

St. Jude Volunteer

Fundraising Guidebook





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Your passion. Our mission.

Thank you for your commitment as a St. Jude Volunteer! You are taking on a critical role to not only to support the largest single day fundraiser for St. Jude Children’s Research Hospital by volunteering your time, you are going the extra mile by fundraising to help St. Jude sustain our lifesaving mission: ***Finding cures. Saving children.***[®]

Your fundraising will ensure that families never receive a bill from St. Jude for treatment, travel, housing or food – so they can focus on helping their child live. In this guidebook, you will find an overview of fundraising resources, Participant Center how-to guides and more information that will help you with your St. Jude Volunteer fundraising journey.



Connect with us!

Join the [ALSAC/St. Jude Volunteer – National Facebook Group](#).

This is a private group where our St. Jude Volunteers across the country can connect to other volunteers and learn about volunteer opportunities across the country.

Questions? Contact marathonvolunteer@alsac.stjude.org.



YOU'VE SIGNED UP TO FUNDRAISE. NOW WHAT?

Download the St. Jude Heroes App

Start your fundraising on the go with the St. Jude Heroes app. Update your page, send mails, deposit checks and check your progress – all from the palm of your hand. Go to [page 12](#) for more information.

Log In to Your Participant Center

The Participant Center is your St. Jude fundraising hub. Simply visit stjude.org/heroes and click “Log in to your fundraising center” to get started. View step-by-step instructions on [page 13](#).

Personalize Your Fundraising Page

People are more likely to give to a cause when they know that it's important to someone they know. Take a few minutes to add your photo and share why you decided to volunteer for St. Jude and fundraise. Don't forget to personalize your URL by clicking “Your Fundraising Page” on your dashboard. Then, click “Make your page easier to find.” View step-by-step instructions on [pages 15 and 16](#).

Launch a Facebook Fundraiser and Use Your Social Platform to Fundraise

To link a Facebook fundraiser to your St. Jude fundraising page, use the step-by-step instructions found on [page 20](#). Additional social media tips can also be found on [page 8](#).



St. Jude patient Kaleb, pictured with his mom

ST. JUDE FACTS AT A GLANCE

St. Jude Children’s Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Our mission is clear: Finding cures. Saving children.®



Families never receive a bill from St. Jude for treatment, travel, housing or food – so they can focus on helping their child live.



St. Jude cares for some of the world’s sickest children regardless of their race, ethnicity, beliefs or ability to pay. Our patients receive the customized care they need to treat childhood cancer and other life-threatening diseases, no matter what barriers they may face.



Every child deserves a chance to live their best life and celebrate every moment. When you support St. Jude, you can help make cures possible for kids with cancer. Together, we can save more lives.



Because of your support, we can provide children cutting-edge treatments not covered by insurance, at no cost to families.



When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and we won’t stop until no child dies from cancer.



Treatments developed at St. Jude have helped raise the survival rate for children with cancer in the United States, where 4 out of 5 children survive cancer. In many countries, however, 1 out of 5 children who develop cancer will survive. We won’t stop until no child dies from cancer, no matter where they live





St. Jude patient Beckett, pictured with his mom and dad

GIFTS THAT GIVE

Because the majority of St. Jude funding comes from generous donors, St. Jude has the freedom to focus on what matters most – saving kids regardless of their financial situation. Every dollar makes a difference.

\$3	could help provide pediatric isolation masks to help protect patients with compromised immune systems.
\$10	could help provide a new toy for hospital play areas or recreational areas at St. Jude housing facilities.
\$25	could help provide a St. Jude patient with meals for one day.
\$55	could help cover the cost of four platelet count tests.
\$200	could help provide two red wagons to help patient transportation.
\$300	could help provide groceries to a family for two weeks.
\$500	could help cover the cost of about two days of oxygen for a St. Jude patient.
\$775	could help provide a spinal tap.
\$1,000	could help cover the cost of airfare for three St. Jude patients and three parents.



ST. JUDE BRAND GUIDELINES & BEST PRACTICES

Brand Name – St. Jude Children’s Research Hospital®

- Always use the complete “St. Jude Children’s Research Hospital®” name with the appropriate registration mark when making the first reference to our institution in text. After the first reference, the name can be shortened to “St. Jude.”
- Do not make reference to St. Jude as “St. Jude Children’s Hospital,” “St. Jude Hospital” or “St. Jude’s.”
- Do not use an apostrophe in the name of the hospital, unless you must make it possessive. When the possessive is used, try to rewrite the sentence to avoid use of the apostrophe and “s”.

