

FUNDRAISING GUIDE



St. Jude patient Tyler
and family

Welcome to the St. Jude Fundraising Guide

This guide was created to help you succeed—whether your goal is to raise **\$5,000**, **\$20,000**, or somewhere in between. Every idea in this document can be adapted to fit your unique strengths, interests, and community. It's not a playbook or a checklist, it's a **guide**. A launchpad for creativity, collaboration, and purpose-driven fundraising.

We encourage you to:

- Be bold and **tie your passion** to your fundraising strategy.
- Think outside the box and **create something new**.
- Work together with your cohort, mentor, or peer advisor to **amplify your impact**.

And remember you're not alone. This guide is here to support you—but so are the ALSAC/St. Jude staff members who are ready and willing to share their knowledge, ideas, and encouragement. Don't hesitate to reach out. We're here to help you lead with heart and fundraise with purpose.

Let's get started!



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Your guide to fundraising success.

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Getting Started with TeamRaiser

Your fundraising HQ - set it up, personalize it, and track your impact.

TeamRaiser is where your fundraising journey begins. This is your personal dashboard to create your fundraising page, set goals, share your story, and monitor your progress. Whether you're just getting started or ready to level up, this section walks you through everything you need to know to launch with confidence.

Creating Your Fundraising Page – PLEASE NOTE: THERE ARE TWO DIFFERENT LINKS:

- 1 Register for your own fundraising page:** Visit your organization's fundraising homepage fundraising.stjude.org/gfwcfy27 and click 'Register.'

THERE IS NO WWW. IN THE URL

I would suggest creating state team when you register – members can create their own pages within the state team.

- 2 Build your squad and make it easy to find:** We encourage you to register and start a new team rather than signing up as an individual. Once your team is created, invite your friends to join.

CLICK ON REGISTER AND START A NEW TEAM. (By creating a team, others can create a page under your team and fundraise for you!)



- 3 Create an account:** On the next screen, click 'Create an Account' and set up your username and password. If you've fundraised for a St. Jude event before (think St. Jude Walk), you can simply log in. *Note that you will not see this screen if you are already logged in. You'll proceed straight to Step 4.
- Forgot your login? No worries! Click 'Email me my login information' and walk through the easy steps to retrieve it.

- 4 Create your team name and set your fundraising goal:** Using your first and last name as your team name helps friends and family easily locate and support your fundraising efforts. You could also get creative with your team name and make it personal. For your team goal, we suggest starting at \$5,000. You can update this at anytime - and we encourage you to raise it as you get closer to your goal!



- 5 Select participant type and personal fundraising goal:** Choose the participant type that fits you best! Members will select 'Member' and Peer Advisors will select 'Peer Advisor', etc.

The recommended fundraising goal for both members and Peer Advisors is \$5,000. Why? This will be the fundraising milestone that earns an invitation to the St. Jude NextGen Experience!

Feel free to jumpstart your fundraising with a personal donation!



- 6 Fill in personal information:** We want to know more about YOU! Follow the questions and prompts to fill in your personal information.

Shirt Size:

Please select response 

High School: (Optional)

Peer Advisor: (Optional)

Grade: (Optional)

Please select response 

Graduation Year: (Optional)

- 7 Terms & Conditions:** Please read and accept the Terms & Conditions to participate in SJLS. We are happy to answer any questions you may have!

1 Team Options

2 Event Options

3 Personal Information

4 Terms and Conditions

5 Registration Review

[Printable Version](#) 

Please take a moment to read the following waiver.

I understand all donations are tax-deductible and non-refundable, even if I do not compete in or finish the event. I am responsible for registering to participate in the event.

In signing this release, I understand the intent thereof, and I, for myself, my heirs executors and administrators, hereby agree and absolve and hold harmless St. Jude Children's Research Hospital, the sponsors and any other parties concerned with this event in any way, singularly or collectively, from and against any blame and liability of participation in any activities associated herewith.

[Cancel](#) [I Agree with the Terms and Conditions Above](#)

- 8 Review & complete registration:** Review your registration! If you selected a personal donation amount, you will see that reflected here and will be asked to complete payment at this time. If everything looks correct, click 'Complete Registration' to finish the process.

Participant Center Dashboard

Your fundraising command center.

Once you've registered, your Participant Center becomes your personal hub for all things fundraising. Think of it as your fundraising command center. From tracking donations to customizing your page and sending thank-you emails, this dashboard helps you stay organized and inspired throughout your SJLS journey.

How to Access Your Dashboard

1 Logging in after registering:

Visit your cohort's fundraising homepage and click the 'Log In' link in the top right corner to enter your username and password.

- For easy access in the future, bookmark your cohort's fundraising page. You'll be using your fundraising dashboard frequently throughout your SJLS journey.

