



Thank you for agreeing to help coordinate a Be Casual, Be The Match campaign in your workplace!
Your gift delivers cures for blood cancers.

CAMPAIGN INFORMATION

Here are some recommended steps for organizing your workplace campaign:

- **Learn about Be The Match® and our commitment to saving lives through marrow transplant.** If there is a patient or donor story associated with your workplace, learn as much of that story as the patient/donor/patient family is comfortable sharing.
- Work with your company's Human Resources department and/or senior leadership in advance to **gain support for organizing the campaign.** Be prepared with estimates of the number of hours you expect to spend, other resources you'll need (additional staff, budget, space, promotional materials) and the date(s) you propose. Don't forget to address the ways this campaign will benefit your workplace, whether it's directly helping a co-worker or boosting workplace morale by rallying employees around a great cause.
- Work with your Be The Match representative to **set goals** for participation and fundraising.
- **Gather others** in your workplace who want to help you with the campaign and assign them responsibilities: speaking to employee groups about Be The Match, posting fliers, setting up areas to sell stickers, selling stickers and tracking employee participation.
- **Provide background on the campaign** to your internal communications department to post on your employee website/intranet. Be sure to follow-up with results: dollars raised and the number of employees who participated.
- **Meet with your Be The Match representative** to turn over funds, review any lessons from the campaign and begin planning the next one!

Learn more at BeTheMatch.org