YOU have the power to CURE BLOOD CANCER
WELCOME!

Thank you for stepping up as a team captain! The majority of Be The Match Walk+Run participants are team members. And from our experience, teams raise more funds and have more fun!

Although there is no minimum requirement for fundraising for the Be The Match Walk+Run, we are counting on your help to raise funds. Once registered, you’ll have access to all the tools and tips you’ll need to make fundraising easy!

WHERE DOES THE MONEY GO?

Be The Match Foundation uses the funds raised to save lives in your community and nationwide by helping transplant patients receive the marrow transplant they need. See page 11 for details on what your dollar does.

- Funds raised through the Be The Match Walk+Run will help patients by:
  - Growing the Be The Match Registry
  - Helping patients with uninsured costs
  - Supporting transplant research

CAN I FUNDRAISE THROUGH FACEBOOK OR TWITTER?

Once you’ve registered for the Be The Match Walk+Run, you can use Facebook, Twitter or other social media to invite your friends to support you. Be sure to post regular updates as you make progress toward your fundraising goal and to publicly thank your supporters.

WHAT IF SOMEONE WANTS TO GIVE ME A CHECK?

If you want to bring in contributions the day of the event, please follow these steps (you can also mail checks prior to the event - instructions are on the Contribution Form):

- Have each contributor print and complete the Contribution Form.
- Have contributors make checks out to Be The Match Foundation.
- Have contributors write Be The Match Walk+Run and your name in the memo line of their check.
- Put your contributions and forms in an envelope that has your name and team printed on it. This step ensures you receive credit for the collected contributions.
- Turn in your contribution envelope to the information tent at the event.

CAN I SUBMIT A MATCHING GIFT FOR THIS EVENT?

Many contributions can be doubled if your organization has a Matching Gifts Program. Fill out your organization’s paperwork for matching gifts and submit the forms to:

Be The Match Foundation

c/o Be The Match Walk+Run Matching Gifts Program
500 N 5th St
Minneapolis, MN 55401
MatchingGifts@nmdp.org
MORE INFO

BETHEMATCH.ORG
BETHEMATCHWALKRUN.ORG

WHO DO I CONTACT IF I HAVE QUESTIONS?

Contact Kristi Lindstrom at kristi.lindstrom@nmdp.org or (763) 406-8764 for any questions regarding the following:

- Online registration
- Online contributions to your page
- Offline contributions to your page
- Password resets
- Personal page set up
- Name change
- Team changes (name changes or adding already registered participants)

For sponsorship inquiries contact Nicole Kersting at nicole.kersting@nmdp.org or (763) 406-4382.

For media information call (612) 817-6442.

For all other questions contact the Be The Match Foundation at (800) 507-5427 or BeTheMatchWalkRun@nmdp.org. We are available to answer questions weekdays between 8:30 a.m. and 4:30 p.m. CST.

EMERGENCY POSTINGS

Important last minute event details will be posted on the event city's homepage via www.BeTheMatchWalkRun.org
REGISTRATION

HOW TO START A TEAM

From the Be The Match Walk+Run web page, select your event city from the Location drop-down menu OR if you are at the event city page, you can select “Start A Team” under the Register menu. NOTE: If you want to reactivate a previous team, you must sign in.

JOIN OR FORM A TEAM

Returning users, log in first!
Note: To reactivate your team from last year, you must be signed in.

* Team Name:  

Fundraising Goal:  
$1,000.00  
Suggested Team Goal: $1,000.00

Team Company:  

- Choose an existing value  
- Enter a new company

Next Step

I would like to join an existing team  I would like to participate as an individual

Enter your User Name and Password from the previous year.
If the team that comes up is correct, click on Bring Back <TEAM NAME>.

Once registration is complete you can go into the Fundraising Center to customize your team URL by selecting Team Page from the top menu and then clicking the green URL settings link above the area where you can edit the text on your team page. Fill in the name you would like to put at the end of the URL and select Save. Then update the URL link in the email options below to match the URL you created.
WHAT'S THE DIFFERENCE BETWEEN A TEAM AND PERSONAL PAGE?

TEAM PAGES
Every team has one team page and each team member has his/her own personal page.

