

# Champion Challenge Fundraising Toolkit

---

# Contents

- Welcome, Champion!
- Tips for Success
- Your Fundraising Account
- Fundraising Tools
  - Fundraiser Toolbar
  - Your Fundraising Page
  - Dashboard
  - Donations
  - Messages
  - Resources
- Sample Social Posts
- Sample Email Message
- Companion App



*Thanks to a grant from the Be The Match® patient financial assistance program, JJ's parents were able to focus on getting JJ as healthy as possible and stress less over the bills. The grant covered a lot of the (often overlooked) transplant-related expenses like meals, hospital parking and gas for regular visits to and from the hospital.*

# Welcome, Champion!

Thank you for stepping up. Thank you for willing to do something to help patients at risk of not getting a life-saving bone marrow transplant because it's too expensive.

You are part of life-saving community committed to raising **\$125,000** this summer to secure grants for patients and their families to overcome financial barriers before, during, and after transplant. The Be The Match patient assistance program is funded solely through the philanthropic support of people just like you. Without your dedication and generosity, this critical program would not be possible.

Please use this toolkit to get the most out of the Be The Match fundraising platform. And don't skip the sample social posts and email and pages 17–18. You can copy, paste and edit them to make them yours. **Here's to a successful Champion Challenge!**

On behalf of all the patients we serve, thank you for saving lives!



Kerrie Goughnour  
Community Fundraising & Events Manager  
Be The Match Foundation®

# Tips for Success



**Donate to yourself.** This sets the tone and shows you are committed. Be the inspiration!



**Personalize your fundraising page.** Upload a profile picture, highlight your connection to Be The Match, and set your fundraising goal.



**Start asking right away.** The earlier you begin, the more you will raise. Use the email tool to send and track messages. Use your phone for one-click text messaging.



**Increase engagement.** Connect your page to a Facebook Fundraiser, create fundraising milestones, and offer your donors incentives for higher gifts—you can even add a live stream from Twitch or YouTube!



**Share your page on social media.** Take advantage of the sharing power of social media to help reach more people. Remember, just because you may not be on Facebook, your friends and network are!



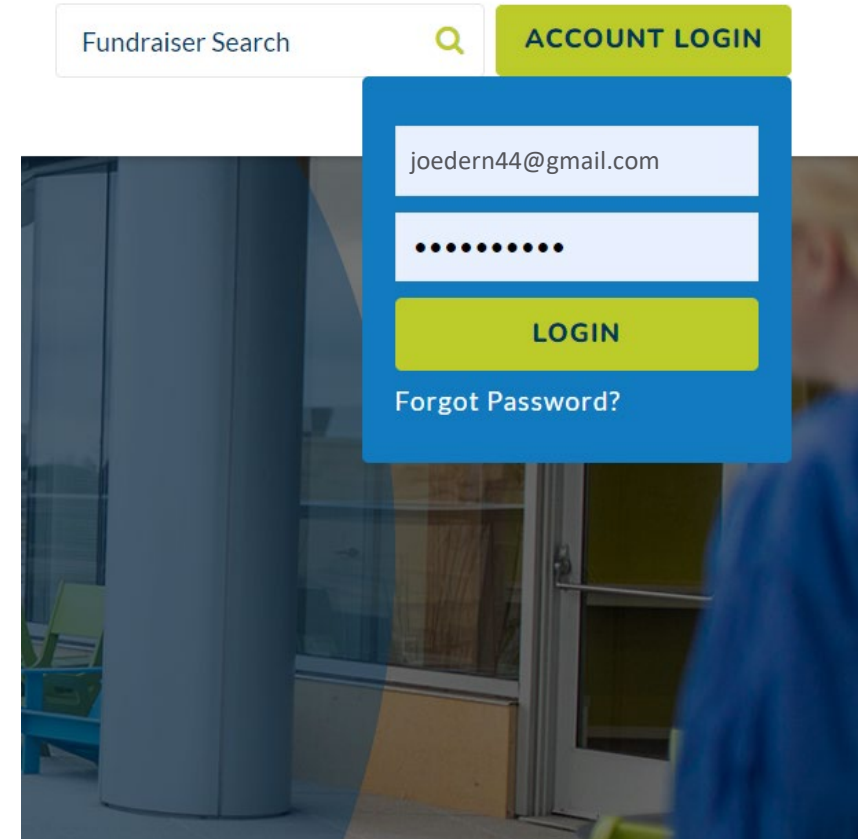
**Say Thank You.** When a friend or family member supports you, send a thank you note right from your fundraising page. If they gave from social, make sure you thank them publicly as well!