About Our Logo

The St. Jude logo has several core elements. Each element works together to communicate – and legally protect – our name, visual iconography, heritage and mission. It should not be altered under any circumstances. Please make sure you check with your St. Jude Staff Partner on any usage of the St. Jude logo.

1. Crop



2. Rotate



3. Decorate



4. Recolor



5. Scale



6. Drop shadow



7. Combine graphics



Things to avoid:

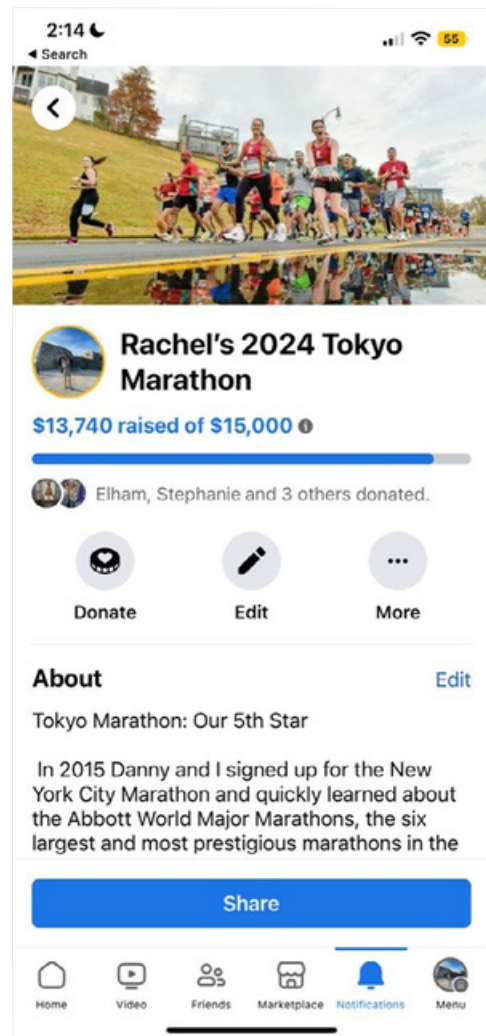
- Don’t crop the logo.
- Don’t rotate the logo.
- Don’t add any decorative elements to the child graphic
- Don’t recolor the logo using colors that are not part of the primary color palette.
- Don’t scale or manipulate the logo proportions.
- Don’t add a drop shadow to the logo.
- Don’t apply the logo on top of or within another graphic.



SOCIAL MEDIA GUIDELINES & BEST PRACTICES

Social Media Post Tips

- Shorter posts perform best. Ideally, posts will be several sentences, not paragraphs.
- Use a photo/video asset for all posts. Vertical orientation is preferred, since most social media traffic comes from mobile devices. Video content also outperforms still photographs.
- When creating a fundraising challenge, be direct and call out your friends to see who will be the next to donate. Or challenge X number of friends to donate \$X by X date in order to reach a certain goal.
- Make it easy. Always include a link to your personal fundraising page so friends can easily donate.
- We encourage you to tag St. Jude on your social posts: @stjude





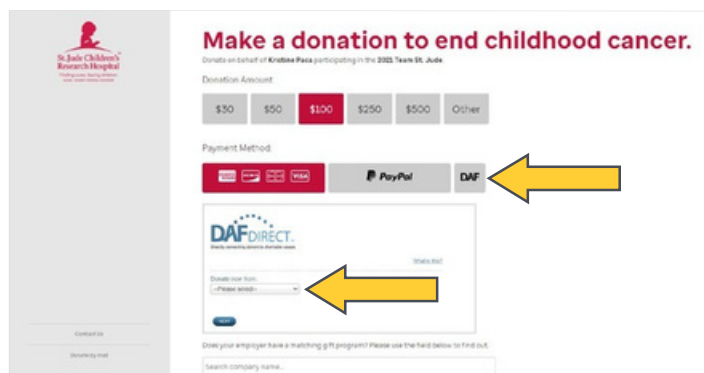
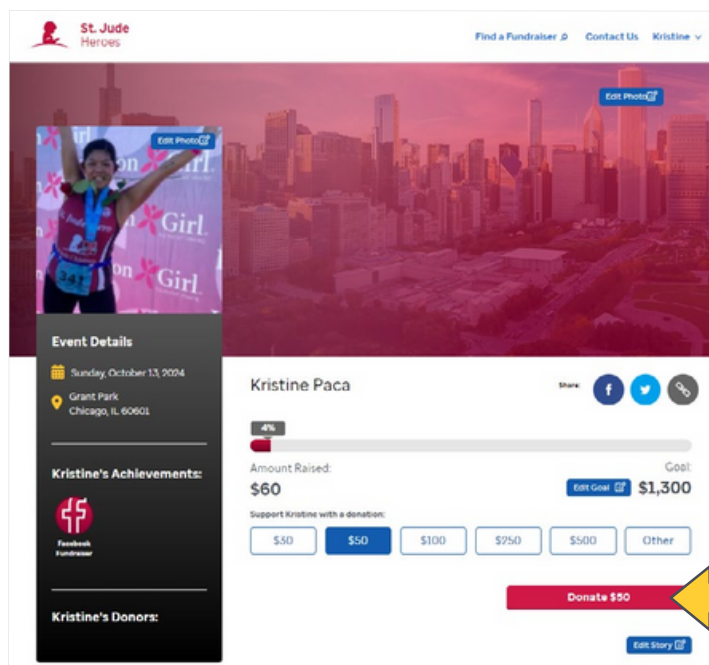
DONOR-ADVISED FUNDS

