're excited to offer this guidebook as one resource to help you lead this social movement on your campus.

On behalf of patients everywhere, thank you!

Sincerely,

Elizabeth Jordan Truby

National Collegiate Programs Manager



TABLE OF CONTENTS

1 | THE BASICS

- 1 | About this guidebook
- 1 | About Be The Match
- 1 | Why patients need YOU and your fellow students
- 2 | What's involved in running a campus group?
- 2 | How Be The Match supports you

3 | SETTING UP A GROUP

- 3 | How do I start or continue to run a group?
- 4 | What do new group members need to do?

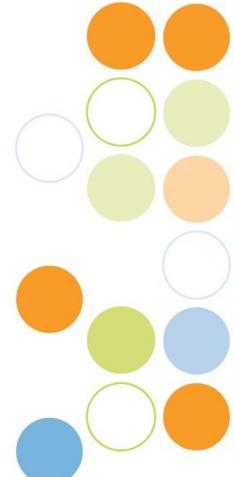
5 | OPERATING AS A GROUP

- 5 | How do we operate as a group?
- 5 | Setting and reaching your goals?
- 6 | End of year



7 | EVENTS & PROMOTION

- 7 | What is the fundraising event process?
- 8 | How do I plan a great event?
- 9 | What promotional tools are available?
- 10 | BTMOC national events
- 13 | Additional event ideas



THE BASICS

About this guidebook

This guidebook is designed for students who want to start a Be The Match On Campus (BTMOC) group or strengthen an existing one. It gives practical suggestions and information needed for leading your group, but it is only a guide. Every college is different and every group is comprised of unique individuals. So, tap into the passion of your group, find your unifying vision and set your own goals. No other group is like you. Have fun and make it your own!

About Be The Match

Be The Match is the world's leading nonprofit organization focused on delivering blood cancer cures through marrow and cord blood transplantation. With groups at colleges and universities throughout the United States, Be The Match On Campus is more than a student-run organization; it is a social movement to expand the reach of our life-saving mission. Your perspective and influence as college students is vital to raising awareness about our cause and saving patient lives.

Why patients need YOU and your fellow students

Marrow transplant doctors request young donors over 95% of the time for their patients. Young donors provide patients with the greatest rate of transplant success.

We have two problems:

COMMITMENT: Many who sign up on the Be The Match Registry don't follow through when called to donate. This is more serious than many realize.

- Every minute can matter to a patient who needs a cure. It can cost a life when we have to find another donor. Also, the cost of losing a donor takes finances that could be used to help more patients.
- While young donors cells are medically best for patients, younger donors are the least likely to be committed to saving a life if called as a match.

DIVERSITY: There is not enough diversity among registry members.

- Racial and ethnically diverse patients are LESS likely to find a marrow match compared to Caucasian patients.
- The good news is that 18- to 25-year-olds provide more racial and ethnic diversity than any other group in history.

What's involved in running a campus group?

Your team will determine how to educate and attract committed donors. In order to do that, you will be undertaking and learning about:

- Teambuilding
- Goal setting
- Business strategy & planning
- Awareness building
- Communication
- Collaboration
- Event planning
- Fundraising
- Marketing
- Organizational skills
- Outreach and persuasion
- Partnership building
- Training and education
- Recruitment

All of your efforts will give you practice developing these skills and help you become a strong leader to champion Be The Match's mission. These activities will bring you valuable experience to highlight on your resume, and we believe will bring you a deep sense of satisfaction and purpose.

How Be The Match supports you

Be The Match Representative: Your local representative is your expert go-to person and greatest supporter. He or she will train you, guide you and cheer you on. Invite your representative to your group meetings and remember they are here to support you, coach you and help you reach your goals.

Website and Group Pages: The Be The Match On Campus website is your go-to resource for many of the materials you'll need to run and promote your group. Your group will also have its own page that you can manage and use to educate your campus, recruit group members, advertise events and raise funds.

Be The Match On Campus Facebook Page: This is a way to connect with other groups around the country so you can share successes and challenges, ask questions and help each other out. Join us today!





SETTING UP A GROUP

How do I start or continue to run a group?

NEW Group

To establish a new group, use the online [New Group Notification](#) form found on BeTheMatchOnCampus.org/Resources.

How do I find more group members? Building a strong team and clearly defining each member's role is critical to your group's success. Think about who might be a natural fit for your group and where you might find them.