# Your Fundraising Account

When you log in, you'll be able to personalize your fundraising page, send emails to friends, spread the word on social media, and track donations toward your fundraising goal.

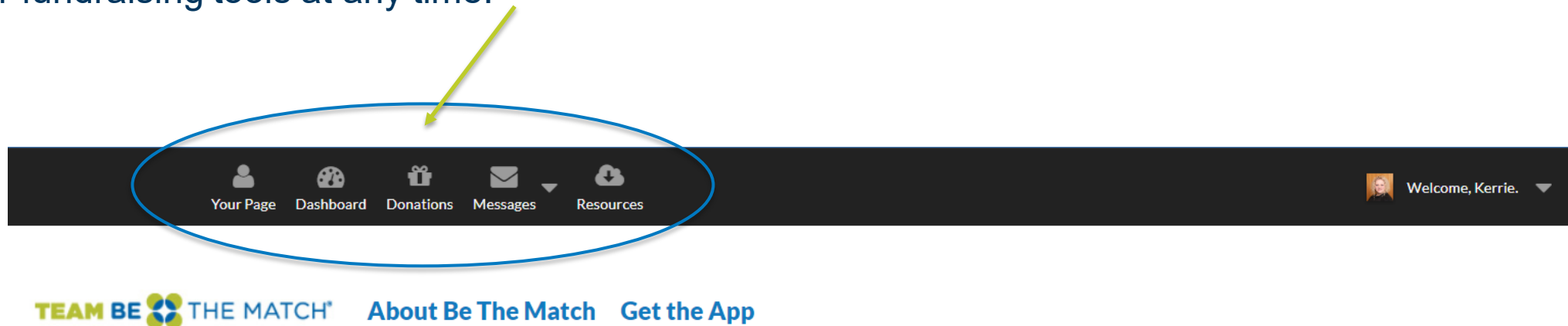
**Log in** with the email address and password you used when you registered.

**Forgot your password?** Click the [Forgot Password?](#) link to reset your password.

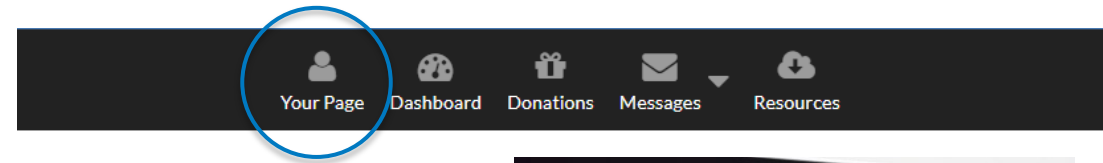


# Your Fundraising Toolbar

When you are logged in to the Fundraiser Portal, the Fundraiser Toolbar at the top of the page will stay in place as you navigate through the site. This way you can easily get back to your fundraising tools at any time.

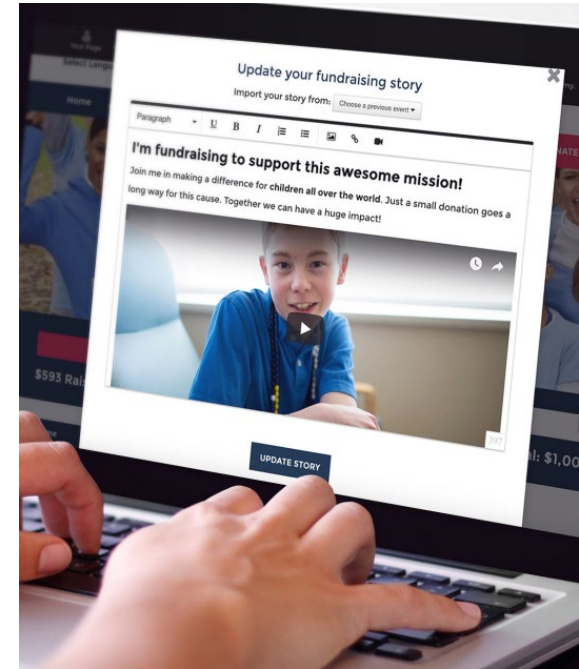


# Your Fundraising Page



Use your fundraising page to tell **your** story. Personalize your page by:


- ✓ Uploading a profile picture or banner
- ✓ Editing your display name
- ✓ Increasing your fundraising goal
- ✓ Embedding videos
- ✓ Connecting your livestream




