

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

Pin Up Toolkit

Pin Up Campaign

What is a pin up campaign?

A pin up campaign is a simple yet high-impact program that makes it easy for businesses, schools and community groups to raise funds for Be The Match®. You have likely seen similar campaigns in your community. They typically consist of small sheets of paper, also known as “pin ups,” which individuals can purchase for a minimum \$1 donation. The individual signs their card and then it is proudly displayed, or pinned up, in a highly visible location. As more people participate, the display of support grows and makes an impactful statement.

Follow these easy steps to get started:

1 Choose a timeframe this will work best for your employees and customers.

- A month-long campaign tends to be most successful
- This should be the only promotion during the timeframe

2 Educate your employees on Be The Match.

- Hold a kick off so employees learn and feel comfortable answering questions about Be The Match
- Use the “Be The Match At A Glance” (page 4) during daily/weekly staff meetings

3 Display collateral materials in your business.

- Be The Match provides Pin Up cards, promotional fliers, goal posters and stickers for employees to wear.
- Hang up a fliers near the registers
- Display the pin ups in highly visible areas

4 Monitor success and supply levels during month-long campaign.

- Track weekly donations on your goal poster
- Contact Be The Match if you need additional materials

5 Fill out the Pin Up Wrap Up Form and turn in donations.

- This form needs to accompany the donations raised
- Send form, donations, and any unused supplies to Be The Match
- For most businesses, it’s easiest to track the pin up sales in your own system, and contribute one check to Be The Match at the end of the campaign.





Power Up Your Pin Up Campaign

Steps For a Successful Fundraiser:

Set a goal

- Gives employees and managers something to work towards
- Set a variety of goals (daily, weekly, by shift, etc.)

Motivate your employees

- Offer top sellers a prize (extra hour off, gift card, etc.)
- Split employees into teams and create a competition (winners get a pizza party, group outing, etc.)
- Challenge other local businesses to participate and create a competition

Motivate your customers

- Promote the campaign as an event
- The key is to ask everyone that comes to the register to participate
- Offer a coupon towards a future visit for customers that donate

Talking points for your cashiers

- Make it personal, yet a direct one or two lines:
- We've partnered with Be The Match to give blood cancer patients hope for a cure. Can you donate a dollar today?
- Just one dollar helps Be The Match connect patients to their life-saving cure. Can you donate a dollar today?

Our Mission: Delivering Cures For Blood Cancers

For patients with blood cancers like leukemia and lymphoma, and other life-threatening diseases, a cure exists.

We are a community of donors, volunteers, health care professionals and researchers who deliver cures by helping patients get the life-saving marrow or cord blood transplant they need. Our passion to save lives drives us to help more patients survive each year.

Patients Depend On Us

- Every four minutes someone is diagnosed with a blood cancer.
- 70 percent of patients do not have a donor in their family. They depend on Be The Match.
- Every dollar we raise helps more patients afford transplant, adds potential marrow donors to the registry and funds our life-saving research.

Be The Match is the world's leading nonprofit organization focused on saving lives through marrow and cord blood transplantation

Transplants

We facilitate more marrow and cord blood transplants every year—6,300 transplants in 2013, for a total of 61,000 transplants since 1987.

We continually strive to improve access to transplant by leading efforts in the transplant community to remove barriers to treatment and strengthen our ability to meet the growing need.



6,300 patients received a marrow transplant—**61,000** since 1987

Patient Support

We provide one-on-one support to patients and their families. We offer the resources and guidance they need before, during and after transplant.

We provide patient assistance. \$3.2 million was provided in 2013 to 1,800 patients to help ease the financial burden of uninsured costs associated with treatment.



\$3.2 million in patient assistance to **1,800 families**

Research and Education

We conduct research that has already saved and improved lives. In 2013, we conducted 254 studies through our research program, CIBMTR, to continue to expand treatments and improve outcomes.

