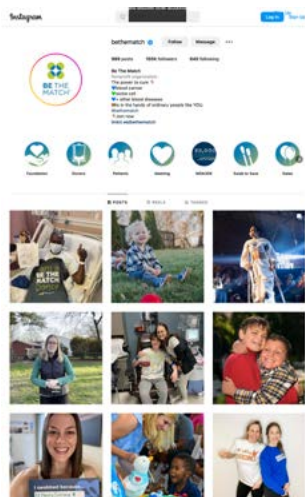


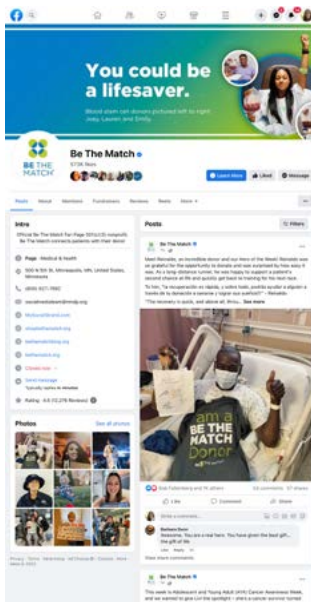
COMMUNICATION TIPS

- Start by texting, emailing or calling all your friends, family and coworkers to ask if they will help you with your efforts. It's important to end the message with an ask such as will you help me reach my goal?
- Send reminders and use urgency and impact statements – make sure everyone knows your goal and remind them how the funds will be used to save lives!
- Add pictures and share your personal story explaining why you are passionate about raising funds for Be The Match.
- Update your friends and family about your progress and thank them for their contributions. Consider thanking people with public shout-outs as they give—keep your content fresh!



Instagram Tips

- Create a pinned post on your profile sharing why Be The Match is important to you.
- Go live to promote your fundraiser.
- Create a reel and add the link to your fundraising page.
- Post videos of yourself explaining why you are fundraising.
- Update your followers on your progress and success!
- **Post a link to your Team Be The Match page in your bio. If you use Instagram's donate button, the funds will not be credited to you.**
- Give shoutouts to your donors by tagging them in your stories.



Facebook Tips

- Post information about your fundraiser on your Facebook profile. Be sure to include details so your friends can get involved.
- Create a Facebook Fundraiser right from your page making it even easier to reach your goal. Every donation you receive on your page will sync to your Facebook Fundraiser, and every donation you receive on Facebook will sync back to your Be The Match personal fundraising page!
- Use a Be The Match cover photo and profile image for your personal Facebook page.
- Share Be The Match posts and add your personal comments.
- Share why you are fundraising. What does Be The Match mean to you?

Instagram and Facebook captions:

- I am fundraising for Be The Match to help patients with blood cancers and other life-threatening diseases! Will you support me?
- Be The Match saves lives by connecting blood cancer patients with a matching donor! Will you help me provide more cures for searching patients?
- Be The Match is important to me because [add your reason]. It costs just \$120 to add a potential life-saver to the Be The Match Registry, will you help me add someone new today? If six of you will give \$20—we'll make it happen!

Instagram Talking Points:

- I'm fundraising for Be The Match to ensure more patients find their life-saving bone marrow donor 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 so many of you, I've raised \$XXX. That translates to [insert impact statement]. Don't miss your chance to support my efforts to make a life-saving difference. Donate now!

Email Template:

Hi, my name is [your name] and I am fundraising for be The Match®.

Be The Match is a global leader working every day to save lives through cellular therapy. For people with life-threatening blood cancers—like leukemia and lymphoma—or other blood disorders like sickle cell, a cure exists. Be The Match connects patients with a matching donor for a life-saving blood stem cell transplant.

I am fundraising for them because [enter your reason].

Will you help give hope and save lives today? Here is my fundraising link:

Hi, my name is [your name] and I am fundraising for Be The Match®. They connect patients with a matching donor for a life-saving blood stem cell transplant. The Be The Match Registry® is the most diverse registry in the world and includes both adult donors willing to donate and stored cord blood units.

My fundraising goal is \$X.

Did you know?

- \$20 covers the cost to send one “Box of Hope” care package to a patient.
- \$25 covers one clinic visit co-pay for a marrow transplant patient.
- \$50 covers the cost of one swab kit and donor typing to ensure the best possible donor match for a patient.
- \$120 covers the cost to add one potential marrow donor to the Be The Match Registry®.
- \$200 covers one month of transportation for a patient to and from the transplant clinic.
- \$500 secures one week of temporary housing during transplant recovery.
- \$1,000 covers the total lost wages for a volunteer marrow donor.

Will you support me today in saving lives? Every dollar makes a huge difference!

