



Do a **world** of good with every **mile**.

Be The Match Supporter, Jordyn, age 5

By The Mile for Be The Match Fundraising Toolkit



By The Mile Fundraising Toolkit

By The Mile for Be The Match is a self-led athletic campaign to raise funds to help save lives, and you can help! By signing up to be part of By The Mile for Be The Match, you can bike, run, skate, swim, or any activity of choice, invite others to join you, raise funds, and most of all—have fun!

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.

Consider making your fundraising campaign 100 days. Why 100 days? It's the critical milestone for marrow transplant patients. Once they cross the 100-day threshold, their chances of a healthy recovery increase dramatically.

By The Mile for Be The Match is a show of solidarity and support for these brave patients – and their courageous donors.

You can do a world of good with every mile you log. So, put some air in your tires or lace up your sneakers and get ready for a healthy and helpful campaign.

Use this toolkit as a guide to help you plan. There are many tips, tools and templates to help you succeed. And you can reach out to a Be The Match® representative 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!

This toolkit will help you:

- Get ideas and know what to expect when doing a fundraising program.
- Share your personal commitment in the fight to support patients with blood cancers and other blood diseases.
- Promote Be The Match through awareness and fundraising activities.

Getting Started

Steps For a Successful Fundraiser:

- 1 Create a Fundraising Page** on bethematch.org/bythemile.
- 2 Set Your Fundraising Goal.** It costs approximately \$100 to add each new potential marrow donor to the registry. How many lives would you like to save?
- 3 Gather Support.** Get your friends and family involved. Ask them to join your team and participate or make a donation to support you.
- 4 Determine How You Are Going to Raise Funds.** Check our fundraising ideas (page 4) below. Use your personal skills and be creative to come up with the idea that works best for you and your supporters.
- 5 Create a Plan** by creating a list of tasks and a timeline. Identify how you will promote your event. Then assign tasks and due dates.
 - Please review our fundraising guidelines (page 11).
- 6 Spread the Word**
 - Promote your fundraising event with the local media. See our media advisory template (page 9) for help in submitting your event to the local newspaper.
 - Place fliers and posters in your neighborhood, at work, school and place of worship. View our poster template (page 10) to help you showcase your event.
 - Send invites to your family and friends or get creative with the free online tools provided in your personal fundraising center
 - Use Facebook, Twitter or Instagram to share what you are doing to get others excited and involved. View our social media tips for ideas (page 7).
- 7 Double Your Donation** by reaching out to a local business or others who may want to sponsor your fundraising efforts or match your contributions to double the impact. Perhaps your or your supporters' company matches gifts. This could double your donations!
- 8 Share Your Success** Thank each of your contributors, volunteers and sponsors. Share your results on social media to let your supporters and friends know the impact they made.

Fundraising Ideas

Neighborhood Bike Parade- This is a fun and inexpensive way to get the neighbors together. Organize a bike parade for all ages to join in. Get together and decorate the bikes (adult bikes included) and then parade around the neighborhood. You can even get candy to throw at the spectators watching the fun parade!

A-Thon - Bike, run, swim, etc. 30, 60 or 100 days or miles. And request contributions based on distance or time to reach your goal.

Local Gym Partnership - Ask a local gym to sponsor your efforts and host a class where the registration fees go to Be The Match.

Fitness Competition - Keep fitness in mind and invite people to participate in tug-o-war, a dance marathon, volleyball game, or a field day at a park. Make it a pay to play event.

Commemorate - Celebrate your birthday or anniversary by requesting donations to Be The Match in lieu of gifts.

Silent Auction - Obtain donated items from local businesses or artisans and auction them off to the highest bidder.

Professional or Amateur Sports Partnership - Check with your local sports teams- often they will allow you and your friends to volunteer your time in the concession stands for a portion of the profit.

Restaurant Night - Check with local restaurants. Many of them already have programs in place that allow you to raise funds for the cause of your choice. Each restaurant will have specific rules so be sure to inquire.

How to Raise \$250 in One Week

Day 1	Sponsor yourself.	\$30
Day 2	Ask three relatives for \$20.	\$60
Day 3	Ask six friends for \$10.	\$60
Day 4	Ask five coworkers for \$10.	\$50
Day 5	Ask five neighbors for \$5.	\$25
Day 6	Ask your spouse or partner.	\$25
Day 7	Celebrate your success!	\$250



For people with life-threatening blood cancers like leukemia and lymphoma or other diseases, a cure exists. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood 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.

The Need

- Every year, more than 14,000 patients in the U.S. are diagnosed with blood cancers like leukemia for which a marrow transplant from an unrelated donor may be their best or only hope of a cure.
- Most patients (about 70 percent) do not have a matching donor in their family. They depend on Be The Match to find an unrelated donor and receive the transplant they need.

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 11 million on the national registry, finding a matching donor who is willing and available to donate can be a challenge for some patients. We need more people to step forward and join.

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 or more 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.

- Because of 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 work to be done.

To learn more about Be The Match and other ways you can support patients in need, go to: www.bethematch.org.

Social Media Tips

First send out emails to your friends and family encouraging them to join your efforts and contribute! *Hint* send multiple emails...often times people want to give, but lose the email or forget so a reminder email is a great thing! Then promote your event through social media. In addition, add pictures and share your personal story explaining WHY you are passionate about raising funds for Be The Match!

Facebook

- Share your By The Mile fundraising page link on your Facebook. Be sure to include details so your friends can get involved
- 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.