We provide comprehensive information, research and resources for health care professionals, which helps them provide optimal care for their patients before, during and after transplant.



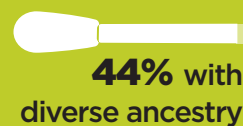
254 research studies under way

Engaging the Public

We enlist the support of thousands of individuals whose compassion and generosity help save lives.

We grow and manage the world's largest and most diverse donor registry. In 2013, we added 539,000 new potential donors, of which 44 percent were racially and ethnically diverse. We have 11 million donors and 193,000 cord blood units on the Be The Match Registry, and access to 22.5 million potential donors and 601,000 cord blood units worldwide.

Be The Match volunteers also donated 104,000 hours—a value of \$2.5 million.



539,000 new potential donors added to Be The Match Registry®, including

Pin Up Wrap Up Form

Thank you for your participation in the Be The Match Pin Up Program!

We appreciate the time and effort you and your employees dedicated to this campaign.

Date: _____

Business Name: _____

Business Address: _____

City, State, ZIP Code: _____

Point of Contact Name: _____

Work Phone: _____

Work Fax: _____

Email Address: _____

Total Amount of Donations: \$ _____

Number of Pin Ups Sold: _____

Campaign Start Date: _____ Campaign End Date: _____

Has your company ever done a pin up campaign before? YES NO

Comments about your experience with Be The Match and this campaign: _____

Please send the completed form, with a donation check, and any unused materials to:

Be The Match
Attn: Pin Up Campaign
3001 Broadway Street N.E., Suite 601
Minneapolis, MN 55413

Questions?

Contact your local Be The Match representative or email: communityevents@nmdp.org

<p>For Be The Match use only:</p> <p>Date Received: _____</p> <p>Donation Amount Rec'd: _____</p> <p>Number of Pin Ups Used: _____</p> <p>Confirmation Email Sent: _____</p>

Be The Match Pin Up Campaign Agreement

This Pin Up Campaign Agreement (“Agreement”) is provided by the Be The Match Foundation®/ National Marrow Donor Program® (“Be The Match”) to Group for the implementation of a Pin Up Program (“Campaign”) for Be The Match, to enhance fundraising efforts within Group’s community.

Group Name (“Group”): _____
Point of Contact Name: _____
Address: _____
City, State, ZIP Code: _____
Phone: _____
Email Address: _____
Name of Fundraiser or Event: _____
Location of Fundraiser: _____ City: _____ State: _____
Campaign Start Date: _____ Campaign End Date: _____

Terms and Conditions

1. Group agrees to provide to use materials provided by Be The Match for use in Group’s fundraiser.
2. Within 14 days following the end of the Campaign, Group agrees to provide to Be The Match the following: a) a completed “Wrap-Up Form”; b) a donation check for all funds donated during the Campaign; and c) return of all unused Campaign materials.
3. Be The Match shall retain all ownership and intellectual property rights to the “Be The Match” mark and all Campaign materials used by Group during the term of the Campaign. Except as otherwise provided for under this Agreement, any use of the “Be The Match” mark, and all other marks and materials owned by Be The Match, shall not be used by Group without the prior written consent from Be The Match.
4. Be The Match shall not be liable to Group for any incidental, consequential, special or other direct or indirect damages, or for any lost profits or lost savings arising out of Group’s fundraiser.
5. Group shall include the following statement on all printed materials/internet postings promoting the Campaign, “All funds raised will be donated to Be The Match”.
6. Group agrees that it will not combine its fundraiser for the Campaign with another organization that has the same mission or same cause as Be The Match.
7. Group agrees and acknowledges that it is responsible for complying with applicable laws.

By signing below, signatory represents and warrants that he/she is authorized to bind his/ her Group to the above terms and conditions and enter into this Agreement.

Group Name

Authorized Signature from Group

Printed Name of Authorized Signature from Group

Date of Signature

597; JUN 2013