- The Team Captain is the person who forms and registers the team.
- The Team page is owned by the Team Captain.
- The Team Captain is the only person who owns a personal page and a team page.
- The team page reflects an overall fundraising goal; however, each team member can have a different fundraising goal on his/her personal page.
- ALL donations/gifts made on a team member’s personal page will show up on both his/her personal page and his/her team page. The team member’s donations/gifts will count toward the team’s overall fundraising goal.

**NOTE:** A donation/gift made directly to a team page will NOT appear on any personal page.

PERSONAL PAGES
Everyone who registers for a Be The Match Walk+Run event receives a personal fundraising page.

- Donations/gifts can be made to a personal page.
- The owner of the personal page sets the fundraising goal, personalizes the text with his/her story, adds a photo or a video, and creates a user-friendly URL (web address) to share with family and friends.
RECRUITMENT

GENERAL TEAM PROMOTION EMAIL

Please join me at the Be The Match Walk+Run <CITY> on <DATE>. If you can’t participate in the event, please consider volunteering or donating! From the <CITY> event page (www.bethematchwalkrun.org/<CITY>), choose Register, Give Now or Volunteer. You can also visit our team page directly to join or to make a donation to the <TEAM NAME> team: www.BeTheMatchFoundation.org/goto/<UNIQUE TEAM URL>

If you have time, please forward this email to your contacts and let them know about the Be The Match Walk+Run!

GETTING STARTED FUNDRAISING EMAIL

Thank you for joining the <TEAM NAME>! 100% of the event proceeds will add new marrow donors to the registry, help patients with uninsured costs and fund research. Together we can make a difference! Tips for getting started with your team fundraising:

1. Make a donation to yourself
2. Download a contact list to your Fundraising Center and send an email message to your contacts. An email using the email tool in the Fundraising Center will embed a link right to your team’s home page, along with your message.
3. Send personalized emails to friends and family and invite them to join your team.
4. Ask at least 4 people to donate $25. For every $100, a person can be added to the registry!

USE SOCIAL MEDIA

Use social media to follow/share event information and recruit folks to your team. Profile pictures, cover photos and Grab n’ Go posts are located at www.BeTheMatchWalkRun.org under Fundraise>Resources>Social Media

- Be The Match Events Facebook page (https://www.facebook.com/BeTheMatch/Events)
- Twitter (https://twitter.com/bethematch (#BTMWalkRun))
- Instagram (https://www.instagram.com/bethematch/)
- YouTube (https://www.youtube.com/user/bethematch)
ALL OF THE SUPPORT MATERIALS YOU MAY WANT ARE AVAILABLE FOR DOWNLOAD FROM THE BE THE MATCH WALK+RUN WEBSITE. UNDER THE “FUNDRAISING” MENU YOU CAN ACCESS VARIOUS FUNDRAISING TOOLS AND RESOURCES. BELOW ARE DESCRIPTIONS AND SAMPLES OF THESE TOOLS. IF YOU HAVE ANY TROUBLE ACCESSING THESE RESOURCES, REFER TO THE CONTACT INFORMATION ON PAGE 3.

**Contribution Form**
Your family and friends can donate directly on your personal page or they can complete this form and mail it in (or hand it in at the event).

**Email Campaign**
Find sample fundraising emails in your Fundraising Center. Emails sent from your Fundraising Center have a link back to your team or personal page, making it easy for your friends and family to donate. You can also track how many emails you’ve sent and see who has opened them, so you know who could use a friendly reminder!

**Fundraising Ideas**
Put some “fun” into fundraising! Check out these ideas to help get your creative juices flowing and help get you closer to your fundraising goal.

**Matching Gifts**
You may be able to double your impact. Search our easy online match finder tool to see if your employer is listed - they may match your gift! Don’t see your company? Ask them about a matching gift program.

**Registration Guide**
Need help signing up for the event or trying to help another person join your team? This guide will take you step-by-step through the process.

**Fundraising Center**
This is your fundraising hub. Customize your personal page with a photo and story. Then, share your page with everyone you know. People who personalize their pages raise more money.

**Social Media Ideas**
Get the word out that you are taking steps to save lives and help boost the funds you raise. Find more social media tools like videos, profile pics and suggested posts under the “Spread The Word” tab.

