

COMMUNITY FUNDRAISING TOOLKIT

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



THANK YOU FOR YOUR INTEREST IN BE THE MATCH®.

For people with life-threatening blood cancers like leukemia and lymphoma or other diseases, a cure exists and it could be you! Any ordinary person can be someone's cure as a member of the Be The Match Registry®, financial contributor or volunteer. We count on our supporters to help us recruit new potential donors, improve the science of transplant and ease the financial burden for thousands of patients.

Use this toolkit as a guide to help you plan a fundraising event in your community. There are many tips, tools and templates to help you succeed. You can reach out to a Be The Match Community Fundraising team member for assistance at any point. We wish you and your team the very best and thank you for supporting our life-saving mission. Every dollar we raise is meaningful, and helps save lives!

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THE NEED

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

BE THE MATCH RAISES FUNDS TO SUPPORT THREE KEY AREAS:



Grow the Be The Match Registry.

- Be The Match relies on financial contributions. Every \$100 raised helps add a potential donor to the registry. Be The Match Registry is the most diverse listing of volunteer marrow donors in the world. Yet, with more than 29 million potential donors on the national registry, finding a matching donor who is willing and available to donate can be a challenge. We need more committed people to step forward, join the registry and follow through if asked.



Provides financial grants to patients who need help with uninsured treatment costs.

- While a marrow transplant can be a life-saving treatment, it takes a financial toll on a family. Often there is the temporary loss of at least one income, and even with insurance, not all costs are covered.
- For some, insurance will not cover the cost to search for a donor. Others need help with prescription co-pays (many patients take 20+ medications per day), transportation to and from the transplant hospital (often in another state), and temporary lodging. Even with good insurance, many families experience a gap as high as \$10,000.



Fund transplant research to help more patients live longer, healthier lives.

- Due to research, a growing number of diseases can now be treated with a marrow transplant. Advances continue to improve the timing of transplant and refine the science of matching marrow donors and patients. Scientific discoveries are making transplant available to more patients with better outcomes than ever before. But there is still work to be done.

To learn more about Be The Match and other ways you can support patients in need, visit our website at [BeTheMatch.org](https://www.BeTheMatch.org).

GETTING STARTED



STEPS FOR A SUCCESSFUL FUNDRAISER:

1 We Can Help

- We have Be The Match® staff ready to help you create a successful event. Email communityfundraising@nmdp.org with your idea and we can determine how to best offer support.



2 Set Your Fundraising Goal

- Here are some values to help you determine how much you would like to raise:
 - In 2018, \$4.3 million of patient assistance was given to 2,200 families. That equates to approximately \$1,900 of support per family.
 - In 2018, more than 220 research studies were underway through our research arm, CIBMTR. Just \$1,500 can fund a week of research.



3 Gather Support

- Get your friends and family involved. As a team, identify talents and skills that can help your fundraising efforts.
- Depending on the size of your event, you may want to consider forming an official committee with specific roles.



4 Determine How You are Going to Raise Funds

- Check out our fundraising ideas (page 6) below. Use your personal skills and creativity to come up with the idea that works best for you and your supporters. Most importantly, be ready to share your story and connection to our mission.

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5 Create a Plan

- Set a date for your fundraiser.
- Create a detailed list of tasks and a timeline.
- Identify how you will promote your event.
- Get connected with a Be The Match staff member who can help walk you through this process.
- Create a **Team Be The Match** page to share your story and event details as well as track fundraising.
 - You can direct people to your page to give online and send us offline gifts to be added to your page. If you want to have a registration site or sell tickets, we have another place for that! Contact us at communityfundraising@nmdp.org.
- Please review our fundraising guidelines (page 12) below.



6 Spread the Word

- Promote your fundraising event with the local media.
- Place fliers and posters in your places of work, play, school and worship. View our poster template (page 11) below to help you showcase your event.
- Share your Team Be The Match page with your friends and family or get creative with online tools.
- Take advantage of social media and share what you are doing to get others excited. View our social media tips (page 9) below for ideas.