2 Welcome to your Participant Center Dashboard:

Once logged in, you'll land on your participant Center Dashboard. If you are registered for more than one event, you'll see a list - just click on the event you want to manage. From here you can:

- View your fundraising progress
- Personalize your fundraising page
- Email your contacts
- Access helpful resources and tools

The dashboard is divided into several sections:

- Left Sidebar:** Contains navigation links: Dashboard, Donations, Team, Event Registration, and Resources & Tips. Below these are buttons for 'Customize My Page' and 'Share Fundraiser Link', followed by icons for 'Deposit Check', 'Thank My Donors', and 'Share a Message'.
- Top Left:** A welcome message: 'Welcome back, Brittni!' with a user profile icon.
- Donations Section:** Shows 'You've raised \$0 toward your \$7500 goal' with a progress bar at 0%. It includes a 'Recent Donations' section stating 'No donations to show... yet!' and a 'Share Fundraiser' button.
- Customize your fundraiser URL Section:** Offers to 'Customize your personal page URL to help others find your page faster and simplify your page links' with an 'Edit my page URL' button.
- Your Team Section:** Displays 'Britt's Heroes' with 1 member, Team Captain 'Brittni Blankenship', and a 'View Team Page' link.
- Event Details Section:** Features a photo of a stadium and text: '13 May St. Jude Leadership Society - National Online Memphis, ALL'. It includes a 'Participating as a Member' label and an 'Add to Calendar' button.
- Achievements Section:** Shows '1/10 Achievements unlocked' with a progress bar. It lists several achievements: 'First Donation', 'High-5', 'Link to Facebook', 'Picture Perfect', 'Super Thankful', 'Thankful', 'Sharing is Caring', 'Goal Met', 'Kickstart Donor', and 'Storyteller'. Each achievement has a description and a button to 'Send thank you messages' or 'Edit your story'.
- Fundraising Leaderboard Section:** Displays '8% Teams' and a list of individuals, including 'Brittni Blankenship' with a goal of '\$0.00'.



Customize Your Fundraising Page

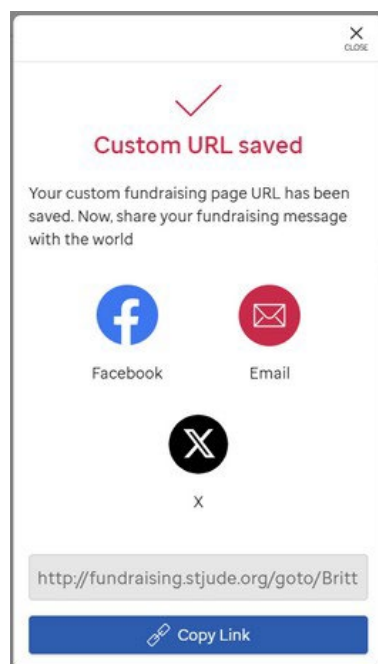
Make it personal. Make it powerful.

Your fundraising page is more than just a link—it's your story, your mission, and your invitation for others to join you. Customizing your page helps donors connect with your “why” and recognize your role in the St. Jude Leadership Society. A personalized page builds trust, boosts visibility, and makes it easier for friends and family to support your goal.

Create a Personal URL

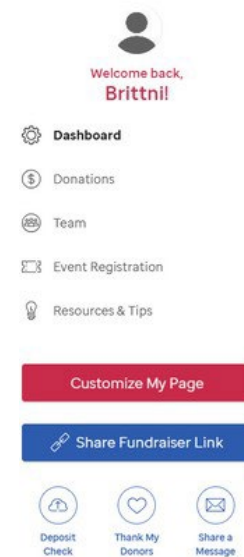
- 1 **From your Participant Center Dashboard:** Find the blue 'Customize your fundraiser URL' box in the center of your dashboard and click 'Edit my page URL'.
- 2 **Create your link:** Enter a custom URL extension (e.g., TaylorSmithTeam) and don't forget to click 'Save.'
- When creating your extension, consider making it short and easy to remember.
- 3 **Get social:** Share your new link on social media, email, and texts - it's now easier than ever for people to donate!