**Team Captain Guide**
The more the merrier, right? Use this guide to recruit more team members and increase your impact to help more patients.
CITY SPECIFIC RESOURCES

Event Poster
Updated with event sponsors, this poster can be used to help promote the Be The Match Walk+Run event in your city! There are two versions available - 11x17 or 8.5x11.

Team Poster
A customizable poster that you can use to promote the event, and recruit people to your team. There are two versions available - 11x17 or 8.5x11.

Be The Match At Work in Your State
Provides various statistics about patients and transplants in your state, as well as listings of our network partners including transplant centers, hospitals, clinics, blood banks and more in a 2-page document (for your reference or to share with others).

Fact Sheet
A 2-page summary of the Be The Match Walk+Run event. Great to share with teammates!
EVENT DETAILS

The website provides you with the most up-to-date information about your event, including the event location, schedule of events, recommended accommodations, parking and shuttle details (as needed), course map, as well as early packet pickup time and location.

You can have a family member or friend pick up your bibs and shirts if you are registered and unable to pick them up. If you will be picking up for an entire team, refer to the “Schedule & Event Details” information on the city specific webpage or contact us so we can be ready for you!

Be The Match Tent
While at Be The Match Walk+Run event, take a moment to visit our Be The Match Tent in the event village. The Be The Match Tent has free give-aways and special race bibs for marrow donors and transplant recipients. You and your team can get a photo at the Photo Stop (taken by a professional photographer or with your own smart phone).

Awards and Results
Fundraising and 5K Awards will be presented during a ceremony following the race. The 5K awards will be presented to the 1st, 2nd and 3rd place overall and masters finishers (male and female), and will be presented to 1st place (male and female) finishers in these age groups: 12 and younger, 13-19, 20-29, 30-39, 40-49, 50-59, 60-69 and 70+. Please note: 5K awards are based on gun time and participants are not eligible to win an award in more than one category.

Fundraising awards will be given to the top three fundraising individuals and top fundraising team. [NOTE: The deadline for the top fundraising awards is the Friday before the event at 5:00 p.m. EST.]

Fundraising Incentives
For individuals who raise $150 or more, you will be given a Be The Match Walk+Run branded gift item. This fundraising gift does not apply to team fundraising so to earn it, please fundraise on your personal page (the funds you raise personally DO apply to the overall team goal).

Gifts will be available for pick up at the event! You will be notified by email when you hit $150. Incentive program deadline for raising $150 for this gift is on the Friday before the event at 5:00 p.m. EST. Additional gifts may be available for funds turned in at the event while supplies last but there is no guarantee.
FUNDRAISING

The Impact Your Donation Can Make

- $25 covers one clinic visit co-pay. Patients must visit the transplant clinic daily or weekly during their three to six months of outpatient recovery. Clinic co-pays can add up to $300 a month.

- $50 covers two days of meals for a patient and their caregiver during outpatient recovery.

- $100 covers the cost to add one potential marrow donor to the Be The Match Registry, giving more searching patients hope for a cure.

- $250 covers 10 monthly prescription co-pays. Many patients take 20 or more medications per day during recovery - that’s $500 in prescription co-pays each month.

- $500 provides two weeks of temporary housing during recovery. If patients live more than an hour away from the transplant center they are required to relocate and live nearby for the three to six months of recovery. Many families spend $800 to $1,500 a month on temporary housing, while also covering a mortgage back home.

EVERY DONATION MATTERS! Please encourage your friends and family to spread the word about Be The Match and the Be The Match Walk+Run! Email, Facebook, Instagram, Twitter, etc. all help us increase awareness of our mission, the Be The Match Registry, and can help save lives! Don’t be afraid to ask people to walk or run with you, and to contribute to your efforts! Just getting five friends or co-workers to sponsor you for $20 adds someone to the Registry.

Want to try to increase your fundraising goal? The next page has some ideas to help you host a fundraising event. Often, however, just simply asking is most effective! And don’t be afraid to ask more than once. People frequently wait to donate until the actual event date nears (see page 7 for email ideas).