What is a donor-advised fund (DAF)?

A DAF is a philanthropic giving vehicle that provides an immediate tax benefit to donors and gives them the ability to grant funds to charities. Think of it as a charitable savings account. Dollars in these accounts cannot be withdrawn and must go to charities like St. Jude. Much like typical savings accounts, these funds are housed in banks, financial institutions and foundations.

How do donors support a St. Jude fundraiser with their DAF?

Donors wanting to support a St. Jude fundraiser can absolutely do so as long as the donor makes an outright gift and does not receive any benefits from their grant. Donors can use one of the following methods to make a grant to St. Jude using their DAF:





DONOR-ADVISED FUNDS (CONTINUED)

1. Make a DAF direct donation on the St. Jude volunteer fundraising website (preferred method).

- Donors should look for the DAF button on the online donation form on the St. Jude Heroes website. Once the donor clicks on the DAF button, they can use the drop-down menu to select the DAF fund type and follow the prompts to complete the gift.

2. Recommend and execute DAF grants through your financial institution or foundation.

- The majority of DAF donors can do this online through their DAF organization's website, but they need to connect with their financial institution or foundation if they wish to grant via phone or mail.
- To make sure that their gift is accurately and efficiently given to a particular program, make sure that the donor notes in their grant's purpose or memo:
 - The event name
 - Event code
 - Source code
 - Volunteer fundraiser's name and ID number
- These can be found by clicking on "Donate" in your participant center dashboard then clicking the "Donating by mail?" link above the Your Information section. Codes are listed in the "For internal use only" box the bottom of the form.

*For example, "This gift is to support Jane Doe and the St. Jude Memphis Marathon Weekend
Source code: FOWE008IF21 / Event identifier: EOW21008 / ID (P2PCONV): 123456"*

3. Contact your fund manager.

- Donors can contact their fund manager, financial advisor, tax professional, etc. to make a grant from their DAF to St. Jude. Please make sure donors include the information above – the event name and code, Hero fundraiser's name and ID number, and source code – to ensure the gift is credited to the St. Jude Hero.

For questions regarding DAFs, please reach out to marathonvolunteer@alsac.stjude.org.

CORPORATE MATCHING GIFTS

Corporate matching gifts are an easy way for you or your donors to double – or sometimes triple – their donation to a St. Jude fundraiser. Many companies will match donations their employees make to nonprofit organizations.

To find out if a company matches donations to St. Jude, visit stjude.org/matchinggifts and enter the employer's name. If the company is eligible, follow the instructions they provide in order to match your donation.

- 1.If the gift is eligible for a match, submit the matching claim through your company.
- 2.Forward the confirmation email of your matching gift submission to your fundraising coach/St. Jude Staff Partner.
- 3.Your fundraising coach/St. Jude Staff Partner will have the gift confirmed by our matching gifts department and added to your fundraising website.