“ MY STORY    ♥ DONATIONS    ⚙ SETTINGS

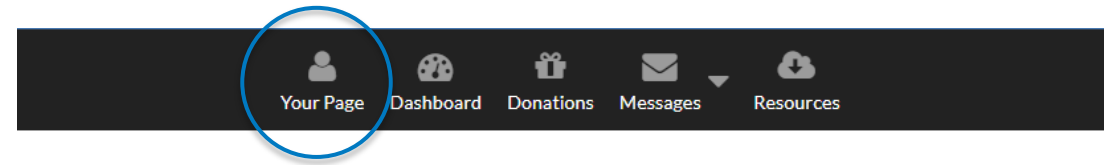
I am raising money for Be The Match because I'm passionate about saving lives!

Please help me reach my fundraising goal by making a tax-deductible contribution. Your gift delivers cures to patients desperate for a second chance at life. The money I raise will help add new potential blood stem cell donors to the registry, assist patients with uninsured transplant costs, and fund innovative research to improve transplant outcomes.



 **TIP**  
You can edit your page content wherever you see this pencil icon!

# Your Fundraising Page



Set your fundraising goal, but don't forget it!

Fundraising Goal\*

\$ 500.00



**TIP**

You can **edit your fundraising goal at any time**, from your page with the pencil icon, or from the Settings tab.

Choose a goal that's right for you. Remember, your fundraising makes a life-changing impact for patients and their families:

**\$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**

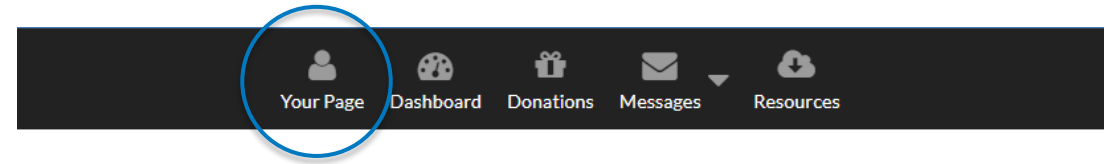
Secures one week of temporary housing during transplant recovery.

**\$2,000**

Covers one transplant recovery grant to help families with ongoing costs after transplant.



# Your Fundraising Page

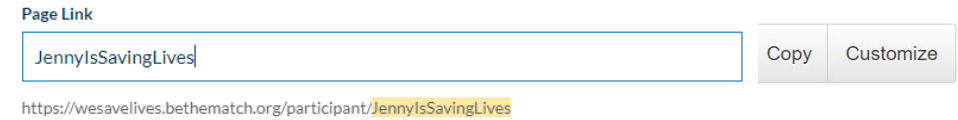


Select the **Settings tab** on your page to manage your:

- ✓ Banner image
- ✓ Fundraising Goal
- ✓ Page Link
- ✓ Facebook Fundraiser
- ✓ Livestream
- ✓ Milestones
- ✓ Incentives
- ✓ Privacy



**TIP**  
Copy or customize your Page Link to create a user-friendly url!



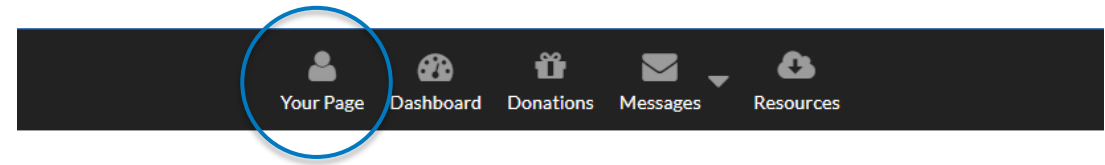
**TIP**  
Privacy settings explained:

**Allow people to search for my fundraising page:** If unchecked, users will not be able to search for your fundraising page, you will not appear in fundraising leaderboards, and you will not appear on the Roster of a team (if you are part of a team).

**Show donors on my fundraising page:** If this setting is unchecked, users will not be able to access your Donations tab.