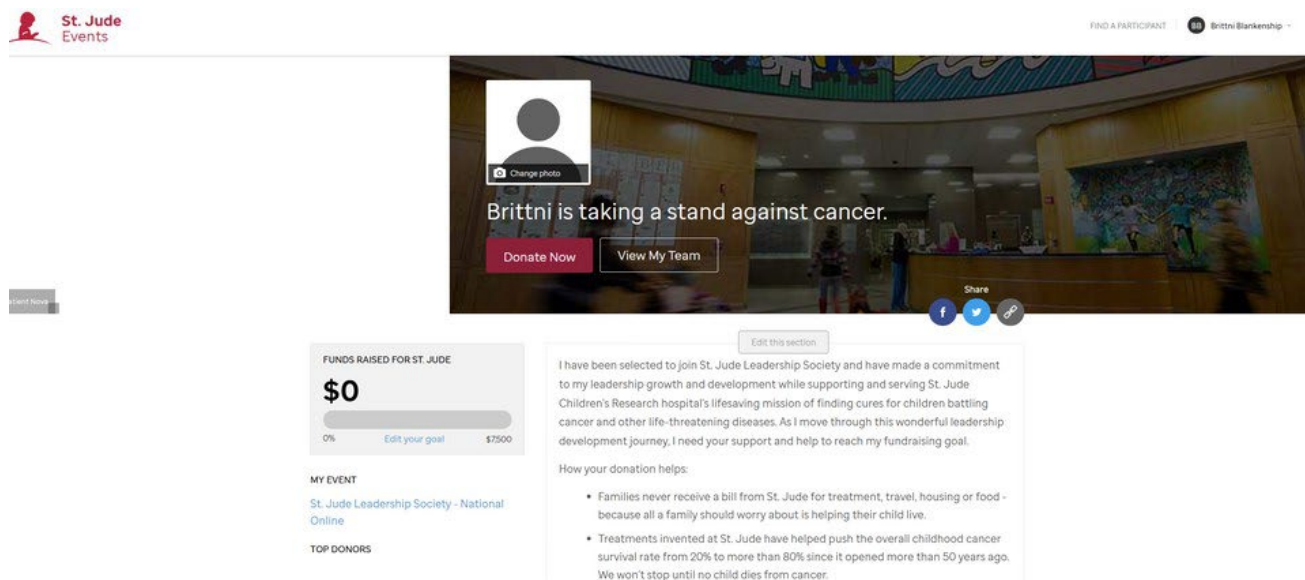
 A screenshot of a form titled "Create your custom fundraiser URL". It explains that a personalized web address can be created. It shows the base URL "http://fundraising.stjude.org/goto/" and a text input field containing "BrittniPage". Below the input field, a note states: "Page URL may only contain letters, numbers, dashes (-) or underscores (_)". At the bottom is a blue button labeled "Save custom URL".


Personalize Your Page

- 1 From your Participant Center Dashboard:** In the column on the left, click 'Customize My Page.' A new tab will open with editable sections.



This is the management side of what donors will see when you share your fundraising link. You'll want to customize this to boost trust and further encourage donations for your SJLS journey.



- 2 Photo:** Click 'Change Photo' to add a profile photo. Uploading a clear, professional photo of yourself helps donors connect personally with your fundraising page. Avoid silly or inappropriate images—this is your leadership moment! A good photo builds trust, reinforces your role in SJLS, and makes your page feel more personal.
- 3 Goal:** Click 'Edit your goal' to update your fundraising target anytime.
- 4 Story:** Click 'Edit this section' to share why you joined SJLS and what St. Jude means to you. The more personal and authentic your story, the more likely people are to support your mission.



Accepting Donations

You've built your page - now it's time to share it.

Once your fundraising page is live and personalized, you're ready to start collecting donations! All contributions should go through your personal TeamRaiser fundraising page, which ensures they're tracked and credited toward your SJLS goal. Below are the ways you can accept donations and how to manage each method.

Online Donations - The simplest and preferred method.

Share your fundraising link via text, email, or social media. Supporters will be directed to your fundraising page where they can choose an amount and donate using a credit card, Venmo, or Apple Pay.

The screenshot shows the TeamRaiser dashboard for a user named Brittni. The left sidebar contains links to Dashboard, Donations, Team, Event Registration, and Resources & Tips. The main area shows 'Latest Donations' with a search bar and a toggle for 'Show Unthanked Only'. A blue banner prompts to 'Create a Facebook Fundraiser' by connecting a Facebook account. Annotations include: a blue box pointing to the 'Share Fundraiser Link' button with the text 'Click here to copy your fundraising link to share via email or text. This also opens another option for a Facebook fundraiser.'; a yellow box pointing to the 'Latest Donations' section with the text 'Real-time updates: You'll see donations appear instantly in your dashboard!'; and a purple box pointing to the Facebook banner with the text 'If you want to fundraise via Facebook, you MUST start the fundraiser from your dashboard...not Facebook.'

Mobile Check Deposits

Scan and submit your checks directly from your phone. Please note that you MUST be logged into your dashboard from a smartphone in order to use this function. Follow the prompts and see your fundraising total updated in real time!

The screenshot shows the 'Mobile Check Deposit' form on a smartphone. The form is titled 'Mobile Check Deposit' and includes a 'Donor Information' section with fields for 'Donor's First Name' and 'Donor's Last Name'. Below this is a 'Next >' button. The form also includes sections for 'Donation Amount', 'Capture Check Front', 'Capture Check Back', and 'Verify & Send Donation'.