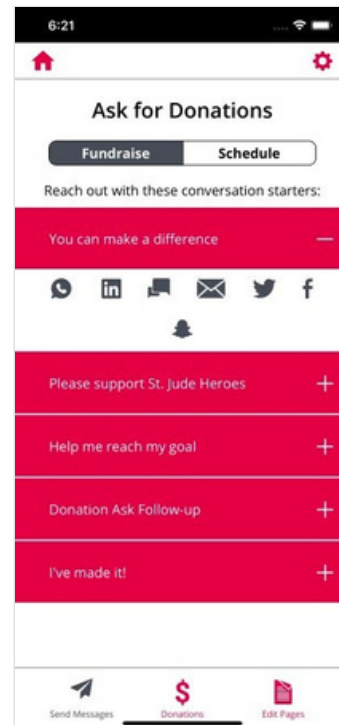
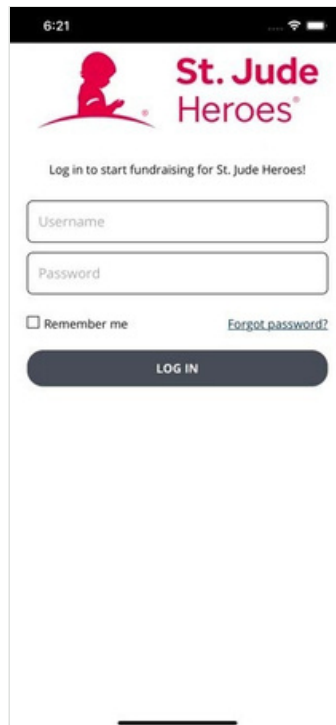
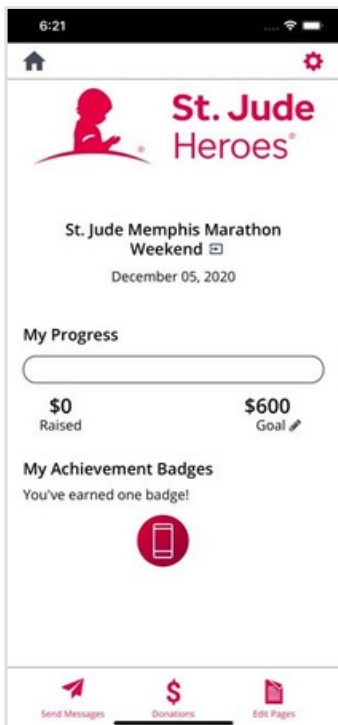
Questions? Contact the St. Jude matching gifts representative at matchinggifts@alsac.stjude.org or contact marathonvolunteer@alsac.stjude.org.



DOWNLOAD THE ST. JUDE HEROES APP

Available in the Google Play Store and the Apple App Store.

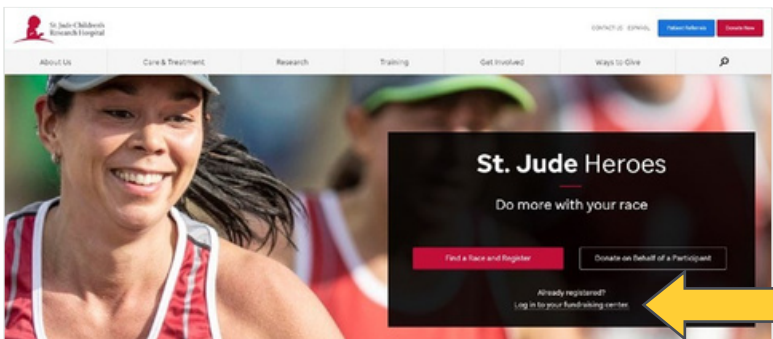
Fundraise on the go with the St. Jude Heroes app. Update your page, send emails, text your fundraising website link to your contacts and check your progress – all from the palm of your hand. The St. Jude Heroes app is a great tool to track your fundraising progress and to keep current on all St. Jude news.





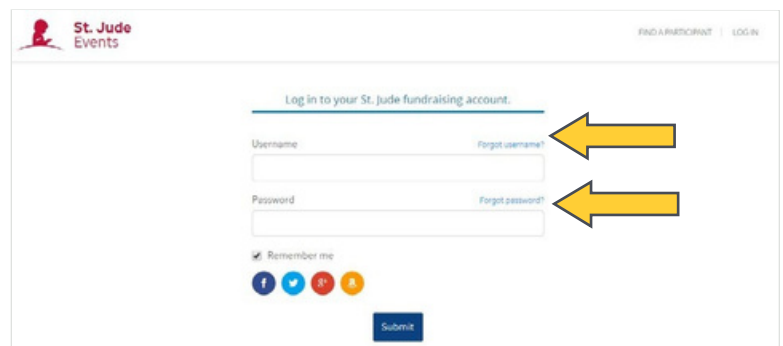
LOG IN TO YOUR PARTICIPANT CENTER

Your Participant Center (fundraising website) is your St. Jude fundraising hub. There are several different tools and resources available to you within the site.