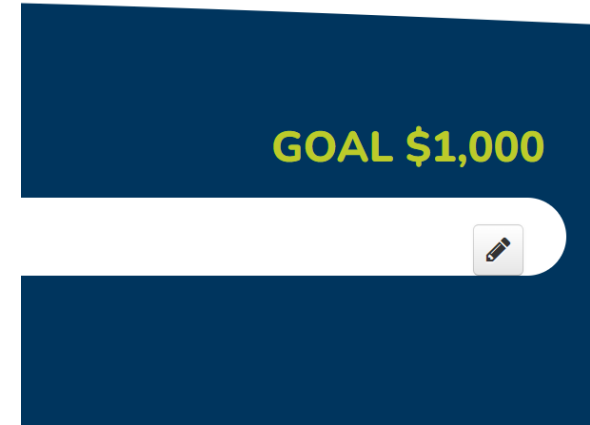
**Show donation amounts on my fundraising page:** If this setting is unchecked, only the donor's name will appear and only you (when logged in) will see their amount.

# Your Fundraising Page



**Milestones** allow you to set mini goals along the way to your overall fundraising goal and to tie them to specific stats—e.g. \$120 raised add one potential new donor to the Be The Match Registry. Milestones can also be tied to actions like, “when I raise \$500 I’ll shave my eyebrows”.

**To add a Milestone**, select the pencil icon next to your fundraising thermometer.



1. Select “Milestones”
2. Add in a fundraising amount and a description
3. Select **SAVE MILESTONE**

## Add a Milestone

Milestone Amount\*

Milestone Description\*

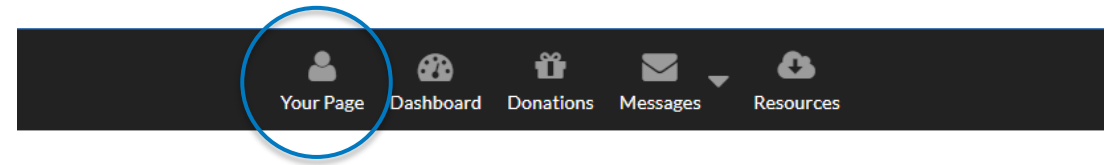
**SAVE MILESTONE**



**TIP**

**Milestones** are a great way to get your friend to give you \$25 instead of \$20 and push you over that milestone!

# Your Fundraising Page



**Incentives** can be small actions you'll do like mailing a personalized piece of art or baking your famous cookies. Get creative!

**To add an Incentive**, select the pencil icon next to your fundraising thermometer.

1. Select "Incentives"
2. Add in a donation amount and a description. You can also add an image to show donors what they will receive.
3. Select the maximum number of times the incentive can be redeemed or check the "Unlimited" box if you dare.
4. You can add a start and end date if you want to put a time constraint on the availability.
5. If you need additional information from your donors such as a shipping address, shirt size or food allergies, you can also add more questions.
6. Select **SAVE MILESTONE**

## Add an Incentive

Donation Amount\*

Enter the donation amount required to receive this incentive.

Incentive Description\*

Incentive Image (Optional)

**UPLOAD AN IMAGE**

JPG, GIF & PNG accepted.