Suggestions on where to find members:

- Students from health-related, service or social justice oriented, or faith-based student groups.
- Students from a range of academic majors make a natural fit to work with your group. How could your group benefit from the skills/perspective of students in social sciences, communication, education, marketing/advertising, business administration, etc.?
- Who have you met at other events that you could tap into now?
- Get permission to attend the student welcome fair where you can meet potential group members.
- Go to your Career Center, Service Learning Department or Volunteer Center and ask them for ideas.
- Try the Residence Life, Student Leadership or Student Government areas.
- Reach out to sororities or fraternities. Some are already philanthropic partners with Be The Match.

- Does your college or university have a website for students looking for volunteer opportunities?
- What other groups are you involved with? Anyone in those groups may be interested in Be The Match On Campus.
- Try “dorm storming” as another way to recruit group members.
- Give presentations about Be The Match and your group. Share highlights and donor-recipient meeting videos.

What do new group members need to do?

As a student volunteer on your campus, you represent Be The Match and the patients we serve. **Your role is vital** to increasing the number of individuals on the Registry and offering more patients a second chance. To start the process to be an official student volunteer you will work with your Be The Match representative.



OPERATING AS A GROUP

How do we operate as a group?

COMMUNICATE AS A TEAM

Developing strong communication skills will help you operate more effectively as a team. Having group meetings will help you build momentum and success.

SET YOUR GOALS

As a group, determine your common purpose and set your registry and fundraising goals for the upcoming year. Participation and agreement in the goal setting process is important to ensure that group members will stay engaged. Set meaningful goals that are realistic, yet challenging.

Recruitment goal: Remember, one committed donor is better than ten uncommitted donors. Quality over quantity.

Fundraising goal: Fundraising is a chance to increase awareness and support for the Be The Match cause. Think about what kind of fun events you could plan that would appeal to your campus. And think about off campus – maybe an email blitz to friends and family to tell them what you are doing and directing them to your group page. Or reaching out to local business for sponsorships or grants.

Things to think about:

1. How many group members do you have?
2. What are your members' strengths, skills and contacts that can be utilized?
3. How many volunteers can you find to help with events?
4. How many events/activities does your group want to organize this year?
5. How many hours can your group commit to volunteering?

PLANNING TO REACH YOUR GOALS

Now that your group has set goals, work together to create a plan for success.

Questions to consider when planning:

- How can we break down our goals into manageable increments?
- What activities, month by month, will get us there?
- How can we get volunteers to help us? Have we thought about sororities and fraternities, residence halls, ROTC, Multicultural Affairs, and the Athletic Department?
- Do we need funds to carry out our plans?
- What can we do to build awareness and educate students?
- How do we want to raise funds?
- When would we like to hold events?
- Should we combine a drive and fundraising into one event, or do them separately?
- Who will be accountable for each of the tasks involved with an event?

Recommendations from past groups:

- **Showcasing the partnerships you already have** is a great third-party endorsement. It often convinces other groups to partner with you, too.
- **Be aware of other student organizations** and identify who will be your ally. Identify your competitors. Understand your landscape and determine where you fit in on campus.

Evaluate your plan as the year progresses. When you are half way through the year, are you half way to your fundraising, recruitment and volunteer goals? If you need to make adjustments, what might you do differently the second half of the year to meet your goals?

END OF YEAR

Important end of year activities:

- Plan a party to celebrate your successes and thank your volunteers!
- Set your welcome-back meeting date for the beginning of next school year. Share with returning members so all can mark their calendars.
- If you are graduating and have 20 volunteer hours or more, ask your rep to order a graduation cord for you and wear it with pride!
- Turn in your reusable marketing materials to your Be The Match representative:
 - ✓ 8-foot banner
 - ✓ Banner stand and case
 - ✓ Acrylic frames (2)
 - ✓ Roller bag
 - ✓ Directional signs (4)
 - ✓ Station signs

REPORTS AND RECORDS

Record keeping is an important part of your group's work – it will help eliminate miscommunication and confusion, while ensuring you stay on track to meet your goals.

- **Financial Records:** Be sure there are financial records kept throughout the year.
- **Contributions:** Ensure that all funds and [Contribution Forms](#) are **sent in by June 30**.

OVER THE SUMMER

Think about what you can do to strengthen your group over the summer.