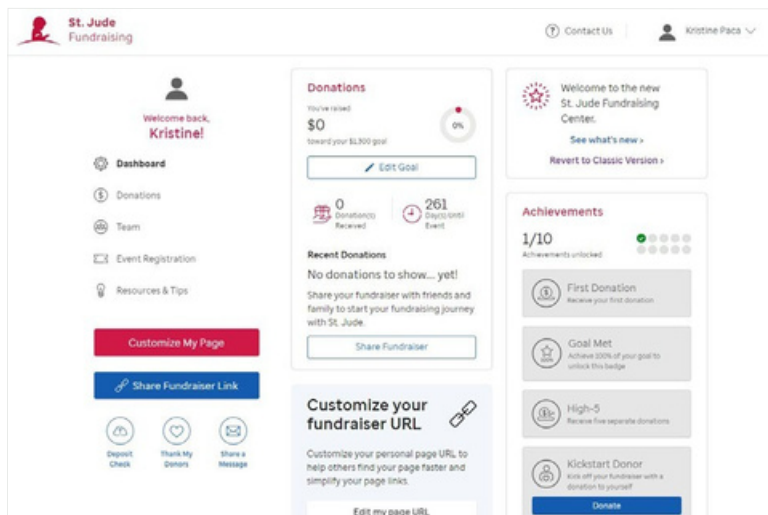
1. Visit stjude.org/heroes and click the “Log in to your fundraising center.”

2. You will arrive at the login screen of the page. Enter your name and password. If you do not remember your username, you can click “Forgot Username” to have it emailed to you. If you do not remember your password, you can click “Forgot Password” link to have a reset password link emailed to you.





LOG IN TO YOUR PARTICIPANT CENTER (CONTINUED)



3. Once logged in, you will see your Participant Center dashboard. Here you can view your progress, personalize your page, email your contacts, find additional resources and more.

If you are registered as a St. Jude fundraiser for more than one event for more than one event, you will see a list of events for which you are registered. Click on the event you would like to manage.

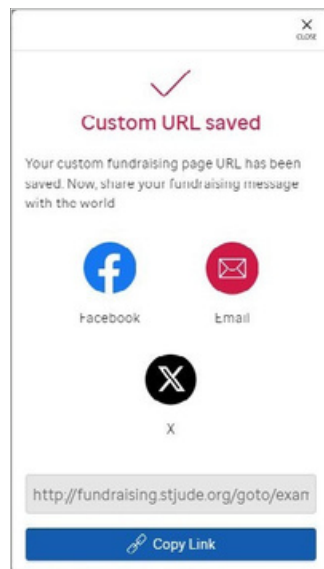
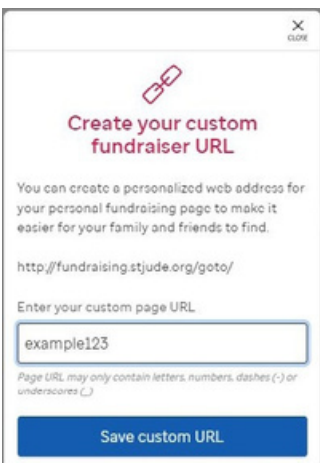
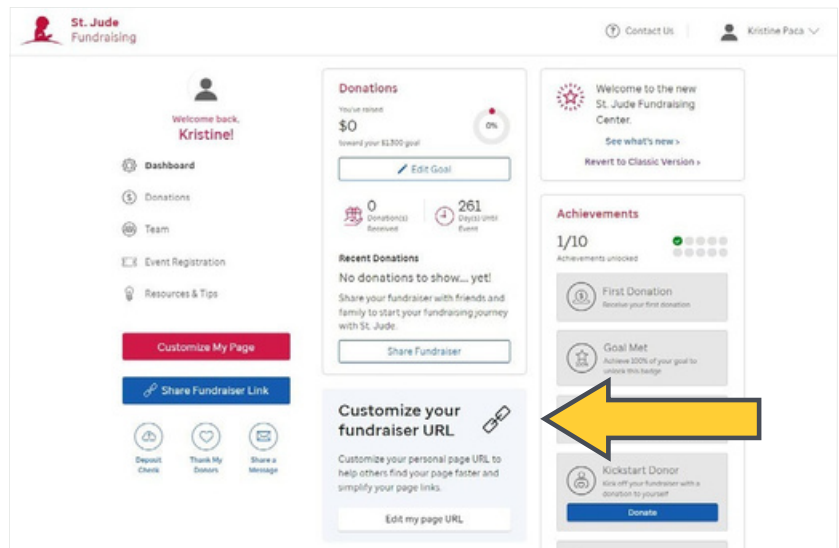


St. Jude patient Aria, pictured with her mom



CREATE A PERSONAL URL

1. Log in to your Participant Center at stjude.org/heroes.
2. Once you are at your dashboard, go to the “Personal Page URL” on the top right corner of your dashboard and click edit.