Quantity Available\*

  Unlimited

Does this incentive have start and/or end dates?\*

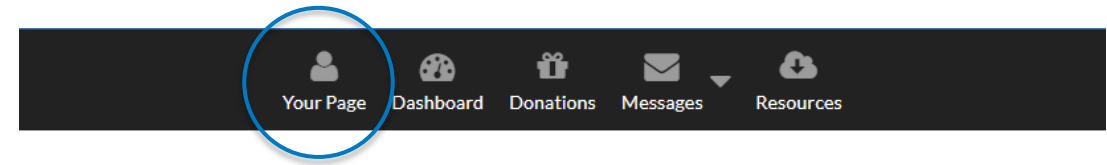
Yes  No

Do you need any additional information from the donor?\*

Yes  No

**SAVE INCENTIVE**

# Your Fundraising Page



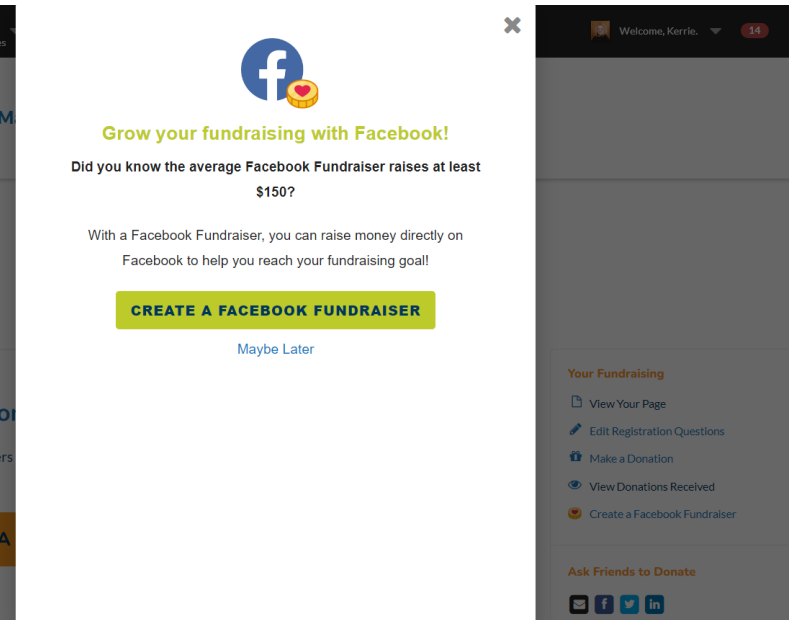
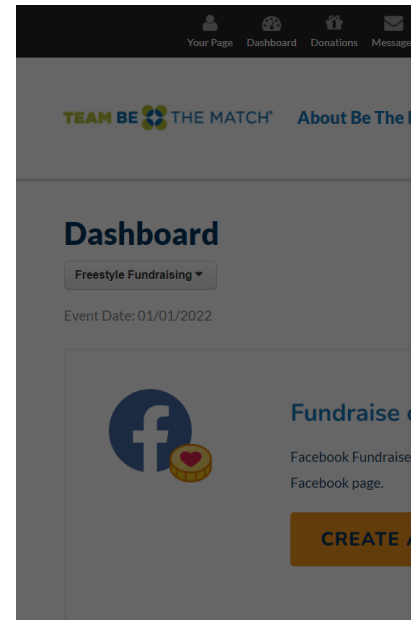
You can create a **Facebook Fundraiser** right from your personal fundraising page, making it even easier to reach your goal. **BONUS:** Every donation you receive on your page will sync to your Facebook Fundraiser, and every donation you receive on Facebook will sync back to your Be The Match personal fundraising page!

When creating your Facebook Fundraiser, your story content and fundraising goal will automatically appear on Facebook. In the future, if you update your story content, it will not automatically change on Facebook, but your fundraising goal will.



## TIP

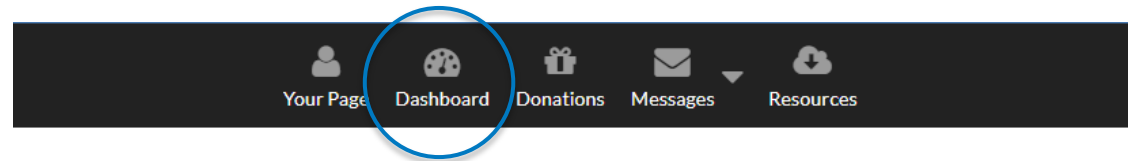
You can start a Facebook Fundraiser from your Dashboard or from the Settings tab on your fundraising page.



# Your Dashboard

From your Dashboard, you can:

- ✓ Create a custom message to ask for donations
- ✓ Connect your page to a Facebook Fundraiser
- ✓ Make a personal donation to your page
- ✓ View your fundraising stats
- ✓ Customize your page
- ✓ Reach out to past supporters
- ✓ Share your page and message on social media



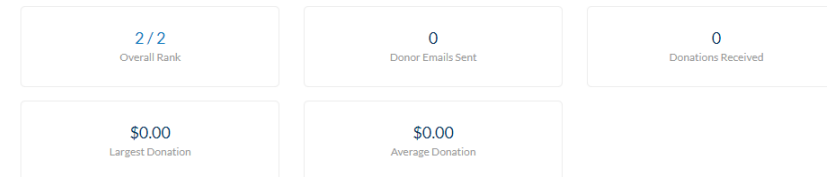
## Dashboard

Champion Challenge ▾

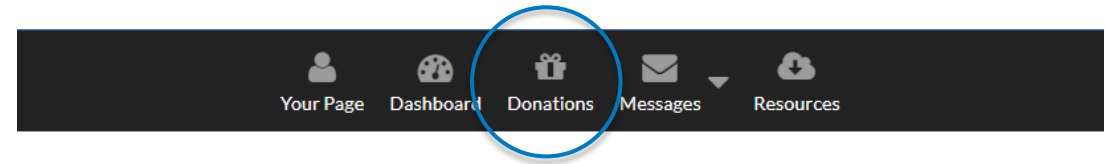
A card titled 'Ask Friends to Donate' featuring an envelope icon with a question mark. The text reads: 'Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!'. Below the text is an orange button labeled 'CREATE A MESSAGE'. Navigation arrows are visible at the bottom of the card.

