



## WELCOME

Dear Student Leaders,

Congratulations on establishing a Be The Match On Campus® group at your college or university. Together, your efforts have a local, national and global impact on patients who need a marrow transplant to survive.

Each campus activity your group leads has the potential to raise awareness, improve the chance for a cure and develop your professional skill set. Your work is vital to the Be The Match mission, and we ask for your commitment to the following goals:

- **Educate and recruit committed donors for the Be The Match Registry®**
- **Raise funds so that more patients are able to afford a life-saving marrow transplant**
- **Increase awareness of Be The Match and its mission**

We are so grateful you've chosen to invest your time and talents with Be The Match! Please use this guidebook as one resource to help you lead a social movement on your campus.

On behalf of patients everywhere, thank you!

Sincerely,

*Elizabeth Jordan Truby*

National Collegiate Programs Manager

## TABLE OF CONTENTS

### 4 | THE BASICS

- 4 | About this guidebook
- 4 | About Be The Match
- 4 | Why patients need you and Be The Match On Campus
- 5 | What's involved in running a campus group?
- 6 | How Be The Match supports you

### 6 | SETTING UP A GROUP

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

### 7 | OPERATING AS A GROUP

- 7 | How to operate as a group
- 8 | Setting up and reaching your goals
- 9 | End of year
- 10 | Over the summer

### 10 | EVENTS & PROMOTION

- 10 | Fundraising event process
- 11 | Planning a great event
- 11 | Promotional tools
- 12 | Be The Match On Campus national events
- 12 | 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/university is different and every group is comprised of unique individuals. Tap into the passion of your group, find a 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 a global leader in delivering cures for blood diseases through marrow and cord blood transplantation. We conduct research to improve transplant outcomes, provide support and resources for patients and partner with a global network.

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 Be The Match On Campus

Young donors are requested by physicians more than 95% of the time because they provide patients with the greatest rate of transplant success. Patients need you and your Be The Match On Campus group to raise awareness about the need for young donors.

In addition, Be The Match is seeking committed members that contribute to the ethnic diversity of the registry.

### **The importance of committed donors**

A large percentage of those 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 matters to a patient in need. It can cost a person's life if a donor is not available when called as a potential match.
- The cost of losing a donor requires finances that could be used to help more patients.
- While young donors' cells are medically best for patients, younger donors are the less likely to be committed to saving a life.

### **The importance of an ethnically diverse registry**

A patient's likelihood of having a matched, available donor on the Be The Match Registry ranges from 66 to 97 percent, depending on their ethnic background.

- Because tissue types are inherited, you are most likely to match someone of the same ethnic ancestry or background.
- Adding more members who further the ethnic diversity of the registry increases the tissue types available, helping more patients find the match they need.

### **You will: Raise awareness**

- Every 3 minutes, someone is diagnosed with a blood cancer like leukemia.
- 70 percent of patients do not have a fully matched donor in their family.
- Be The Match facilitates more marrow and cord blood transplants every year, including 6,200 transplants in 2016, for a total of 80,000 transplants since 1987.
- Every dollar we raise helps more patients afford transplant, adds potential donors to the registry and funds our life-saving research.

### **You will: Improve the chance for a cure**

- Every year, approximately 12,000 patients are diagnosed with life-threatening cancers—like leukemia and lymphoma—or other diseases for which a marrow transplant may be their best or only hope for a cure.
- Be The Match On Campus educates and recruits committed donors for the Be The Match Registry.
- Be The Match On Campus increases funds so that more patients may receive a life-saving marrow transplant.

## **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 work on:

- Team building
- Goal setting
- Awareness building
- Collaboration
- Event planning
- Fundraising
- Marketing
- Organizational skills
- Outreach and persuasion
- Partnership building
- Training and education
- Recruitment

All of your efforts will give you valuable practice developing these skills and help you become a strong leader to champion the Be The Match mission.

## How Be The Match supports you

### **BTMOC Representative**

Your local representative is your primary contact and greatest supporter. He or she will train you, guide you and cheer you on. Invite your representative to your group meetings and remember their purpose is to support, coach and help you reach your goals.

### **BTMOC 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 raise funds, educate your campus, recruit group members and advertise events.

### **BTMOC Facebook Page**

This is a great way to connect with other groups around the country to share successes and challenges, ask questions and help each other out. Join us today by clicking [here!](#)

# SETTING UP A GROUP

## How do I start or continue to run a group?

### **Establishing a new group**

To establish a new group, work with your local community engagement representative who will guide you through the process. If you don't know who your representative is, email [bethematchoncampus@nmdp.org](mailto:bethematchoncampus@nmdp.org) and we will connect you.

### **Building your team**

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.

#### **Tips on finding new members:**

- Connect with students from health-related, service, social justice, or faith-based student groups/majors.
- Think about how your group could benefit from the skills/perspectives of students in social sciences, communications, education, marketing/advertising, business administration, etc.
- Get permission to attend a student welcome fair and host a Be The Match On Campus table - here you can meet and recruit potential group members.
- Go to your career center, service learning department or volunteer center and ask them for tips on recruitment.
- Speak with students involved in residential life, student leadership or student government.