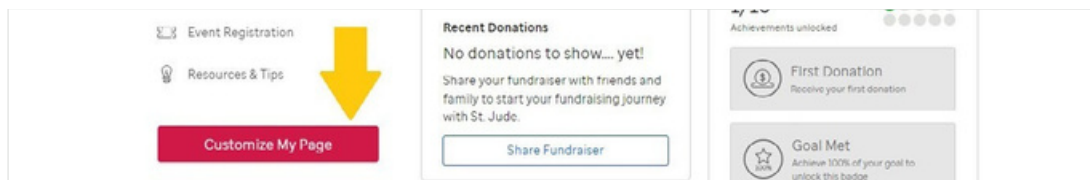
3. A pop-up box will appear. Enter the URL extension you would like to use (for example purposes we will use “example1234” as the URL extension) and click save.

4. Once saved, you will see your personal URL change, and you can begin sharing it on social media, email, etc.



PERSONALIZE YOUR PAGE

1. Log in to your Participant Center at stjude.org/heroes.
2. Once you are at your dashboard, click “Customize My Page” on the navigation bar.



3. On this screen, you can edit your fundraising website. Any area that is editable will have a link or button to make edits.

Click on the “Edit Photo” button to upload a profile photo (must be a jpeg). We highly recommend that you upload a photo of yourself so your family and friends know they have reached your page.

Click on the “Edit Photo” button to change your background banner.

Click “Edit Goal” to change your goal. We encourage you to raise your fundraising goal if you reach your goal early.

Click “Edit Story” to change the text on your site. Tell your story! Is this your first time fundraising? Why did you want to volunteer for the event? Why is St. Jude meaningful to you?



ENTER A CHECK VIA MOBILE CHECK DEPOSIT

You can now scan and submit checks via your fundraising center on your mobile device.

1. Log in to your Participant Center at stjude.org/heroes on your mobile device or open up the St. Jude Heroes app.
2. Scroll down to where it says “Your Donations.” On the mobile app click on “Donations.”

3. Click the “Start Mobile Check Deposit” button

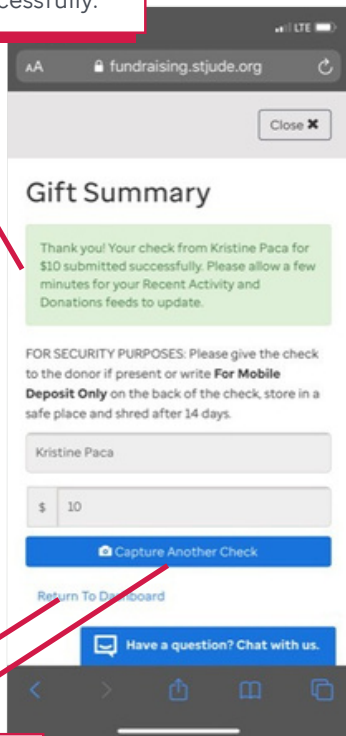
4. Fill in the donor info and the check amount. Then click the “Capture Check Image” button.

5. Follow the prompts to capture an image of the check using your mobile phone camera.

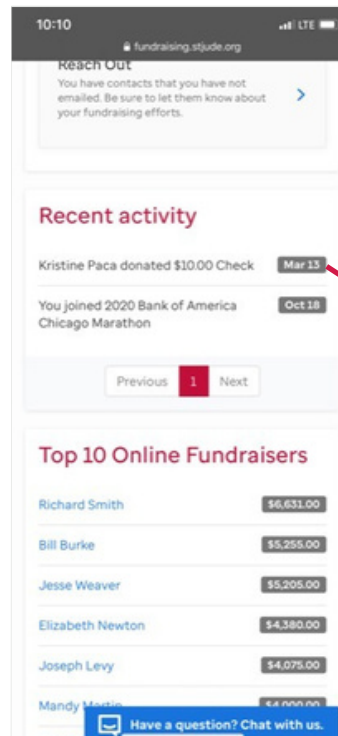


ENTER A CHECK VIA MOBILE CHECK DEPOSIT (CONTINUED)

6. Once complete, you'll receive a message confirming that your check was submitted successfully.



If you have another check to enter, click "Capture Another Check" or return to your dashboard.