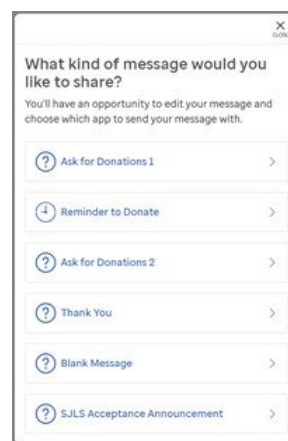
Using TeamRaiser for Fundraising

Tools available at your fingertips - don't miss them!

now that your TeamRaiser page is live, you have access to powerful tools that make fundraising easier, more personal, and more impactful. These features are built into your Participant Center and are designed to help you stay organized, connect with donors, and share the mission of St. Jude in meaningful ways.

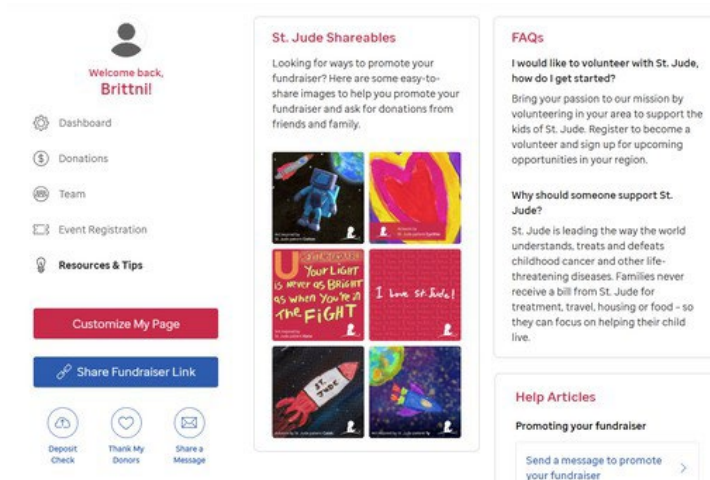
Send Emails Through TeamRaiser - Templates that make outreach easy.

Your Participant Center includes pre-written email templates you can customize and send directly to your contacts. These include messages to announce your acceptance into SJLS, ask for donations, and follow up with updates.



St. Jude Shareables - Visual storytelling that inspires.

TeamRaiser includes access to patient art and mission-driven images you can share on social media. These visuals help tell the story of St. Jude and make your fundraising posts more engaging and impactful.



Thank Your Donors - Gratitude goes a long way.

Every time someone donates to your page, you'll see it reflected in your dashboard. Use the built-in thank-you tools to send a quick message of appreciation. A simple "thank you" can deepen relationships and encourage future support.



Tools & Resources

Everything you need to fundraise with confidence.

As an SJLS member, you have access to powerful tools that will help you tell the story of St. Jude, inspire donors, and elevate your fundraising efforts. These resources are designed to make your outreach more impactful, your messaging more meaningful, and your mission more visible. Explore each one and use them to personalize your journey and connect with your network.

Brand Central - Your marketing hub for all things St. Jude.

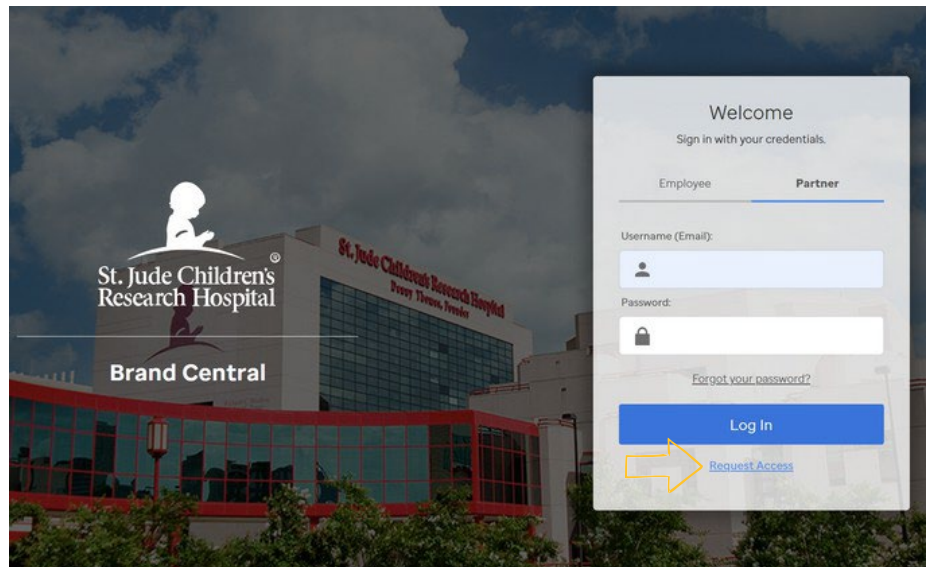
Brand Central is your all-inclusive site to access St. Jude media and resources. Within Campaign & General Resources, you'll find a folder for the St. Jude Leadership Society. This folder is continuously updated as new assets become available, but will always have:

- St. Jude Leadership Society branded templates, including a word template, you can customize and use during your fundraising outreach.
- Fundraising resources like a customizable sponsorship letter, thank you certificates and more.

