

**Teaming up for  
a Brighter ToMARRROW!**

# WELCOME TO THE BY THE MILE PROGRAM!

**We are:** registry members, marrow donors, patients, transplant recipients and advocates—moving together to conquer blood cancers and blood diseases.

**We are stronger together!** If you are still thinking about joining or creating a team—read on for more information. If you're already signed up—then this toolkit will provide you with the resources you'll need to be successful.

Once you join or create a team in your area you will be able to represent Be The Match® at any and all athletic events—you decide. Pair your passion with fundraising to make a difference in the lives of both current and future Be The Match patients.

## COME TOGETHER—MOVE TOGETHER—ACHIEVE TOGETHER.

### We are teaming up to:

- Provide hope for those impacted by blood cancers and blood diseases.
- Inspire patients and recipients to discover what's possible as a survivor.
- Raise funds and awareness to ensure a brighter future where every patient who needs a transplant receives one.

### Be The Match will provide the tools and incentives—YOU provide the power.

Ready to get started? [Click here](#) to find (or create) a team and register:  
[BeTheMatch.org/ByTheMile](https://BeTheMatch.org/ByTheMile).

Then, join our [Facebook group](#) so you can connect with other teams!

## WHO'S ON YOUR TEAM?



**Team Captains** – your fearless leaders! Interested in being a team captain? Start a team today or contact us here and we'll reach out to answer your questions. You'll welcome new team members, organize social rides/runs/walks and register the team for local events. Be The Match will work with you to facilitate official partnerships for larger events.



**Team Members** – come one, come all! You'll be invited to social runs/walks/rides and local events. You'll set up a fundraising page and do what you can to help the team reach its goal. In some cases, to receive a coveted entry in a popular race, you may be asked to fundraise a minimum amount to receive a special Be The Match entry. In other cases, you will sign up on your own and join fellow team members at the event.

## WHAT DO TEAMS DO?

### Running/Walking/Cycling or other athletic events

Once you have a team, Be The Match will work with you to partner with local athletic events. If you are joining a team, your team captain will have information on upcoming events.

#### Events can occur in a few different ways:

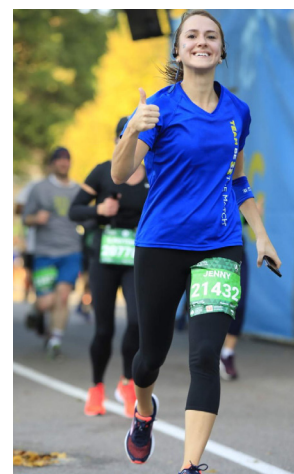
- Be The Match will form an official partnership with an event and will be able to share entries with team members.
- Teams will decide to register together and pay their own way for a local event and show up as the Be The Match team!
- Some teams might want to create their own event. For example, Team Lifeblood in CO plans an epic, long cycling ride each summer and invites any team members around the country to join the fun.

Keep an eye out on the [Events tab](#) of the website to see what's popping up around the country!

**What else?** You are forming a community of advocates for Be The Match. Teams are encouraged to connect socially in whatever way makes sense for them. Some might do weekly runs or walks together, others might meet up every other month in different settings (bowling, brunch or a Zoom Happy Hour). You get to decide! We know that we truly are stronger together.



*Team Lifeblood, CO*



*Jenny, running for  
Be The Match  
at the Twin Cities  
Marathon*

## TIPS & TRICKS

### Growing Your Team



- **Be open and welcoming**—if you want to move, we want you on the team!
- **Make ripples**—invite your network and ask them to invite their own network.
- Remember that **there is support** and you don't need to have all the answers. Be The Match staff will help with fundraising, incentives and setting up events. Plus team members will be invited to join the Facebook group and connect with other teams around the country.
- **Make it social**...or maybe competitive...you will know what is best. The team will set fundraising goals together, but each person can set personal goals for fundraising and fitness.
- **Reach out** when someone is interested—team captains or team members can do this; welcome new members and answer any questions. Invite them on a social ride or walk/run.
- **Communicate, congratulate and celebrate!**

## FUNDRAISING TIPS



- **Goal-setting**—ask team members to look at their network and consider a goal and then work together to set a team goal. Make sure to increase your goal as needed!



- Jumpstart your fundraising with a **personal donation!** Ask close friends and family to make early donations to keep the action going.

- **Tell your story**, WHY is this important to you?

- **Thank contributors** personally and publicly.

- Use **calls, letters and emails**.

- **Host an event:** bags tournament, bake sale, trivia night—whatever makes it fun for your supporters to contribute!

- **Look for local sponsors!** Even small businesses can offer support in exchange for logo placement on your team page and/or your gear.



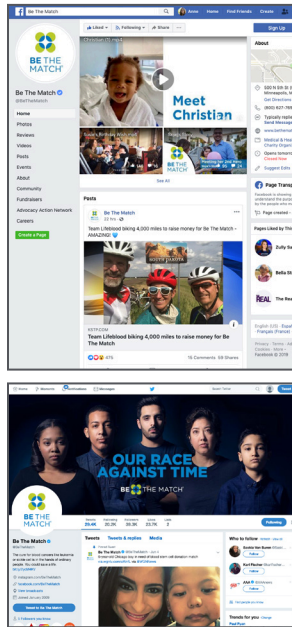
- Our most successful fundraisers will tell you—the worst that can happen is someone will say no. **And don't forget the power of the letter**—no one gets personal mail anymore!

- **Use our giving handles** (see below)—your contributors should know how their dollars will make a life-saving impact.

### HOW TO MAKE A LIFE-SAVING IMPACT:

	<b>\$20</b>	<p>Covers the cost to send one “Package of HOPE” to a patient to let them know Be The Match® is here to support them. The box includes: a spiral-bound journal, a pen, an encouragement card, a letter from our head of Patient Services (all bilingual: English and Spanish) and a listing of how to contact Be The Match in several other languages, and more.</p>
	<b>\$25</b>	<p>Covers one clinic visit co-pay for a marrow transplant patient.</p>
	<b>\$500</b>	<p>Secures one week of temporary housing for a patient and their caregiver near the transplant center.</p>
	<b>\$100</b>	<p>Covers the cost to add one potential marrow donor to the Be The Match Registry®, giving more searching patients hope for a cure.</p>

## SOCIAL MEDIA AND WEBSITE TIPS



- Did you know? Your [By The Mile fundraising page](#) can connect to Facebook with one click. It makes it easier for people to give where they are comfortable.
- Ask early, ask OFTEN, and keep asking. Social media moves fast, and people need to see your ask at least three times before giving.
- Set goals (both physical accomplishments and fundraising) and share! Keep people up to date on what you are doing.
- Did you know? You can use your [By The Mile fundraising page](#) to set milestones (ex. “Help us get to \$500 and we’ll give you a shout-out on FB”) and incentives (ex. “first three \$25 gifts will receive a handwritten thank you note”). AND—you can connect your Twitch or YouTube channel and livestream right from your page.
- Follow Be The Match social channels—share posts and add your page link!

## RESOURCES

Once you launch your fundraising page you’ll have access to resources, including:

- Contribution Form for offline gifts
- Sponsor package documents
  - How to solicit
  - Starter packages
- Posters for team recruitment
- Goal Setting Documents



**Questions? Email [TeamBeTheMatch@nmdp.org](mailto:TeamBeTheMatch@nmdp.org) or fill out this form and we will connect!**



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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