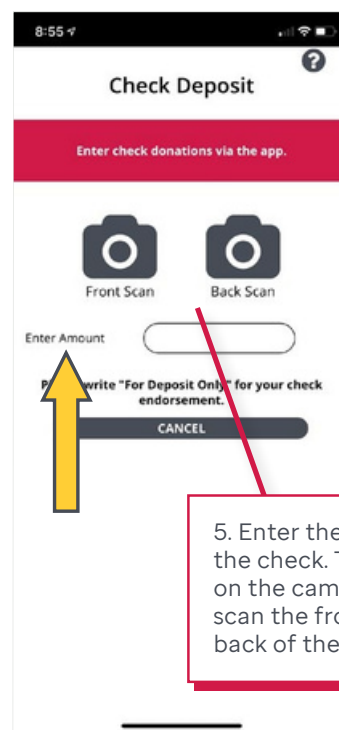
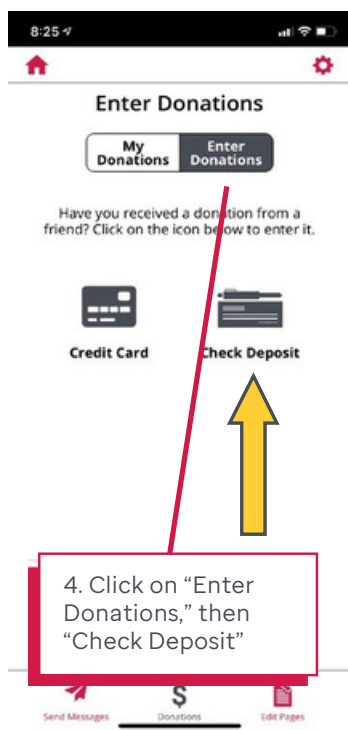
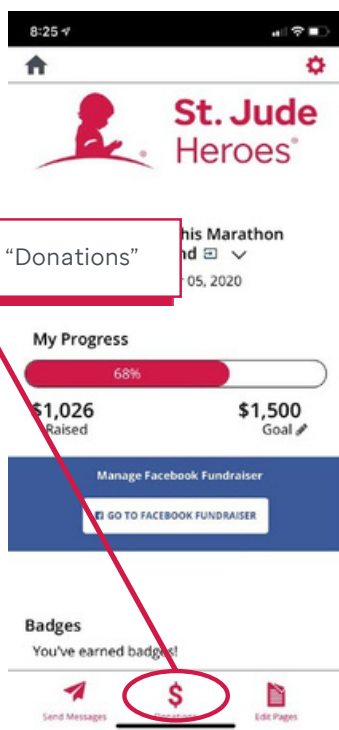
7. The check deposit(s) will automatically show up in your recent activity and will reflect in your fundraising total within 5-10 minutes. Please give the check back to the donor, or store it in a safe place and shred it after 14 days.



ENTER A CHECK VIA MOBILE CHECK DEPOSIT – HEROES APP

You can also scan and submit checks through the St. Jude Heroes app.

1. Download the St. Jude Heroes app.
2. Log in using your fundraising website credentials.



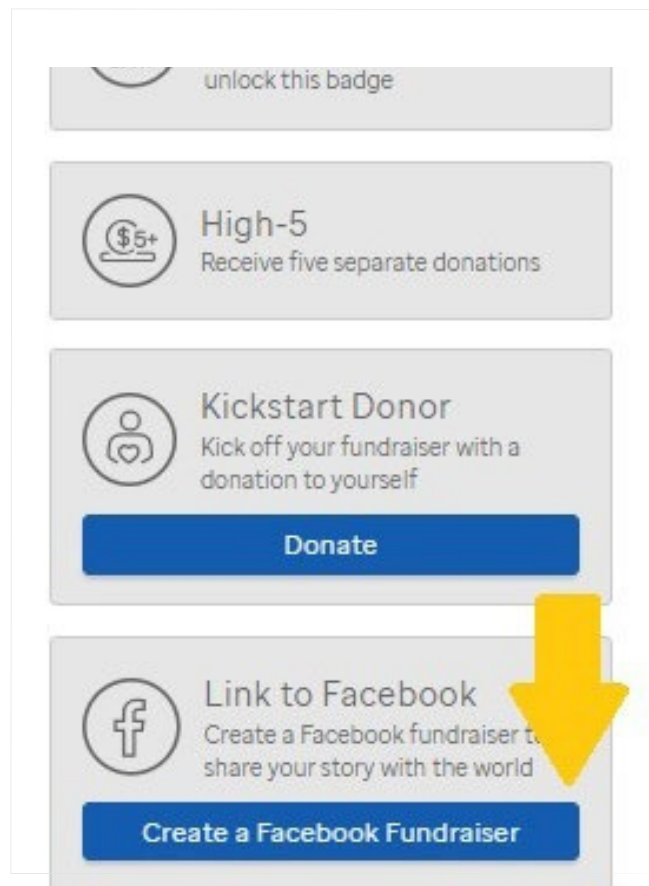


HOW TO LAUNCH A FACEBOOK FUNDRAISER

Use the steps below to launch your Facebook fundraiser and properly connect it to your fundraising website.