Two vertical sidebars. The top one is titled 'Your Fundraising' and contains links: 'View Your Page', 'Make a Donation', 'View Donations Received', and 'Create a Facebook Fundraiser'. The bottom one is titled 'Ask Friends to Donate' and contains social media icons for email, Facebook, Twitter, and LinkedIn.

### Your Stats

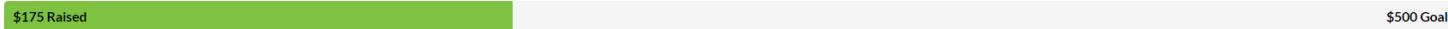


# Donations



View who has donated to you online and send thank you emails in real time.

You've raised 35% of your goal!



Search Donations... THANK YOUR DONORS

Facebook Donor Participant Donation	\$20 05/18/2022
Facebook Donor Participant Donation	\$100 05/18/2022
Kerrie Goughnour Participant Donation	\$35 05/18/2022

## Offline Donations

For times when you need to collect money offline, from a supporter who prefers to give you cash, please obtain a cashier's check from the bank **payable to Be The Match Foundation**. If a supporter chooses to give you a check, make sure the check is payable to Be The Match Foundation.

All checks must be mailed with the [Be The Match Champion Challenge Contribution Form](#) to:

Be The Match Foundation  
Attn: Team Be The Match  
NW5948  
PO Box 1450  
Minneapolis, MN 55485

# Messages

Add your contacts, send and track messages!

## Message Type

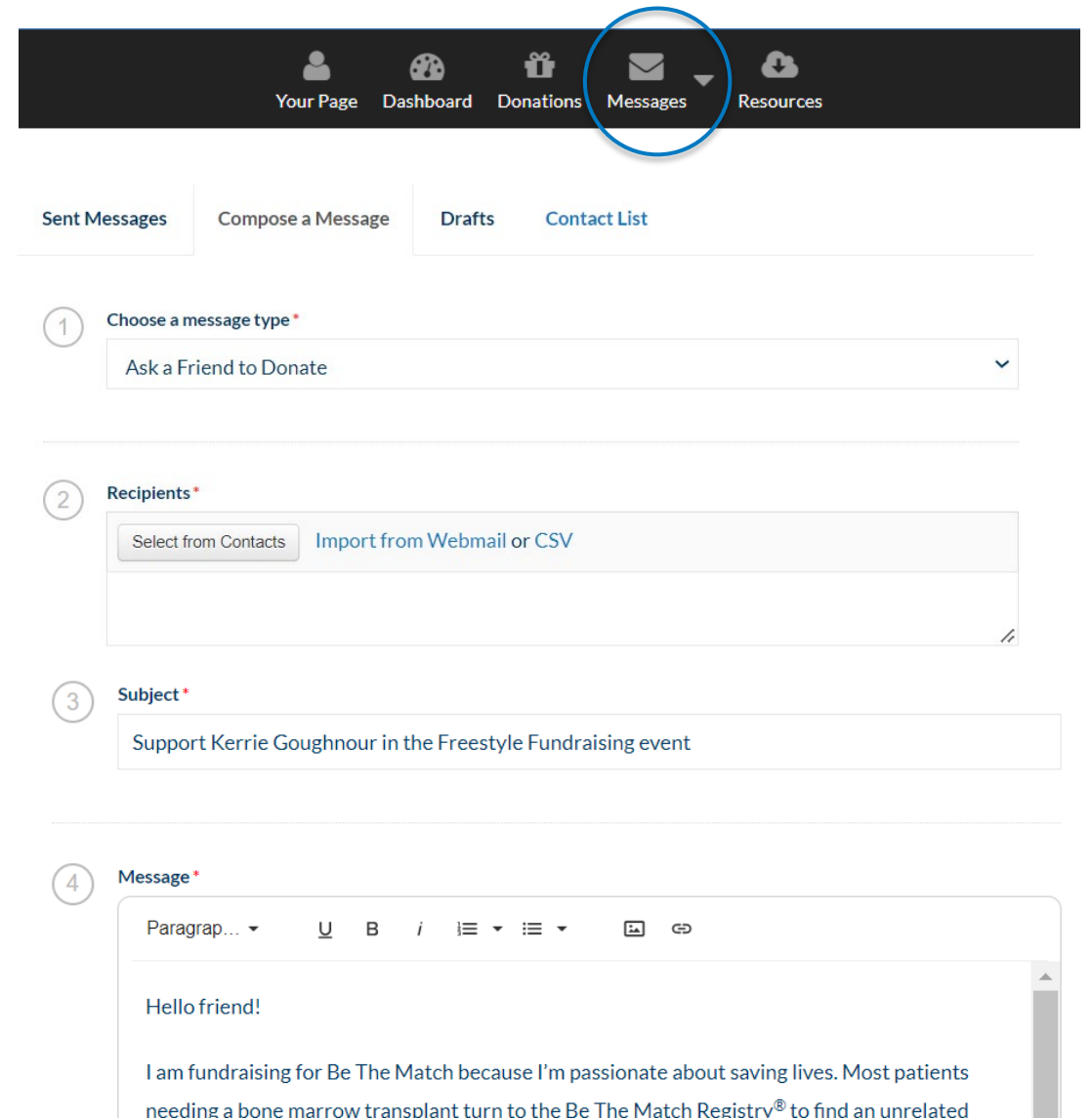
Choose an email template to invite friends and family to donate, join your team or send a general fundraising update.

