



2015–2016 Coordinator Resource Guide

*Cruisin'
for St. Jude®*



St. Jude patient
Mason, age 5,
acute lymphoblastic leukemia

Dear Coordinator,

Thank you for everything you do to support St. Jude Children's Research Hospital®. When you support St. Jude, you're helping kids like our son, Mason.

In November 2013, when Mason was just 4 years old, we learned he had acute lymphoblastic leukemia. We were scared, but we knew St. Jude was the best place we could take him for treatment. And St. Jude has been more than we ever would have expected. Mason loves it here, and that makes it easier for us, seeing a smile on his face even when he's undergoing chemo.

Mason loves his doctors and nurses, and so do we. But what we love most is watching Mason doing the things he loves to do – fishing and riding his pony. We know that because of you and St. Jude, these are things he'll be able to do for years to come.

– Matt & Kimberly,
Parents of Mason



Meet St. Jude patient Mason

Mason's parents were concerned when he developed mysterious bruises. A trip to the doctor revealed Mason suffered from acute lymphoblastic leukemia, the most common form of childhood cancer. Mason's family arrived at St. Jude Children's Research Hospital that night. At St. Jude, Mason will undergo two-and-a-half years of chemotherapy. He's an outgoing kid. He loves to fish and knows fish in the river near his home – rainbow trout and bass.



How Cruisin' for St. Jude Helps

Treatments invented at St. Jude Children's Research Hospital have helped push the overall childhood cancer survival rate from 20% to more than 80% since opening 53 years ago. St. Jude won't stop until no child dies from cancer. Participation in the *Cruisin' for St. Jude* program helps raise funds to support the mission of St. Jude Children's Research Hospital. Finding cures. Saving children.®

Quick Facts about St. Jude

- Families never receive a bill from St. Jude for treatment, travel, housing, or food – because all a family should worry about is helping their child live.
- St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.
- St. Jude has increased the survival rates for acute lymphoblastic leukemia (ALL) from 4% before opening in 1962 to 94% today.
- The daily operating cost for St. Jude is \$2 million, which is primarily covered by public contributions.

Visit stjude.org to learn more.

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Because the majority of St. Jude funding comes from individual contributors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation.

Every Dollar Makes a Difference

\$69	Platelet count test
\$132	Complete blood count test
\$320	Chest X-ray, one view
\$447	One day of oxygen
\$565	Spinal tap (includes physician fee)
\$1,474	Average cost of one day of intravenous chemotherapy to leukemia or solid tumor patients*



*All costs reported by the Insurance and Purchasing departments of St. Jude. Items listed here are representative of services and supplies that are a part of the treatment and care of children at St. Jude. The cost of each item or service is an approximation and will vary based on actual costs incurred and individual patient needs. Your donation will be used for general operating needs of St. Jude. *estimated*



How to Coordinate Your Cruisin' for St. Jude Event

STEP 1 *Eight weeks before the event:*
Set the date, time and route or location.

STEP 2 *Six weeks before the event:*
Recruit participants and volunteers.

STEP 3 *Four weeks before the event:*
Promote your Cruisin' for St. Jude event.

STEP 4 *Day of the event:*
Set up, register participants, collect donations and hold event.

STEP 5 *Within one week after the event:*
Mail donations to St. Jude.

STEP 6 *Approximately two weeks after donations have been mailed:*
Order and distribute prizes.

STEP 1 | *Eight weeks before event*

Set the Date, Time and Route or Location.

Choose a route or well known location in your community. Suggested locations include:

- Community Parks
- Auto Parts Stores
- Car or Motorcycle Shops
- Local Festival Grounds
- Dealerships



Years of fundraising experience and expertise have gone into the development and compilation of these tips and guidelines. They are provided for the enhancement and effectiveness of your experience as a volunteer for St. Jude Children's Research Hospital. Please respect our request that this information remain proprietary by not sharing with others or using for other charitable purposes.

STEP 2

*Six weeks
before event*

Recruit Participants and Volunteers.

- Contact individual motorsport enthusiasts or car/motorcycle owners.
- **Utilize the Cruisin' for St. Jude fundraising website to set up your event Web page.** You can send emails to recruit participants and request donations from club members, family, friends, co-workers and other contacts. (See page 8 and Online Fundraising Instructions for more information.)
- Place posters in local dealerships, auto parts stores, automotive and motorcycle shops and any other interested businesses.
- Attend local car/motorcycle club meetings and provide event details.



STEP 3

*Four weeks
before event*

Promote Your Cruisin' for St. Jude Event.

- Utilize the Cruisin' for St. Jude fundraising website page to recruit participants online.
- Contact local radio and TV stations to discuss free advertising.

Publicity Timeline

- Send copies of your pre-event press release to local media. Press releases located in online event management center.
- Contact local online outlets, for example, blogs and community websites.
- Utilize Social Media, e.g., Twitter, Instagram and Facebook.
- Invite radio and TV stations to your event for event coverage.



Baton Rouge Corvette Club presenting their check at St. Jude

STEP 4 | *Event Day*

Set Up, Register Participants, Collect Donations.

- Set up registration tables, chairs and a lock box for money.
- Provide participants a map of the course and an activity schedule.
- Ensure all participants sign the waiver form included in your kit. Additional copies can be downloaded from the Event Management Center on stjude.org/cruisin.
- Use the Participant Registration Worksheet to register drivers and riders. Keep this worksheet for your records.



St. Jude patient Vlad,
age 11,
osteosarcoma



STEP 5

*Within one week
after event*

Mail Donations to St. Jude.