7 Double Your Donation

- Reach out to local businesses or others who may want to sponsor your fundraising efforts or match your contributions to double the impact.
- Your employer may have a matching gift program. Usually a paper or online form needs to be completed; check with your HR department. You can designate Be The Match for matching gifts using our headquarters address below. Contact us if you need our tax ID number or any other information.

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8 Track Contributions

- Use our Community Fundraising Tracking Form to follow progress towards your goal. Alternatively, direct supporters to your Team Be The Match page and [use this form](#) to submit offline gifts.
- Make sure you follow our fundraising guidelines (page 12) below so that you and your contributors can receive proper acknowledgments and tax receipts.



9 Share Your Success

- Thank each of your contributors, volunteers and sponsors.
- Share photos and the story of your fundraiser with Be The Match. We may highlight your story on our website and/or blog!
- Share your results on social media to let your supporters and friends know the impact they made.



10 Update your Team Be The Match Page Post-event

- Submit Your Contributions to Be The Match.
 - Submit your contribution with a Community Fundraiser Donation Submission Form (page 14) below or the Team Be The Match contribution form if you want gifts to appear on your page.
 - Checks can be made payable to Be The Match.

Mail to:

Be The Match®
Attn: Community Fundraising
500 N. 5th St.
Minneapolis, MN 55401

For people with blood cancers like leukemia, lymphoma, or blood cancers like sickle cell, a cure exists. Be The Match connects patients with their donor match for a life-saving blood stem cell transplant. An ordinary person could be someone's cure as a member of the Be The Match Registry, financial contributor or volunteer. Patients and their families can turn to Be The Match for one-on-one support, education, and guidance before, during and after transplant.

OFFICIAL BE THE MATCH FUNDRAISING PROGRAMS



Team Be The Match

Fundraise your way and let patients know you will not stand by while they wait for a match. You can start a page to help patients receive the bone marrow transplant they need. Whatever you do—celebrate a birthday, run a marathon or honor a loved one—you'll be delivering cures for blood cancer.

The OnCampus logo features the "BE THE MATCH" icon followed by the text "ON CAMPUS" in a blue, sans-serif font.	<p>OnCampus Make your time on campus count! Raise funds and add life-saving donors to the registry</p>
<p>Freestyle</p>	<p>Start a fundraiser of your choice and turn your passion into a cure for patients! You could fundraise to celebrate your birthday or transplant anniversary. Or take on a physical challenge and raise funds while you train or compete. Whatever you choose—you will be doing a world of good with every dollar you raise!</p>
<p>Memorial</p>	<p>Memorial Celebrate or remember someone special by helping patients in need</p>

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Walk Run To+Go

Transplant hope by planning a fun walk/run in your community. Be The Match Walk+Run To Go is a community led walk/run event, virtually supported by Be The Match. You set an event date and location to host a walk/run event in your community. Be The Match will supply the materials you need to plan and execute the event on an easy to use website “To Go.” Your Walk+Run website will be the hub for event information, marketing materials, and will manage the registration and fundraising components for you.



Pin-Up Program

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.

ADDITIONAL FUNDRAISING IDEAS



Support a Registry Drive Event

In conjunction with a local registry drive, collect commitments from a civic group based on the number of new registrants.

Offer an estimate of expected registrants and collect contributions based on actual new registry members!



Zumba-thon, or Other a-thons

Request pledges based on distance or time. Partner with a local gym or sports group. Promote fitness and fun while saving lives!



Game. Set. Be The Match.

Team up with a local tennis group, school team or country club and hold a tennis tournament.



Loose Change Program

Set up loose change buckets and encourage kids to gather loose change for a great cause! The program is great for younger schoolchildren.



Give it up to Help

Encourage fellow students and teachers to give up a daily luxury for a certain amount of time. Example: give up coffee or soda once a week for a month, at \$5 week that is a \$20 contribution!



Raise Funds with T-shirts

Create custom Be The Match t-shirts with your team or event name.



Brown Bag Lunch

Ask colleagues or classmates to bring their lunch and ask your local Be The Match representative to join you as a speaker.

Collect donations similar to what they would normally pay for lunch and brainstorm other ways to raise money.