You'll also find a variety of resources to support you in sharing the St. Jude mission. These resources include St. Jude approved patient images, videos, and biographies, as well as key messages and visuals to highlight the lifesaving work of St. Jude.

You'll need to request access to Brand Central using the steps below:

- 1 Visit brand.stjude.org.
- 2 Click the partner tab and then the "Request Access" link.
- 3 Fill out the details: choose St. Jude Leadership Society from the drop down menu and enter your SJLS lead staff as your "ALSAC Contact" -
- 4 Submit the registration. It will take about 24-48 hours to receive access.



St. Jude Inspire - Real stories. Real impact. Real inspiration.



stjude.org/inspire

St. Jude Inspire is your go-to destination for powerful stories that bring the mission of St. Jude to life. Whether you're looking for a meaningful story to share with donors or simply want to deepen your understanding of the hospital's work, this platform is packed with content that will move, motivate, and connect you to the heart of St. Jude.

What You'll Find

- **Patient Stories** – Hear directly from the children and families whose lives have been changed by St. Jude
- **Donor Spotlights** – Learn why others give and how their support makes a difference
- **Staff Features** – Meet the doctors, nurses, and researchers behind the mission
- **Videos & Podcasts** – Watch and listen to inspiring content you can share with your network

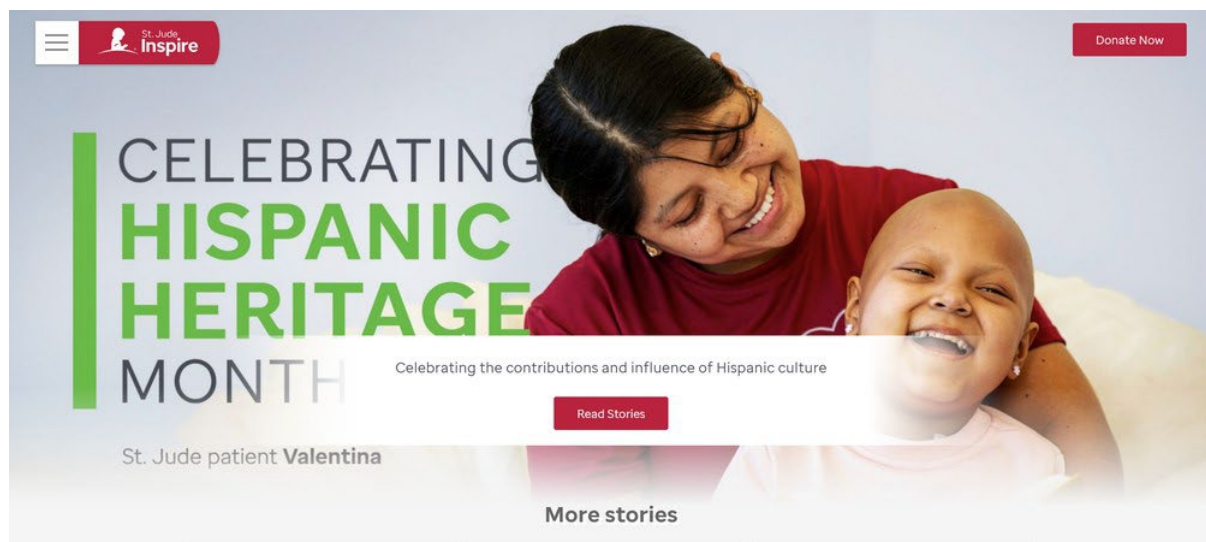
How to Use This Resource

- Share stories in your fundraising emails and social media posts to help donors connect emotionally to the cause
- Find inspiration for your own SJLS journey by learning how others have turned passion into purpose
- Use quotes, images, or links from Inspire to add depth and authenticity to your fundraising page



Pro Tip!

Pair a story from Inspire with your fundraising link to show donors exactly who they're helping.



St. Jude Facts to Share - Quick, compelling messages that resonate.

These are the top St. Jude facts that resonate with most, but make sure you are also sharing WHY St. Jude is important to you!

St. Jude patient **Natalie**,
solid tumor



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



Because of your support, we can **provide children cutting-edge treatments not covered by insurance**.



When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, **St. Jude has helped push the overall survival rate in the U.S. 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 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.



Pro Tip!

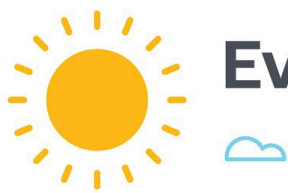
Pick 2-3 facts that resonate with you and share them often in your outreach.



