



St. Jude Fundraising Guide

Get started online now
at stjude.org/diy

St. Jude patient
Aspen



**St. Jude Children's
Research Hospital**

Finding cures. Saving children.

ALSAC • DANNY THOMAS, FOUNDER



Meet Aspen



Aspen was only a year and ten months old when she was diagnosed with stage 4 neuroblastoma. She underwent treatment in the Philippines, but six months later, the cancer was spreading again.

Next, with a referral to St. Jude Children's Research Hospital®, her family travelled to the United States for the first time. "When they told us that everything will be free, it was like a thorn was taken away. At first it's unbelievable. We didn't expect anything like this. We were so grateful," said her dad.

Even undergoing cancer treatment at St. Jude, Aspen remained bubbly and happy and playful. But her parents found that they were changed. "It changed my perspective about life," reflected her mom. "There's so much kindness in the world. It's inspiring in a way that it challenges us, the recipients of this kindness, to give back."

Now the focus is on living each day to the fullest, with a sense of gratitude. "St. Jude saved us. It saved the family," said Aspen's dad. "St. Jude is a gift."



Scan the QR code to learn more about **Aspen's** story.





Your Passion. Our Mission.



Thank you for creating a fundraiser for St. Jude Children's Research Hospital. Because of supporters like you, St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Because a majority of St. Jude funding comes from generous donors like you, St. Jude has the freedom to focus on what matters most—treating kids regardless of their financial situation.



Your donation

What it means for St. Jude

\$500



Provides one spinal tap for a St. Jude patient

\$1,000



Helps cover about two-thirds of the cost of one day of chemotherapy

\$2,500



Helps cover the cost of 13 days of oxygen for a St. Jude patient

\$5,000



Helps cover the cost of the daily room rate of the ICU

\$7,500



Helps provide nearly two months of Child Life Specialist services

\$10,000



Helps provide grocery gift cards for two years for one St. Jude family



Our Goal for St. Jude

Together, we'll raise \$ _____

for children battling cancer and other life-threatening diseases.

Get started online at stjude.org/diy





Creating Your St. Jude Fundraiser



Plan

- Set your event date, time, location or route
- Set up and customize your online fundraising page
- Access additional event-planning resources at stjude.org/diy

Build Your Team

- Ask friends, family and colleagues to join your planning committee
- Hold a meeting with your committee to delegate responsibilities and assign tasks
- Reach out to local businesses for sponsorship

Promote

- Share your online fundraising page via email and social media
- Hang posters and distribute flyers at regional events, community clubs and local businesses
- Contact local media and share event details on community calendars

Host

- Bring together friends and community members to fundraise for St. Jude
- Assign committee members and volunteers to set up your fundraising event
- Create a registration table and provide a lock box for donations
- Share the St. Jude mission and story with event attendees





Celebrate

- Log in to your online fundraising page and download the Check Submission Form
- Convert all cash to check or money order, made payable to St. Jude Children's Research Hospital
- Log all offline donations in your online fundraising center to receive credit toward prizes**
- Mail all donations along with Check Submission Form to: **P.O. Box 1999, Memphis, TN 38101**
- Once all donations are processed by our team, you will receive an email inviting you to order prizes



If you have any questions, please contact your coordinator support team at **1-800-457-2444** or email **specialevents@stjude.org**.

Get started online at **stjude.org/diy**





Additional Ideas and Resources






More About St. Jude

- Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened in 1962. And we won't stop until no child dies from cancer.
- St. Jude 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 treats children from all 50 states and around the world.



Stay connected

- Follow St. Jude on Facebook, Twitter and Instagram   
- Learn more about our patients and supporters at [stjude.org/inspire](https://www.stjude.org/inspire)
- Share your fundraising stories and photos with us at specialevents@stjude.org

Use the next page as a poster or social media sign. Don't forget to tag #stjude in your posts!



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