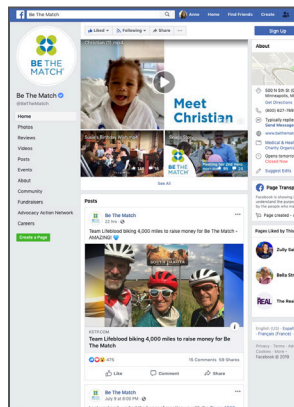


Your Idea!

Use these ideas as a starting point. Be creative and work with a Be The Match team member. We are always looking for new, successful and fun ideas! If you raise funds on behalf of Be The Match share your story and photos!

SOCIAL MEDIA TIPS

- 1 Send out emails to your friends and family encouraging them to join your efforts and contribute
- 2 Send a reminder email
- 3 Promote your event through social media
- 4 Add pictures and share your personal story explaining why you are passionate about raising funds for Be The Match
- 5 Update your friends and family about your progress and thank them for their contributions



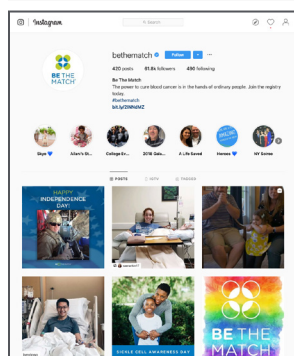
Facebook

- Post information about your fundraiser on your Facebook profile. Be sure to include details so your friends can get involved.
- Fundraise through Facebook. [Click here for more information.](#)
- ‘Like’ the [Be The Match Facebook](#) page.
- Use a Be The Match cover photo and profile image for your personal Facebook page.
- Share posts from the [Be The Match page](#) on your personal Facebook page.
- Create an ‘event’ on Facebook and invite your friends.



Twitter

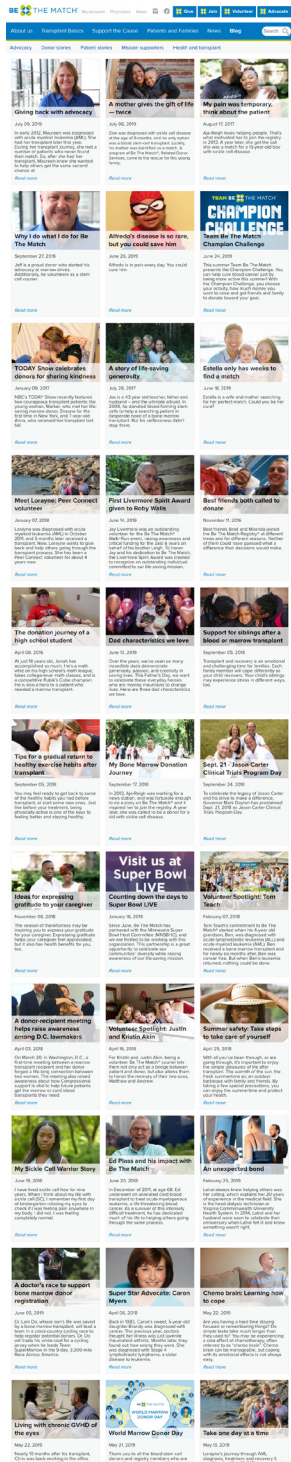
- Follow Be The Match on Twitter [@BeTheMatch](#).
- Retweet Be The Match tweets.
- Promote your event on your personal Twitter page using the hashtag [#BeTheMatch](#)



Instagram

- Follow [Be The Match on Instagram](#).
- Promote your efforts by posting pictures relating to your experience, event, or fundraiser.
- Tag the Be The Match Instagram page in your posts!
- Share your efforts live using Instagram stories.

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Blog


- Visit the [Be The Match Blog](#) and share our stories with your social networks.


Sample Posts

- Be The Match connects blood cancer patients to the blood or marrow donor match they need. Please support me as I strive to raise \$XXX to help provide someone's CURE.
- I'm excited to host an event for Be The Match, and I could use YOUR help. Please support my efforts!
- I'm raising funds for Be The Match in honor of {insert personal story}. Support me today!
- I'm halfway there! Thanks to generous supporters, I've raised \$XXX. Don't miss your chance to support my efforts. Donate now!