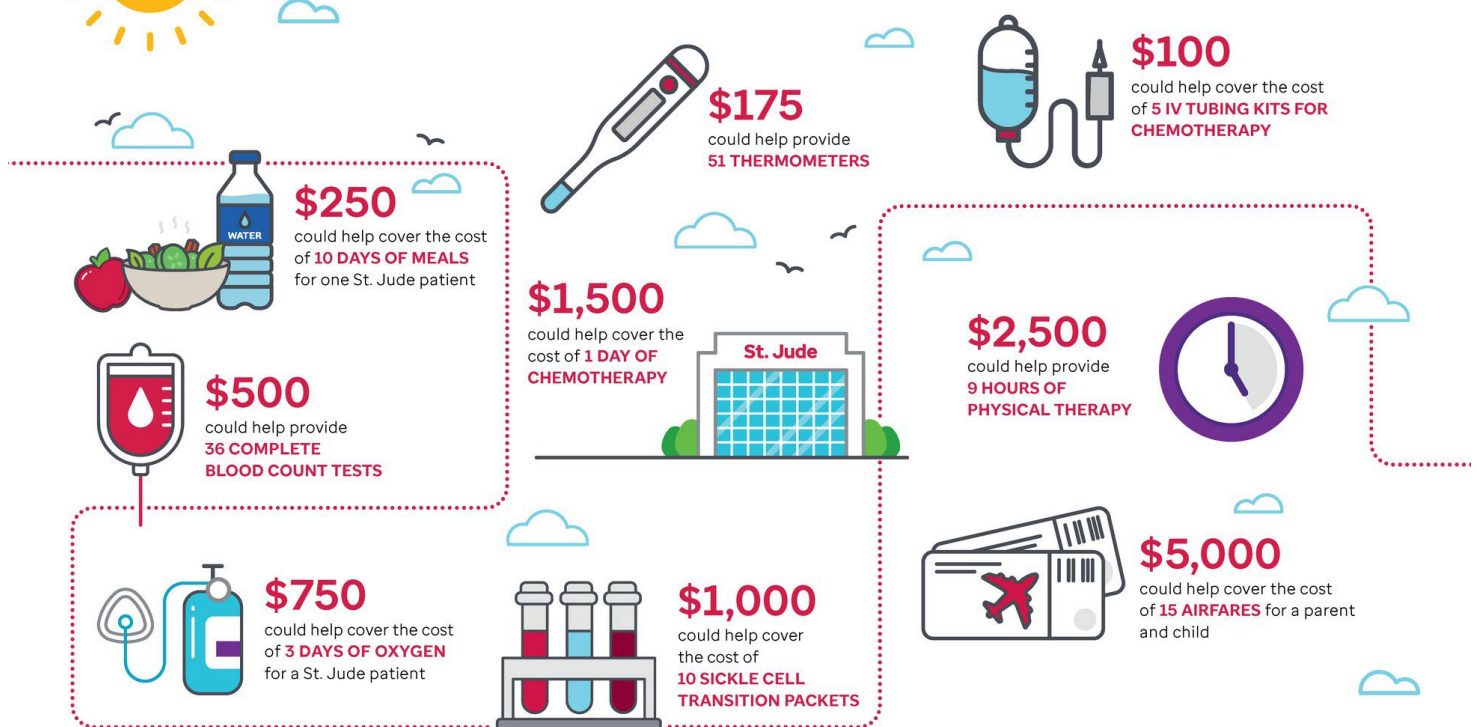
Gifts That Give - A powerful way to show impact.

This document connects specific donation amounts to real treatments, services, and experiences for St. Jude patients.

Connecting a donation to a specific item or experience helps bring the mission of St. Jude to life. Instead of giving to a general cause, donors can visualize the real impact of their gift—whether it's funding a round of chemotherapy, covering a day of oxygen, or providing a meal for a patient's family. It transforms giving from abstract to personal, making each donation feel meaningful, tangible, and deeply connected to the children and families at St. Jude.



Every Dollar Makes a Difference



Pro Tip!

Use this to help donors understand the tangible difference their gift can make.



Five Fundamentals of Fundraising

Master the mindset before you make the ask.

Fundraising isn't just about collecting donations—it's about building relationships, sharing your passion, and inviting others to be part of something meaningful. These five fundamentals will help you approach fundraising with confidence, clarity, and purpose. Whether you're asking a friend, a teacher, or a local business, these strategies will guide you in making authentic, effective asks that connect people to the mission of St. Jude.