- Are you going to hold any events?
- Refresh your social media posts with inviting messages.
- Share stories from BeTheMatch.org, Registry News and other sources.
- Remember, all family and friends can be supporters and contributors.



EVENTS & PROMOTION

What is the fundraising event process?

Check in with the Be The Match Foundation. Email us at BeTheMatchOnCampus@nmdp.org. Let us know your event idea, date and if there will be expenses. We can support you with the planning process, create a registration website if necessary and advise you how to handle money and expenses throughout the process.

Note: if you are a small group and are unsure about an event, reach out and we can walk you through more individualized fundraising efforts – there are opportunities for every size group.

Ensure you promptly send the [Contribution Form](#) with the funds you raise after each fundraising event to:

Be The Match Foundation
Attn: Community Fundraising
500 N 5th St.
Minneapolis, MN 55401-1206

The Contribution Form will ensure your group will get credit for the funds raised.

Watch the thermometer go up on your group web page! As the foundation receives the funds you raise they will enter those gifts onto your page so your total is accurate and you can track your progress to goal.

How do I plan a great event?

EVENT CHECKLIST

- **Organize a committee:** No matter how small or large the event is, best not to do all the work on your own.
- **Determine timeline and logistics:** Pick an event date and confirm a venue. From there, plan your deadlines for tasks that need to be completed and include planning time.
- **Create a marketing plan and budget:** Write up notes on how you plan to let people know about your event. You'll also need a simple budget to list all potential revenue sources in one column (tickets, sponsors, etc.) and all potential expenses in another column (venue, prizes, printing costs, etc.). Try to get as much as possible donated so the most money goes to help patients. Check in with Be The Match Foundation – we can help with all of this!
- **Assign tasks and meet regularly with your committee:**

Sample tasks:

Marketing: Develop materials to publicize the event, use social media and create a plan to invite organizations and groups.

Logistics and Volunteers: Assign volunteers to tasks you'll need done on the day of the event. Activities such as registration, set up, take down, etc.

Sponsorship: Create a plan to ask local organizations and businesses for cash sponsorships or in-kind donations of items you need for the event.

Have fun: Events are a great way to spread awareness about Be The Match and raise funds at the same time. Take time to enjoy the experience.

Thank your supporters: This can be through written notes, an email, a social media post or a phone call to let sponsors and supporters know how their help made an impact on the event.

What promotional tools are available?

Card Template: You can use the Be The Match On Campus card template to make name tags for your volunteers, explain your campus cause, attach to bakery goods or other items you sell or make business cards with them.

Resource Webpage: On the Be The Match On Campus website there is a “Resources” tab where you will find promotional materials, documents, etc. for running your group.

Group Webpage: Your group has its own custom-built webpage which is part of BeTheMatchOnCampus.org. This is your unique landing page for making announcements, fundraising, providing facts, promoting drives and getting the word out. Maximize this tool by refreshing it regularly and referring to it on social media.

Social Media: Leverage Snapchat, Vine, Facebook, Twitter, Instagram, etc. to get the word out. Give everyone the opportunity to be the cure by fundraising, volunteering and joining the Be The Match Registry as a committed potential marrow donor.

Be The Match media to utilize:

- Stories and content from the Be The Match Blog (www.BethematchBlog.org)
- Social sharing images on BeTheMatch.org
- Messaging and images from the Be The Match Facebook, Twitter, Pinterest and Instagram pages:
 - Facebook.com/Bethematch
 - Twitter.com/Bethematch
 - Pinterest.com/Bethematch
 - Instagram.com/Bethematch
- Videos from the Be The Match YouTube channel www.YouTube.com/Bethematch

Questions? Email BeTheMatchOnCampus@nmdp.org

SOCIAL MEDIA TIPS:

- **Be Proactive.** Get a head start on promoting your event at least a month in advance.
- **Be Consistent.** Post frequently to each social platform to create awareness and remind people.
- **Be Friendly.** Share on your personal social channels.
- **Be Fun.** Show off your activities and past events!
- **Be Visual.** Use images/videos from previous year to give people an idea of what to expect.
- **Be Resourceful.** Use all social channels- Snapchat, Instagram, Twitter, Facebook and Pinterest to cross promote.