Customizable Poster Template

Use this customizable poster template to help showcase your event. Place it in your places of work, play, school and worship. [Click here to download the template.](#)

TEAM BE  **THE MATCH**[®]



Lucy,
transplant
recipient

Help Lucy and other patients by standing up to blood cancer!

DO RIGHT. Join the fight for those touched by the 70+ diseases that can be treated with a blood stem cell transplant—including leukemia, lymphoma and sickle cell.

<Event>

<Date>

<Time>

<Location>

<Optional info about the event>

For more information, contact: <Insert info here>

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FUNDRAISING GUIDELINES

Be The Match is extremely grateful to individuals and organizations who generously raise funds to support our mission. Patients all over the world are benefitting from your efforts. To ensure that fundraisers are of the highest quality and standards, Be The Match insists that organizers agree and adhere to the following guidelines.

Be The Match Name, Trademark and Promotions

- All fundraising is done on behalf of Be The Match. All messaging should be clear that your event is raising funds to benefit Be The Match, and is not an event organized by Be The Match. A suggested way of promoting your event is: “proceeds to benefit Be The Match.”
- You must have pre-approval to use the Be The Match name or logo on any promotional materials. Visit BeTheMatch.org/logo to request written approval before producing copyright materials or trademarked names and logos.
- Be The Match encourages spreading the word via your personal networks, including social media and free local media outlets.

Costs, Budgets, and Liability

- Fundraising activities and events where 100% of the proceeds are donated to Be The Match are usually easier to organize and manage. However, if that is not possible, please set a realistic budget. At minimum, we recommend that 70% of all donations should go to Be The Match, with costs at 30% or lower.
- All costs such as space rental, catering, decoration, etc. must be covered by the organizer.
- The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses and insurance.
- The organizer agrees to hold Be The Match harmless from all claims and liabilities in any way related to the event.
- If you are planning to conduct a raffle or other gaming event such as bingo, you are responsible for complying with any state or local gaming rules and any other applicable legal requirements or special conditions for raffles, drawings, games of chance, contests, sweepstakes, or similar activities.

DONATION COLLECTION AND ACKNOWLEDGMENT+

- The organizer must make sure all donations are accounted for and submitted to Be The Match, in a way that allows Be The Match to send an acknowledgement letter to each donor.
- Be The Match accepts donations by cash, check, money order or credit card.
- One way to accept credit card donations is to set up a Team Be The Match website for your event. Or contact us if you need assistance with a ticketing or registration site.
- For security reasons regarding cash, please obtain a cashier's check, then submit that cashier's check to Be The Match with a list of the names, addresses and donation amounts for each contributor. If contributor information is unavailable the check will be entered under anonymous.
- All checks and money orders must be made payable to Be The Match.
- Be The Match will automatically send an acknowledgement letter for all donations received by check or credit card, because the donor's contact information is included. For cash or money order donations, be sure to provide each donor's name, address, and amount of donation, so we can send an acknowledgment.
- As the organizer, please remember to thank everyone who helped make your event a success—the donors, the volunteers, the venue, and sponsors.

COMMUNITY FUNDRAISER DONATION SUBMISSION FORM

If you raise funds separate from a Team Be The Match page, please complete this form below and submit it with your contributions within 30 days of your event to:

Be The Match
Attn: Community Fundraising
500 N. 5th St.
Minneapolis, MN 55401
Phone: (612) 460-4228
Fax: (612) 884-8238

Questions? Email: communityfundraising@nmdp.org

YOUR INFORMATION

Group/Business/School Name: _____

Volunteer Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Be The Match Representative Name: _____

EVENT INFORMATION

Description of Fundraising Activity. (Please attach an additional sheet if necessary.)

FUNDS ATTACHED

Cash/Check/Money Order Donations (tracking form attached): \$ _____

Credit Card Contributions (CC forms attached): \$ _____

Total Amount Raised: \$ _____

Check here if you are willing to be contacted to share stories about your event.



Be The Match Foundation®
1 (800) 507-5427 | [BeTheMatch.org](https://www.BeTheMatch.org)

Be The Match Foundation raises funds to support The National Marrow Donor Program® (NMDP)/Be The Match®. The NMDP and Be The Match Foundation are both qualified organizations recognized under section 501(c)(3).

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