- 1 Know your Network and Donors:** Know who you will be speaking to before making an ask. Cater your discussion, amount, and energy level to that person. For example, do not ask your classmate Suzy for \$250 and your parent's business partner for \$5. Is Suzy excited about Prom? Let her know that St. Jude has a prom for patients and send her a link to a story about the St. Jude Prom from the St. Jude Inspire site.
- 2 Know St. Jude:** Pick 2-3 things about St. Jude that YOU find interesting and be prepared to share that information with your network and donors. You don't have to tell the whole story. If your points are strong and delivered well, you only need a few.
- 3 Face to Face is Best:** When possible, make your ask in person. It could be a wonderful experience for you and the donor. Even a phone call is often better than a text message or email. You can always follow up with an email with information that may be of interest to that particular donor and a link to your fundraising page, making it easy for them to support you.
- 4 Make a Specific Yes/No Ask:** Think about a dollar amount you want to ask for before you have the conversation. Go in with a specific amount or goal in mind. A vague request can be met with a vague response. Instead of saying, "Please consider making a donation to St. Jude on my behalf," try saying "Would you consider a gift of \$250 to St. Jude to help me reach my goal of \$5,000?"
- 5 Don't Stop at No:** After you have made your ask, don't be discouraged if you get a no. Thank the person for their time and (if you make the ask early in your fundraising timeline) ask if they would be willing to meet with you again closer to the fundraising deadline or if they would be willing to match a portion of the funds you work to raise. Sometimes, no means not now, and they may be interested in helping later.



Fundamentals of Fundraising

Sphere of Influence - Your network is your greatest fundraising asset.

Fundraising isn't just about asking, it's about knowing who to ask, how to ask, and why your story matters to them. That's where your sphere of influence comes in. It's the circle of people you already know—family, friends, teachers, coaches, neighbors, teammates, and even your dentist or hairstylist. These are the people who care about you, believe in your leadership journey, and want to support your success.

By identifying your sphere of influence, you can tailor your outreach to fit each person. Some may be able to donate, others may offer their talents, connections, or even help you host a fundraising event. The key is to think creatively and personally—who do you know, and how can they help?

Use this tool to map out your network and brainstorm how to engage each group. The more intentional you are, the more effective your fundraising will be. And remember: every connection is an opportunity to share the mission of St. Jude and invite someone to be part of something bigger.



Effective Communication

Say it with purpose. Share it with heart.

Fundraising is more than asking for donations, it's about building relationships, sharing your story, and inspiring others to take action. The way you communicate can make all the difference in how your message is received and how your network responds. Whether you're reaching out through email, social media, or in person, these tips will help you communicate with clarity, confidence, and authenticity.

1 Make It Personal

People give to people. When you share why St. Jude matters to you—whether it's a personal connection, a story that moved you, or your passion for service—you help others see the heart behind your fundraising. Be honest, be real, and speak from your experience as an SJLS member.

2 Use the Right Tools

Your TeamRaiser Participant Center includes built-in email templates you can personalize and send to your contacts. These templates are designed to help you:

- Announce your acceptance into SJLS
- Ask for donations
- Share updates and milestones
- Thank your donors



Tip: Don't be afraid to tweak the language to make it sound like you! Your voice matters.

3 Be Clear and Direct

When making an ask, be specific. Instead of saying, "Please consider donating," try: "Would you consider donating \$50 to help me reach my \$3,000 goal for St. Jude?" Clear asks lead to clear responses—and often, more support.

4 Show Gratitude

Always thank your donors, whether it's with a quick message, a social media shoutout, or a handwritten note. Gratitude builds trust and encourages continued support.

5 Follow Up

If someone doesn't respond right away, don't be discouraged. Life gets busy! A friendly reminder or follow-up message can reignite interest and lead to a donation down the line.



Social Media Strategy

Use your voice. Share the mission. Inspire Action.

Social media is one of the most powerful tools in your fundraising toolkit. It allows you to share your story, spread awareness, and invite your network to support your SJLS journey. Whether you're posting on Instagram, Facebook, TikTok, or X, these tips will help you make the most of your online presence.

Posting Guidelines & Suggestions

- **Make it easy to give.** Always include a link to your personal fundraising page or connect a Facebook Fundraiser so friends and family can donate with just a click.
- **Post consistently.** Keep your fundraising efforts top-of-mind by sharing updates, milestones, and reminders regularly.
- **Tell the St. Jude story.** Use images, videos, and facts from Brand Central or St. Jude Inspire to show why this mission matters.
- **Share your journey.** Let your followers in on what you're learning, how you're growing, and why SJLS is meaningful to you. Be authentic and vulnerable—it builds connection.
- **Show gratitude.** Publicly thank your donors and supporters. Tag them in your posts and include your fundraising link to encourage others to join in.
- **Create challenges.** Make it fun! Challenge your friends to donate a specific amount by a certain date or match your own donation.
- **Tie it to a moment.** Use birthdays, holidays, or milestones as a reason to fundraise. Count down to your goal and celebrate progress with your followers.