- Submit all donations promptly. Use the Registration Worksheet to fill out the Donation Submission form with total amounts.
- Contact those participants whose donations you have not received.
- **Convert all cash to checks or money orders made payable to St. Jude Children's Research Hospital.**
- Place return labels on the postage paid Donation Return Envelope and Donation Submission Form. For additional labels, call Coordinator Support at 1-800-457-2444 between 7:30 a.m. – 7 p.m. (CT) Monday–Friday to receive your source code for the Donation Submission Form and Donation Return Envelope.
- Insert the checks, money orders, and the Donation Submission form in the Donation Return Envelope and mail it to St. Jude.
- Keep the Participant Registration Worksheet to distribute prizes.

STEP 6

*Two weeks after
mailing donations*

Order and Distribute Prizes.

- Use the Participant Registration Worksheet to tally orders.
- After St. Jude receives your donations, an email will be sent with information on how to order prizes online.
- Prizes will be shipped within 14 days after your order is submitted.
- Distribute prizes to participants.
- If you do not receive an email approximately two weeks after mailing your donations, please call 1-800-567-0675 between 7:30 a.m. and 7 p.m. (CT) Monday–Friday and refer to the *Cruisin' for St. Jude* program.



Cruisin' for St. Jude Online

Online Resources

Coordinators can visit the event management center in their online fundraising website to access Cruisin' for St. Jude event promotion tools. An email will be sent to set up online fundraising. The site includes:

- Information on how *Cruisin' for St. Jude* works
- Resources to help you with your event:
 - » Signage Templates
 - » Sample Press Releases
 - » Posters
- A current list of coordinator and participant prizes
- Patient stories and other facts about St. Jude Children's Research Hospital



Raising Money Online

Take your fundraising efforts to the next level with the easy-to-use fundraising website.

- Personalize event or participant Web pages and set fundraising goals.
- Upload and import contacts to easily send emails about your efforts.
- Customize email templates to recruit participants, request donations and send thank you notes.
- Accept online donations from sponsors.
- Monitor fundraising success.

Social Media Promotion



Coordinators and participants can link their fundraising pages to social networking sites like Facebook, Twitter and Instagram. Use the social media tools in the Online Coordinator Resources.

Visit stjude.org/cruisin – **Coordinator Resources** section for Online Fundraising Instructions and to help get your participants started.

All personal information on the fundraising website is secure.



Coodinator Tips

Recruitment Tips

- Contact your local Chamber of Commerce to avoid competing with a previously scheduled event in your community.
- Add your event date to community calendars in your area.
- For tips on giving recruitment presentations, visit stjude.org/cruisin
- Hang posters in local businesses, e.g.,
 - » Local Restaurants
 - » Motorcycle Shops
 - » Auto-part Stores
 - » Local Dealerships

You can order extra posters by calling 1-800-567-0675.

- Collect contact information including email from all participants so you can invite them to next year's event.
- Use your personal fundraising website to recruit participants. Send emails to your contact list and post links on social media.
- Get started. Go to stjude.org/cruisin and check out the online fundraising instructions included in your kit.



Raising More Money

- Ask community members and local businesses for donations, including:
 - » Food
 - » Services
 - » Event Venue
- Host side events to enhance participation and raise additional funds, e.g.,
 - » Concerts
 - » Live and silent auctions
 - » Picnics or Chili Suppers
- Fundraise online to increase your total donation to St. Jude by accepting credit card donations.



Please Note:

Raffles cannot be conducted on behalf of St. Jude. Contact the Coordinator Support Team at 1-800-567-0675 if you have questions.

Great Prizes for Participants

\$20+ raised =

Cruisin' for St. Jude Patch

\$35+ raised =

Cruisin' for St. Jude T-shirt

\$75+ raised =

Cruisin' for St. Jude Hat

\$150+ raised =

Cruisin' for St. Jude License Plate

Prize levels are cumulative. Prizes and incentive levels are subject to change.

\$35 or more

T-shirt



\$75 or more

Hat

\$150 or more

Cruisin' License Plate



Coordinator Prize

St. Jude Poncho

Coordinators raising **\$3,000 or more** receive a St. Jude Poncho.



DONATION SUBMISSION FORM



DONATION SUBMISSION FORM
Cruisin' for St. Jude[®]
P.O. Box 1999 | Memphis, TN 38101

Please complete and submit this entire form with all checks/money orders, made payable to St. Jude Children's Research Hospital.[®] Return in the envelope provided. Please submit donations via check or money order only.

Total Donation Amount Enclosed: _____ Source Code:* _____
*Provide source code if label is not used below. Refer to Step 5.

Number of Participants Turning in Money: _____ Date of Event: _____

Email:** _____

**Please ensure that your email address is accurate. This email address will be used to send your prize ordering instructions.

APPLY YOUR PROVIDED RETURN ADDRESS LABEL IN THE SECTION BELOW.

(Complete this section only if the label is not used.)

Event Town: _____ County: _____ State: _____

Coordinator: _____ Phone: (____) _____

Address: _____

City: _____ State: _____ ZIP: _____

IMPORTANT!

The information you provide on this form is needed for us to compile all of the data required by our CPA and various regulatory agencies. Please sign and date below.

Coordinator's Signature

Date

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Cruisin' for St. Jude[®]
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DONATION SUBMISSION FORM



DONATION SUBMISSION FORM
Cruisin' for St. Jude®
 P.O. Box 1999 | Memphis, TN 38101

Please let us know when you want to conduct your event next year. Month _____ Date _____
 Thank you for your support! We will be in touch with you about your next event.

COMMENTS ABOUT YOUR CRUISIN' FOR ST. JUDE EVENT:

List Key Volunteer Name(s)	Address	Phone	Email

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CRUISIN' FOR ST. JUDE

THANK YOU

for coordinating a

Cruisin' for St. Jude[®]

event and supporting
the kids of St. Jude.



St. Jude Children's
Research Hospital

1-800-567-0675 | stjude.org/cruisin