Blog

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

Sample Posts

- Did you know that every three minutes someone is diagnosed with a blood cancer like leukemia or lymphoma? Often their only hope for a cure is a marrow transplant. I'm doing my part to help by raising funds for the Be The Match through By The Mile! Donate today and help me reach my goal!
- Be The Match connects blood cancer patients to the marrow match they need. Support me as I strive to raise \$XXX to help provide someone's CURE.
- I'm excited to (ride, run, swim, etc.) with By The Mile 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 towards my goal of \$XXX. Don't miss your chance to support my efforts. Donate Now!

Twitter

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

Pinterest

- Follow [Be The Match on Pinterest](#)
- Repin pins from the Be The Match board to your boards
- Create your own board for your Be The Match fundraising

Publicity Tips

Community fundraising events can benefit greatly from local promotion, especially if you have a personal connection to the organization you are supporting.

The following are some tips for contacting local media:

- Customize the media advisory template (page 9) provided.
 - Visit Web sites for your local television and radio stations, newspapers and magazines, identifying sections that support community activities and/or events:
 - Begin with media outlets closest to your town, expanding toward larger outlets that feature regional activities.
- Who to contact:
 - Online: local bloggers and online publications
 - Print: health or features reporter/editor, calendar editor (to alert for events)
 - Radio: news director, general assistant reporter
 - TV: news desk, morning show producer, health reporter/producer
- Email information about your event to the media outlet and follow up by phone the next day:
 - Identify the reporter/editor's name when you call or in your email. Refer to them as Mr. or Ms.
 - Include "Story Idea" in email subject headline.
 - Provide a short but compelling explanation as to why you are contacting them.
 - Refer to the media advisory that you have pasted in the body of the email. If they show interest, they will ask you to provide more information and/or conduct an interview later.
 - Inform them that you will follow-up soon if you were unable to talk to them directly.
- Follow up within a few days or a week. Introduce yourself again, and explain that you emailed a story idea and would like to know if they are interested.

Media Advisory Template

Fill out the details in the following template and send it to your local paper for publication at least three weeks in advance of your event to be listed in your community event calendar.

FOR IMMEDIATE RELEASE:

Contact:

Date of Release:
Today's Date

Your name, title (if applicable)
Your phone number
Email address

*****MEDIA ADVISORY*****

HEADLINE OF YOUR EVENT IN ALL CAPS HERE

Who and What: *Example: Your name, or your organization's name, will hold (name of your event) to benefit Be The Match®. Every year, more than 14,000 patients are diagnosed with life-threatening diseases such as leukemia and lymphoma for which a marrow or cord blood transplant from an unrelated donor may be their best or only hope of a cure. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood transplant.*

List details of the event and any other noteworthy fact or attendees.

Where: *Example: Minneapolis Convention Center*

When: *Example: 5:00 p.m., Friday, April 26, 2015*

Why: *Example: Patients like (insert name if honoring a specific patient) depend on the Be The Match Registry® for a second chance at life. While many do find the life-saving match they need, more people are needed to help increase the likelihood that all patients will find the match they need. Every \$100 raised helps add another marrow transplant donor to the registry. Your contribution could be someone's cure. Join us for (name of event) as we raise funds and awareness in support of Be The Match.*

About Be The Match

For people with life-threatening blood cancers—like leukemia and lymphoma—or other diseases, a cure exists. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood transplant. People can contribute to the cure as a member of the Be The Match Registry®, financial contributor or volunteer. Be The Match provides patients and their families one-on-one support, education, and guidance before, during and after transplant. Be The Match is operated by the National Marrow Donor Program® (NMDP), a nonprofit organization that matches patients with donors, educates health care professionals and conducts research so more lives can be saved. To learn more about the cure, visit BeTheMatch.org or call 1 (800) MARROW-2.

Customizable Poster Template

[Click HERE to download this template](#)



Jennifer and family

Jennifer got involved with Be The Match after her father, Elliott, received an unrelated marrow transplant from a selfless young man in Israel. Elliott is cancer free today and enjoys spending time with his family and grandchildren. "Every day we have with him is a gift and I am so thankful. This would not have been possible without Be The Match," says Jennifer.

Thanks to people like you, Be The Match® is able to connect patients with their donor match for a life-saving marrow or umbilical cord blood transplant. We count on our supporters to help us add new potential donors, improve treatments, and ease the financial burden for thousands of patients. Join our cause and help save a life.

Date:

Time:

Location:

Contact Info:

Your financial gift to Be The Match® helps patients receive the care and treatment they need for a second chance at life.

BE THE MATCH®
bethematch.org

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 benefiting 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 percent 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 70 percent of all donations should go to Be The Match, with costs at 30 percent or lower.
- All costs—like renting space, 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 or 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 acknowledgment letter to each donor.
- Be The Match accepts donations by cash, check, money order or credit card.
- The easiest way to accept credit card donations is to set up a By The Mile page for your event.
- For security reasons, please redeem cash for a bank cashier's check, then submit that cashier's check to Be The Match, with a list of the names, addresses, and donation amounts for these donors.
- All checks and money orders must be made payable to Be The Match.
- Be The Match will automatically send an acknowledgment 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 through a community event, use the form below to submit them to Be The Match.

Thank you for raising funds on behalf of Be The Match. Through your contribution and efforts, you have given more patients a chance at life. Please complete this form and submit along with your contributions and tracking form within 30 days of your event to:

Be The Match®, Attn: By The Mile
3001 Broadway St. N.E., Suite 601, Minneapolis, MN 55413
Phone: (612)460-4228 • Fax: (612) 884-8238
Email: communityevents@nmdp.org

COMMUNITY VOLUNTEER INFORMATION

By The Mile Team Page Name: _____

Group/Business/School Name: _____

Volunteer Name(s): _____

Address: _____

City, State, Zip Code: _____

Phone: _____

Email Address: _____

EVENT INFORMATION

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

FUNDS ATTACHED

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

Total Amount Raised: \$ _____

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