- 1 Log in to your Participant Center at stjude.org/heroes.
- 2 Look for the section that says “Kickstart Your Fundraising.” Click “Create a Facebook Fundraiser.” You’ll be prompted to log in to your Facebook account.
- 3 Once you have granted access to your Facebook page, click “Next.”
- 4 Your Facebook fundraiser will now appear on your Facebook timeline.

You will be able to manage it from your Facebook page and share it there as well.



St. Jude patient Yates, pictured with his mom and dad



MANAGING YOUR FACEBOOK FUNDRAISER

Great job connecting your Facebook fundraiser to your St. Jude fundraising website. Here's some information to manage your Facebook fundraiser.

Option to make a self-donation

Share your fundraiser options

Save your changes

Edit your picture

Edit the title of your fundraiser

Edit & personalize your story

Edit your goal

Edit your Facebook fundraiser end date



FACEBOOK FUNDRAISING TIPS

You've connected your Facebook fundraiser to your St. Jude fundraising website, now what? Follow the tips below for a successful Facebook fundraising campaign.

Invite your friends and family to your fundraiser

When you invite your family and friends to your Facebook fundraiser, they will receive a notification when someone donates to your fundraiser, when you reach fundraising milestones and when you post updates in the fundraiser.

Thank your donors

Make sure you thank your donors in your Facebook fundraiser. When someone makes a donation to your Facebook fundraiser it will show up as a post within your fundraiser. Be sure to like/love the post and comment on it. Get creative with your thank yous. For example, find "throwback" pictures of your donors and post them as an update. Be sure to tag them!

Post a challenge

Create a challenge to encourage your friends and family to donate. For example, you can challenge your friends to make a donation within the next 24 hours to find out who their celebrity look-alike is. You can post a picture of them along with your pick for their celebrity look-alike.

Ask for small amounts

Many St. Jude fundraisers have reported seeing smaller donations through Facebook but have seen their donors giving multiple times. One way to encourage this is to ask for smaller donations. For example, you can tie your ask to a hospital cost or the number of hours you volunteer.



FUNDRAISER IDEAS

- **CELEBRITY TWINS:** Make a donation and receive your celeb twin/doppelganger (starbyface.com).
- **SILENT AUCTION OR CHANCE TO WIN:** Get a cool item donated to use – for example, a YETI cooler, an ATV/4-wheeler, etc.
- **TRUTH OR DARE:** Ask your friends to donate \$20 for a truth or donate \$50 for a dare.
- **JALAPENO CHALLENGE:** Eat one jalapeno pepper for every \$100 raised.
- **CHALLENGE:** Raise X amount of dollars and eat XYZ (bag of Oreos, something spicy, a casserole made up of random ingredients your donors choose, etc.). Raise X amount and jump in a lake/mud/climb a mountain, etc.
- **BINGO:** Bingo card with specific amounts on each spot. Donors will donate to get their name on a space.
- **SHOUT-OUT YOUR DONORS:** Post personalized videos of your kids thanking donors; this can be kids doing a trick or a simple, fun dance to thank donors.
- **EVERYONE IS DOING IT:** Thank your donors immediately. Post on social with a personalized thank you for every one of your donors to make them feel special. Be sure to tag your donors so that others see it and feel encouraged to donate as well.
- **HOST AN ONLINE GAME NIGHT:** \$5 to play, winner gets all the money added to their fundraising page. Examples of games to play include trivia, skribbl.io, Simon Says or Jeopardy!.



FUNDRAISER IDEAS (CONTINUED)

- **BENEFIT NIGHT AT A LOCAL RESTAURANT:** Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment. Be sure to attend and let everyone who walks in the door know that part of their purchase can go to St. Jude.
- **LOOSE CHANGE DAY:** Ask your child's school to have a Loose Change Day. Make a flyer encouraging children to bring in loose change from home to donate. Encourage the math classes to assist with counting, predicting and rolling the change. This is a great way to involve the entire school.
- **THEME DINNER:** Hold a theme dinner party for at least 10 of your friends with a donation of \$50 a person. Spend just \$20 per person on food and you have raised \$300 in donations. Better yet, have all of the food donated.





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

Finding cures. Saving children.

ALSAC • DANNY THOMAS, FOUNDER