## Recipients

Select recipients from your contact list, select donors who have supported you in the past, or select donors who have already donated to your current event.

## Message

Update the content, add links and pictures, and format your message. **A link to your fundraising page will be automatically included.**



Navigation: Your Page, Dashboard, Donations, **Messages**, Resources

Tabs: Sent Messages, Compose a Message, Drafts, Contact List

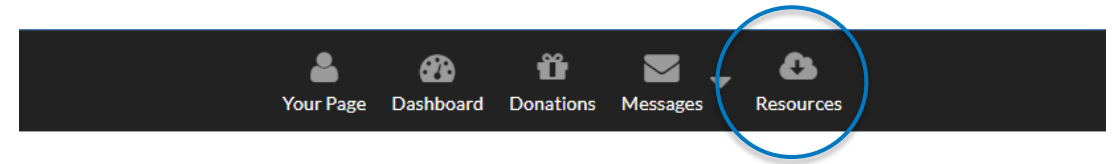
1 Choose a message type\*  
Ask a Friend to Donate

2 Recipients\*  
Select from Contacts Import from Webmail or CSV

3 Subject\*  
Support Kerrie Goughnour in the Freestyle Fundraising event

4 Message\*  
Paragraph... U B i |≡ ≡ | 📎 🔗  
Hello friend!  
I am fundraising for Be The Match because I'm passionate about saving lives. Most patients needing a bone marrow transplant turn to the Be The Match Registry® to find an unrelated

# Resources








Downloadable Files are available here and include:

- **Fundraiser User Guide**
- **Contribution Form**
- **Social graphics**

## Resources

Champion Challenge ▾

File Name

 <b>BTM_Fundraiser_User_Guide_092622</b> pdf, (2049.4 KB)	Download File
<i>Your complete "How-To" User Guide with tips for success</i>	
 <b>Champion_Challenge_Contribution_Form</b> pdf, (205.4 KB)	Download File
<i>Mail this completed form in with any checks you collect</i>	
 <b>Champion_Challenge_Social_Graphics</b> zip, (5161.5 KB)	Download File
<i>Champion Challenge graphics to share on social media</i>	
 <b>Champion_Challenge_Toolkit</b> pdf, (1667.9 KB)	Download File
<i>Tips and tools to get the most out of your fundraising</i>	
 <b>TBTM_Contribution_Form_2022</b> pdf, (204.5 KB)	Download File
<i>Use this Contribution Form to mail in checks</i>	



# Sample Social Posts

I've joined the Be The Match<sup>®</sup> Champion Challenge to raise money to help patients with blood cancer and blood diseases afford their cure. I'm challenging myself to raise **[DOLLAR AMOUNT]**. Please help me reach my goal by making a tax-deductible donation today! **[INSERT YOUR PAGE LINK]**

I'm challenging myself to raise **[DOLLAR AMOUNT]** for Be The Match. Support my fundraiser to help provide assistance to patients and families to overcome financial barriers before, during and after transplant. Please help me reach my goal by making a tax-deductible donation today! **[INSERT YOUR PAGE LINK]**

A marrow transplant can provide a second chance at life for thousands of patients each year, but the financial toll of the treatment journey can be a barrier for many. The costs can be a devastating hardship—even with insurance. And financial barriers can even prevent patients from moving forward to transplant. I'm challenging myself to raise **[DOLLAR AMOUNT]**. Please help me reach my goal by making a tax-deductible donation today! **[INSERT YOUR PAGE LINK]**

# Sample Email

You probably know someone who's been affected by blood cancer like leukemia or a blood disease like sickle cell. But did you know there's a cure? A bone marrow transplant.