Sample Posts

- “St. Jude Children’s Research Hospital is finding cures and saving children. I’m proud to support them as a member of the St. Jude Leadership Society: [LINK]”
- “This year, I joined the St. Jude Leadership Society. Help me raise funds for the kids of St. Jude and be part of something bigger: [LINK]”
- “Leader in training! I’m developing my skills through SJLS while fundraising for St. Jude. Support my journey here: [LINK]”
- “I’m only \$250 away from my goal! That’s the cost of a unit of red blood cells for a patient. If 10 friends donate \$25, I’ll hit my target! Will you help? [LINK]”



Tag Us!

Don’t forget to tag the local St. Jude pages and the main St. Jude account on Facebook and Instagram. We love to see and share your efforts - and so do your donors!



Fundraising Ideas

Get creative. Make it personal. Raise with purpose.

Fundraising is your chance to connect your passions with the mission of St. Jude. Whether you love baking, painting, organizing events, or just rallying your community, there's a way to turn that energy into impact. Below are ideas to spark inspiration—feel free to adapt, combine, or reinvent them to fit your style and network.



Handwritten Letters

Send a personal note to friends, family, or mentors explaining why you're fundraising for St. Jude. Include your fundraising link or a QR code.

Why it works: It's heartfelt, personal, and stands out in a digital world.



Bake Sale or Treat Drop

Bake cookies, cupcakes, or your signature treat and sell them at school, games, or community events. You can also offer delivery for donations.

Bonus: Ship treats for virtual donors!



Use Your Talents

Offer custom artwork, crafts, or handmade items in exchange for donations. Whether you paint, sew, design, or build—your creativity can fuel your fundraising.



Restaurant Benefit Night

Partner with a local restaurant to host a fundraising night where a portion of sales go to St. Jude. Be present to greet guests and share your story.

Virtual twist: Promote takeout orders with your fundraising link.



Dog Walking or Pet Sitting

Offer pet care services in your neighborhood for donations. Great for weekends or school breaks!



Garage Sale for Good

Declutter and host a garage sale, donating the proceeds to St. Jude. Invite neighbors to join and contribute items or a portion of their sales.



Lemonade Stand or Pop-Up Booth

Set up a stand with lemonade, snacks, or crafts. Add signage with your fundraising link or QR code to make donating easy.



Pancake Breakfast

Host a breakfast at your school, church, or community center. Ask local stores to donate supplies and charge a ticket fee.



Fundraising Ideas



Super Bowl Squares / March Madness Brackets

Create a donation-based game around major sporting events. Participants donate to claim squares or enter brackets, and winners get a small prize or bragging rights.

Why it works: It's fun, competitive, and easy to promote.



Silent Auction or Raffle

Collect donated items or gift cards from local businesses and host an auction or raffle. Promote it online or at an event.



Movie or Awards Show Party

Host a themed viewing party for a popular show, movie premiere, or awards night. Ask for donations at the door and serve snacks or create themed treat bags.



Dance Party or Themed Night

Throw a dance party with a fun theme (decades, costumes, glow night). Ask for donations as an entry fee and offer prizes for best moves or outfits.



Fitness Fundraiser

Partner with a local trainer or instructor to host a yoga, Zumba, or bootcamp class. Charge a donation-based entry fee and promote it with your fundraising link.



Corporate Matching & Sponsorships

Ask local businesses to sponsor your efforts or match donations. Many companies offer matching gift programs—check at stjude.org/matchinggifts.



Pro Tips!

- Use a QR code linked to your TeamRaiser page for easy access
- Promote your events with St. Jude shareables from Brand Central
- Always thank your donors and share how their support makes a difference

A Few Fundraising Reminders

Many participants host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember: local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities.

Please check with your local government before fundraising in these ways. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the property manager before posting your materials. Be sure to note that your fundraising activity is for St. Jude Children's Research Hospital.



Matching Gifts

Double the impact with one simple step.

Did you know that many companies will match donations made by their employees to nonprofit organizations like St. Jude? That means your \$50 donation could instantly become \$100—and your \$250 could turn into \$500—all at no extra cost to the donor.

Matching gifts are one of the easiest ways to boost your fundraising total and make an even greater impact for the kids of St. Jude. All it takes is a few minutes and a little awareness.

How It Works

- 1 Ask your donors if their employer offers a matching gift program. You can direct them to stjude.org/matchinggifts to search for their company.
- 2 If eligible, they'll follow their company's instructions to submit the match request.
- 3 Once submitted, ask them to forward the confirmation email or a screen grab of the confirmation website to you. Please share this with your SJLS lead staff.
- 4 Your SJLS lead staff will add the matching gift to your fundraising total on your TeamRaiser page.



Pro Tips!

- Mention matching gifts in your donation asks and thank-you messages.
- Include the matching gifts link in your emails and social media posts.
- Keep track of who has submitted a match so you can follow up if needed.
- Be patient—matching gifts may take a few weeks to process.

Matching gifts are a powerful way to stretch every dollar and show donors how their support can go even further. Don't leave this opportunity on the table—start asking today!