BTMOC NATIONAL EVENTS

WORLD MARROW DONOR DAY:

September



World Marrow Donor Day celebrates the altruistic heroes in marrow transplant – the donors and members of the world's registries who are waiting to donate. Over 50 countries participate, each choosing what activities they will do to honor these people and raise awareness about being a stem cell donor and the impact of blood stem cell transplantation. Work with your rep to create an event on your campus for this exciting day!

CHEEK WEEK

October

We all know it's tough to stand out on campus. Every group or organization is vying for students' attention. Let's take a bold step to break away from the pack. It is a way to engage your campus so help save lives by growing the Be The Match Registry.

Put together your action plan!

Map out your plan for the fall campaign. Activities during this time:

- Mobilize your group and volunteers; hold a kick-off meeting
- Pick a Cheek Week rally date during the October.
- Select a location for your rally
- Get permission to post fliers and posters around campus
- Find sponsors
- Figure out rally logistics (room, details, etc...)
- Work with your rep to schedule an event – can include a registry drive or fundraiser!

Spread the word! Create buzz and excitement!

Promote the campaign and your activities:

- On campus
- On social media
- Online
- With news media

All students participating in the campaign will have access to a variety of electronic promotional tools. Additionally, all groups will receive a mailed kit of promotional items to help them conduct a successful campaign and rally.

- Campaign posters and fliers
- Press release template
- Social media ideas and messages
 - ✓ Social sharing images
 - ✓ Photography notice
 - ✓ Be The Match "At A Glance" statistics and other information

NATIONAL
EVENTS

SEP

World Marrow
Donor Day

OCT

Cheek Week.

NOV/DEC

Holiday
Campaign

JAN

Martin Luther
King Jr. Day

FEB

Black History
Month

APRIL

Volunteer
Appreciation
Week

JULY

African
American Bone
Marrow
Awareness
Month

HOLIDAY CAMPAIGN:

November & December

Be The Match promotes an annual holiday giving campaign with the theme: Give the gift of life. Consider how your group can use the theme to enhance your efforts during the holiday season. It can be as simple as an email blitz from all your members sharing your group web page with friends and family, asking them to give.



MARTIN LUTHER KING, JR. DAY:

January

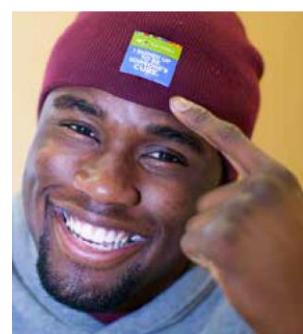
Be The Match celebrates Martin Luther King, Jr. Day by highlighting the need for service through saving a life. Check out our website and blogs and pick up on the themes for your publicity.

BLACK HISTORY MONTH:

February

Be The Match often does a campaign around Black History Month. Particularly if you didn't tie in to Martin Luther King Day in January, use statistics and themes from the national campaign.

Consider heightening awareness by having group presence at any events or classes focusing on Black History Month. Tell students about the urgent need for committed African American registry members.



TIP: Sickle cell anemia is all too prevalent among African Americans, and a marrow transplant is the only known cure. You could research the topic and present in a class during this month or Black History Month in February. It's vital for young, committed black students to join the registry so more lives can be saved.

VOLUNTEER APPRECIATION WEEK:

April

This week is all about inspiring, recognizing and encouraging people to seek out imaginative ways to engage their communities. Everyone deserves to be recognized for their hard work. Recognize those who have helped you! Feature them at an event. Give an award to the volunteer who has logged the greatest number of hours. Get creative and let people know you appreciate what they've done and inspire others to volunteer in the future.

AFRICAN AMERICAN BONE MARROW AWARENESS MONTH:

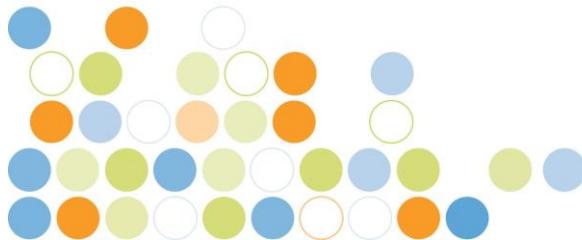
July

The U.S. Congress has named July as African American Bone Marrow Awareness Month. Consider what your group can do on your social media sites to get the word out. There is an urgent need for committed African Americans to join the registry.

To support you, we will provide social media messages and images. Using branded communications helps to unify your group with others in the organization on. Use your own creativity to build on that support.