Fundraising Milestone Badges

Be The Match Milestone Badges are fun icons that appear on your Personal and Team pages as you reach specific fundraising milestones, or when you make a personal gift to your own efforts. Each badge is a virtual “high five” from Be The Match, and is perfect for sharing on social accounts like Facebook, Instagram or LinkedIn.
FUNDRAISING

**BE CASUAL, BE THE MATCH** offers employees of a company (e.g. the employer of one of your team members or a company supportive of your team) the chance to dress casual in exchange for a donation to the Be The Match Foundation. All proceeds raised in this promotion can be credited to your Be The Match Walk+Run team. For full details, contact Be The Match at (800) 507-5427 or BeTheMatchWalkRun@nmdp.org.

**BE THE MATCH PIN-UP CAMPAIGN** offers local businesses a way to help promote Be The Match and raise funds! Paper “pin ups” are ordered through be The Match, and are sold to contributors for $1. Contributors sign and “pin it up” on the wall to show support for Be The Match! Email BeTheMatchWalkRun@nmdp.org for more information.

**RESTAURANT SPONSOR** – Ask a favorite restaurant to host a charity day in support of your Be The Match Walk+Run team. Be sure to advertise to friends, family and colleagues (and use Facebook, Twitter, etc.) to spread the word.

**PRODUCT OR STORE SALE** – Like a restaurant sponsor, a store or online retailer may donate a portion of their proceeds to your team.

**HOST A BREAKFAST, LUNCH OR DINNER** – BBQs tailgates, buffets....so many options, and we all gotta eat!

**COOKIE/FLOWER/CANDY GRAM** – Fun way to show your co-workers or classmates you appreciate them.

**GUESS THE ?** – Whether it is a jar of jelly beans or the weight of the soon-to-be arriving baby of your co-workers.

**BAGGER FOR A DAY** – Check with your local grocery (or other) store and collect donations for helping bag!

**SILENT AUCTION** – From tickets to a game to a handmade blanket, there is no limit to the different items you might be able to sell to support your team.

**COFFEE, CHOCOLATE OR ? TASTING** – Tease those tender palates with a chance to sample a variety of something tasty and raise some dollars!

**HOST A SALE (BAKE, GARAGE, USED BOOK, ETC)** – Tried and true. Or who has a hidden talent? They might be willing to share in the sales!

**CHANGE CHALLENGE** – See if another team or business would rise to the challenge of collecting the most pocket change, and you might be amazed how much more we have than lint in those pockets.

**GIVE AN INCH** – For a donation to your team, you could cut an inch off the tie worn by a supervisor – and could be fun to challenge another group to see who can get theirs the shortest!

**PERSONAL OR TEAM CHALLENGE** – What are you willing to do to meet your goal? Shave your head? Get a pie in the face?

**YOUR OWN CREATIVE IDEA** – There are tons of ideas out there, so see where your heart takes you and good luck!

**NOTE:** All messaging should be clear that your event is raising funds to benefit Be The Match. You must have pre-approval to use the Be The Match name or logo (bethematch.org/logo). Be The Match will send acknowledgements for all donations received by check or credit card. For cash donations, please use a Contribution Form so we can send an acknowledgement.

Don’t forget to thank your donors, too!
TEAM CAPTAIN GUIDE

TIMELINE AND TASKS

2 MONTHS BEFORE THE EVENT - Register yourself and set up your team page.

1–2 MONTHS BEFORE THE EVENT - Order team t-shirts.

Make a quick fundraising plan for your team. State a goal and brainstorm a few ideas on how you plan to reach the goal. What is the goal for each person on your team? Will you use email? Social Media? Host an event?

As people join your team, ask them to hang up a “Stepping Up” pennant to show their support! You can also check to see how your team is doing on a weekly basis. Email your teammates through the Fundraising Center to keep encouraging their fundraising efforts! You can also send notes of thanks to people that donate to your team!

1–2 WEEKS BEFORE THE EVENT - Ask one last time for people to join and donate!

DAY OR TWO BEFORE THE EVENT - Arrange a time and place for your team to meet up! Send your team a reminder email with the event details. You can forward the email Be The Match will send you the week of the event (some of your team members may have “opted out,” so we rely on you to make sure they have all the event details). Double check the weather, so you know how to dress! (Will you need sunscreen, a rain coat or sweatshirt?)

DAY OF EVENT - Get a team photo at Be The Match Tent at our Photostop! Join the Be The Match Registry! Be inspired! Have fun!