- Reach out to sororities and fraternities. Some are already philanthropic partners with Be The Match.
- Does your college or university have a website for students looking for volunteer opportunities?
- Give presentations about Be The Match and your group. Share highlights and donor-recipient 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 at life. In order to start the volunteer process, you will work with your Be The Match representative.

### Register as a volunteer

All group members need to create a volunteer profile with Hands On Connect, Be The Match's volunteer portal. Each month, you will be responsible for logging into Hands On Connect and entering the number of volunteer hours you've dedicated to the group. Remember, all planning activities, group meetings and events count toward this total! Click here: [2017-2018 Student Volunteer](#)

### Review online trainings

Before hosting a recruitment event, all group members are responsible for watching the [Be The Match Registry Drive Training for Volunteers video](#).

### Get your t-shirt and group materials

Your Be The Match representative will provide you and your group with t-shirts and the Be The Match On Campus marketing kit to ensure you are branded as a group and have the supplies necessary to hold successful events!

# 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. Hosting 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.

### Volunteer hour goal

An important measure of your success is in the time you spend working with your peers to raise awareness, recruit donors and fundraise for patients. Talk with your group about how much time you want to dedicate to this mission, and set a volunteer hour goal in which you can be proud!

### 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 Be The Match. Every group is expected to fundraise to further the mission of Be The Match. Your group might decide to plan engaging events on campus or send an email blitz (using your group's fundraising page) to friends and family. You may even reach out to local business for sponsorships or grants.

### Things to think about:

- How many group members do you have?
- What are your members' strengths, skills and contacts that can be utilized?
- How many volunteers can you find to help with events?
- How many events/activities does your group want to organize this year?
- What timing works best for your group – are there certain weeks/months or other campus events to consider when planning your fundraising?

## Planning to reach your goals

Once your group's goals are set, work together to create a plan for success.

### Questions to consider when planning:

- How can we break down our goals into manageable increments?
- What month-by-month activities 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?
- 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. Understand the academic landscape and determine where you fit in on campus.”

Re-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?

### 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.

#### Group Roster

Complete a [group roster form](#) and email it to [BeTheMatchOnCampus@nmdp.org](mailto:BeTheMatchOnCampus@nmdp.org). Roster updates throughout the year may be sent at any time.

#### Financial Records

Be sure there are financial records kept of all group spending throughout the year.

#### Contributions

As you raise funds throughout the year, send them to the foundation as soon as possible for the funds to be added to your group page. Ensure that all funds and Contribution Form are sent in by June 30.

## End of year

### Important end of year activities

- Plan a party to celebrate your successes and thank your volunteers!
- Establish who will lead the group into the next academic year.
- Set your welcome-back meeting date for the beginning of the next school year. Share with returning members so that 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)

## 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 & PROMOTIONS

## What is the fundraising event process?

**Check in with the Be The Match Foundation.** Email us at [BeTheMatchOnCampus@nmdp.org](mailto:BeTheMatchOnCampus@nmdp.org) Let us know your event idea, date and if there will be expenses. We can support you with the planning process, creating a registration website if necessary and advising you on 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: Be The Match On Campus  
500 N 5<sup>th</sup> St.  
Minneapolis, MN 55401-1206

The Contribution Form will ensure your group gets credit for 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.
- **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?

**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, Instagram, Facebook, Twitter, 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](#)
- Social sharing images on [BeTheMatch.org](#)
- Messaging and images from the Be The Match [Facebook](#), [Twitter](#), and [Instagram](#) pages
- Videos from the Be The Match [YouTube](#) channel

## BTMOC National Events

### World Marrow Donor Day

**September**

Be The Match and 100 organizations from 57 countries celebrate this day by thanking marrow donors as well as registry members who are ready to step up and donate to any patient if called. It is also a day to raise awareness about marrow donation – both the need for volunteer donors and the impact it has on patients. Go to the resources tab on [BeTheMatchOnCampus.org](#) for directions and details!



### Cheek Week

**Any time**

We are excited to share that Cheek Week is returning for the 2017-2018 school year, and we have put together new and improved resources to help you develop an engaging event on campus.

Hosting a Cheek Week event is a special opportunity for your campus group to rally together and share a unified message with your BTMOC peers nationwide. Go to the resources tab on [BeTheMatchOnCampus.org](#) for directions and details!

#cheekweek

## Additional Event Ideas

Recruit volunteers, form 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 all on the resources tab at [BeTheMatchOnCampus.org](#).

**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](mailto:BeTheMatchOnCampus@nmdp.org) for help with a registration site.

**INDIVIDUAL FUNDRAISING** 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.”

**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.

**ONLINE REGISTRY DRIVE:** It’s easy to join the registry using your phone or other digital device. We have set up a referral code for each Be The Match On Campus group that you can share with friends and family via your group website and social media. Online registration works well when you cannot host an in-person or live recruitment event due to bad weather or school break times. Make sure you share your group’s referral code at your live event to give people who couldn’t make it or needed more time to decide to join another option!

## Thank you!

At Be The Match, we 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.**