TOOL: Use one or two compelling statistics for your audience. For instance, “Patients are most likely to match donors who share their ethnicity, but African Americans comprise only 7% of the Be The Match Registry. And only 66% of African Americans have a matching donor on the registry—the lowest percentage of any population. It’s urgent for young African Americans to join the registry and stay committed to being someone’s cure.” Share these statistics on social media.



Additional Event Ideas

Recruit volunteers, make partnerships and reach out to advocates to help with your events. Here are some examples of events you may want to include on your plan. Or check out the Community Fundraising Toolkit for other ideas. Find it on the BeTheMatchOnCampus.org/Resources page.

LETTER WRITING KIT: Plan a letter-writing party. This is a simple way for your group to raise several hundred to more than a thousand dollars. Organize a night for members to get together – maybe even chip in to order pizza or ask everyone to bring a snack to share. Get a complete kit from Be The Match. The kit has pre-written letters, contribution forms, envelopes and stamps. All you have to bring is addresses and pens! This is a great opportunity to share with family and friends how you are involved in a live-saving mission.

PIN UP CAMPAIGN: Partner with a local business to sell \$1 pin up cards for a defined amount of time. Get a complete kit from Be The Match that includes instructions, pin up cards (with bar codes), posters, stickers for employees and everything you need to have a successful campaign. You could also do a pin up campaign on campus in conjunction with a drive or another event. Ask people for contributions of \$1 or more, they sign their name to a card, and you create a “Wall of Hope” on campus or to give to a local hospital to show support.

ATHLETIC TOURNAMENT: Hold a bracket style tournament for any event from softball or dodgeball to thumb-wrestling to tug-o-war. Many groups have partnered with other on campus groups and students had a blast at these events. Raise funds through registration fees and team fundraising. You can have an athletic winner and a fundraising winner.

FUN RUN: This gives campus groups the opportunity to create a fun, local event on or near campus. You can raise a good amount of funds through registration fees and small sponsorships. You can customize it to work for your school with a 1k, 5k or a theme. Think about adding a costume contest night, glow run, or honoring a recipient or donors. Contact the Be The Match Foundation at BeTheMatchOnCampus@nmdp.org for help with a registration site.

ATHLETIC EVENT: Use your online fundraising page as a way to get active and raise money while doing so. You can bike, walk, run, spin, skateboard or whatever your heart desires; you can do this on your own or form a team! Set up an online fundraising page (under your campus page) to collect contributions as you pursue your athletic goals. Already signed up for a 5k, triathlon, marathon or other event? Create a page under your campus page, promote your efforts and raise funds while you train.

TRIVIA NIGHT: Do you have any bars or restaurants near campus that hold trivia nights? See if they will partner with you for a Be The Match On Campus trivia night, with a percentage of the proceeds donated. Promote it to be sure it's well attended. Or, start your own trivia night. Partner with a Greek house or reserve a space on campus that allows pizza and soda and invite people to pay to join the “game night.”

GIFT WRAPPING: Set up a station on campus around a holiday or partner with a local store to wrap gifts and collect tips for your group. This is an easy fundraiser to set up and manage.

CAR WASH: Approach a car wash near campus to find out if they have fundraising opportunities. Sometimes a car wash will let you use their facilities for a portion of the day's proceeds. Or ask to use a church or another parking lot near campus in a high-traffic area with a good water source. Make signs, buy soap and have some fun!

PENNY WAR: A penny war is an easy fundraiser that doesn't take up a lot of time but shows the campus you're a fundraising group. You could ask different dorms or Greek houses to place buckets around their common areas and compete to win. Then plan how you want to celebrate the winning group.

VALENTINE'S DAY: Consider having a Valentine fundraiser. Team up with a flower shop to sell flowers in advance and deliver them on Valentine's Day. Or, team up with a bakery or candy shop.

ONLINE REGISTRY DRIVE: It's easy to join the registry using your phone. Ask us to set up a promo code that you can share with friends and family via your group website and social media. This can be done best during bad weather, school break times or to enhance your live event to get people who couldn't make it or needed more time to decide to join.

TIP: With any event, be sure to update your webpage to highlight your successes and increase your social media activity to generate interest and recognize everyone involved.

Thank you!

We at Be The Match want you to know how deeply appreciative we are for all the work you've done to save lives. Thank you, on behalf of all patients, everywhere.

YOU are the cure.