Be The Match connects patients with their donor match for a life-changing bone marrow transplant and a second chance at life—providing support every step along the transplant journey.

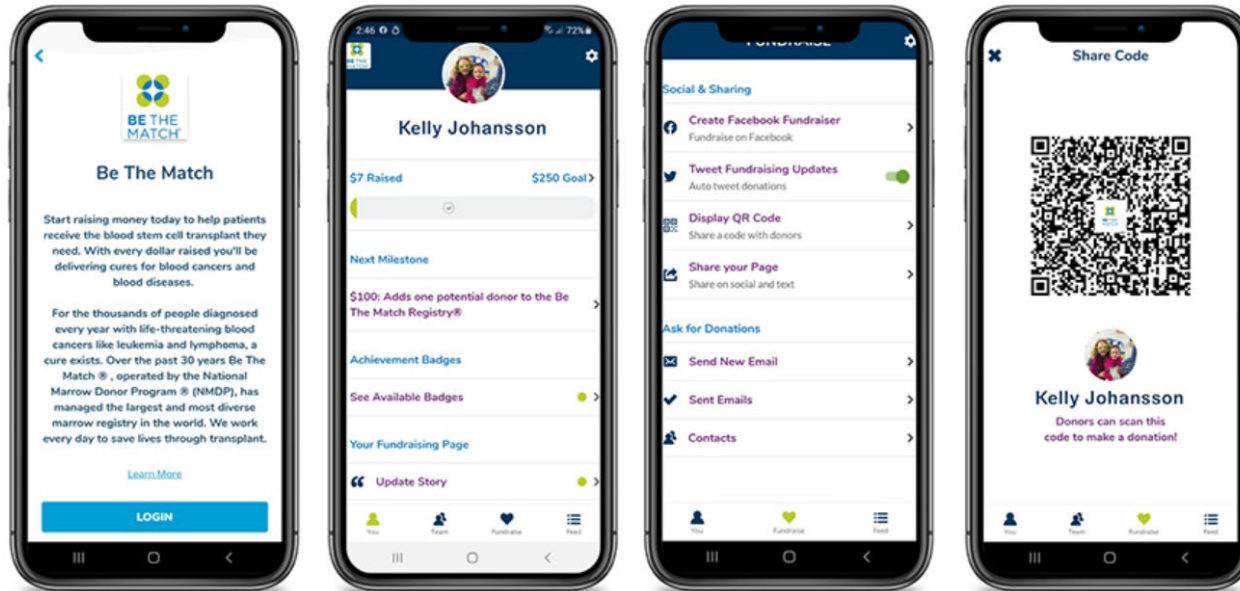
But did you know there are patients at risk of not getting a transplant because they can't afford it? I'm challenging myself to raise **[DOLLAR AMOUNT]** to make sure these patients get their cure.

Your gift of just **\$25** can cover one clinic visit co-pay for a marrow transplant patient. **\$200** covers one month of transportation costs for a patient traveling to and from the transplant clinic. And **\$2,000** secures a Transplant Recovery Grant. Patients must be accompanied by a full-time caregiver for the first 100 days post-transplant. During recovery, up to two incomes may be lost and grants like this help with uninsured expenses.

Please support me by making a tax-deductible donation to my Be The Match Champion Challenge fundraiser. Together, we can save lives.

# Get the App

Update your fundraising story, display your personal QR code, and raise money for patients and families—all on the go!



Flash your personal QR code for quick donations.

Your donors can easily use digital wallet payments like Apple Pay, PayPal and Venmo!



From the home screen of your mobile device, tap the App Store icon and type "DonorDrive" into the search bar. Tap "Get" next to the DonorDrive Charity Fundraising app and install. When prompted, sign into the App Store to complete the installation.



From the home screen of your mobile device, tap the Google Play Store icon and type "DonorDrive" into the search bar. Tap on the DonorDrive Charity Fundraising app thumbnail and install. When prompted, sign into the Google Play Store to complete the installation.

**Once installed on your device, simply log in with the same username and password as your Fundraising Account.**

# Thank you, Champion!

Questions? Need some fundraising ideas or technical help? Let us know!

[TeamBeTheMatch@nmdp.org](mailto:TeamBeTheMatch@nmdp.org)