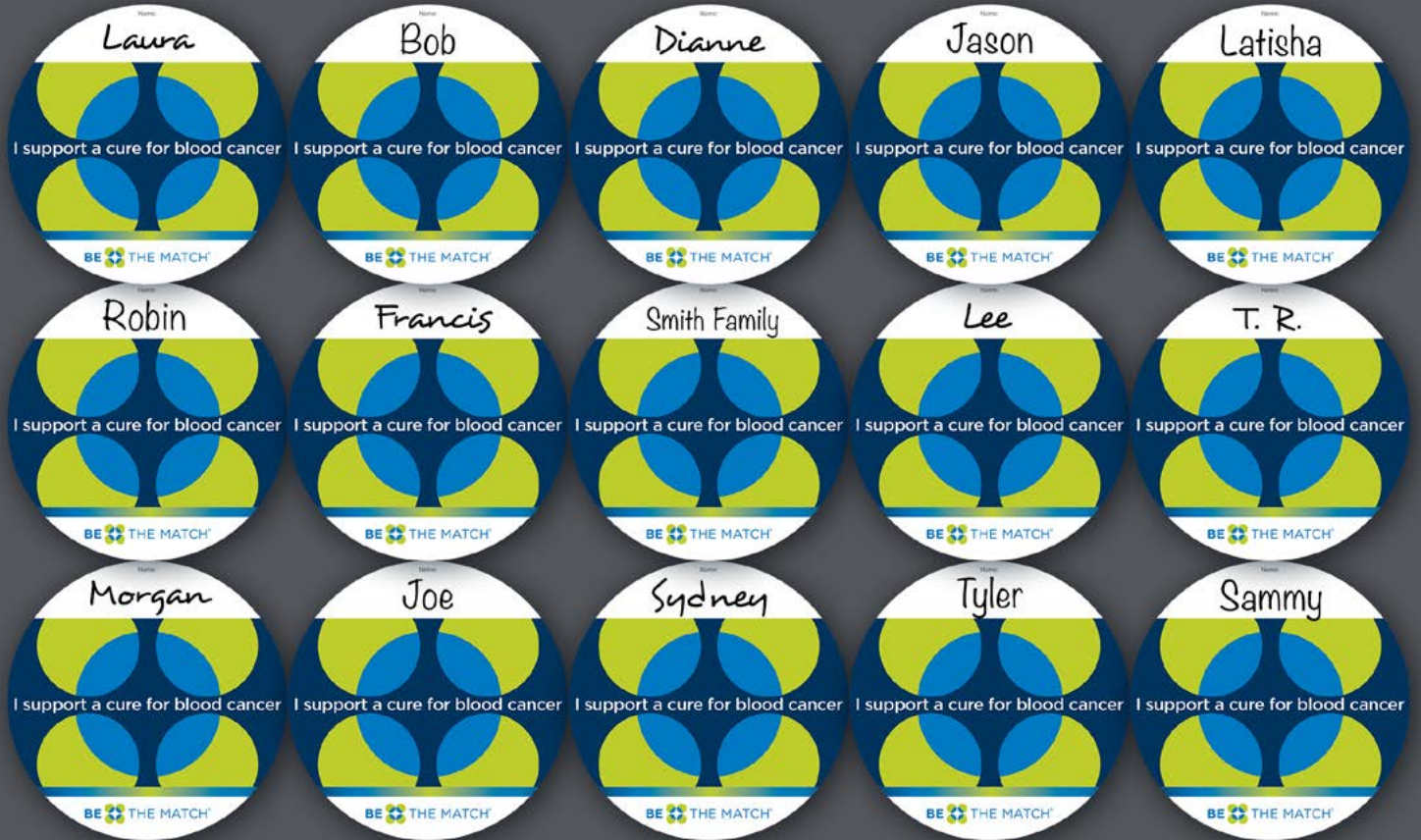


# PIN UP TOOLKIT



**The cure for blood cancer is in the hands of ordinary people.®**

# Pin Up Campaign

## What is a pin up campaign?

A pin up campaign is a simple yet high-impact program that makes it easy for businesses, schools and community groups to raise funds for Be The Match®. You have likely seen similar campaigns in your community. They typically consist of small sheets of paper, also known as “pin ups,” which individuals can purchase for a minimum \$1 donation. The individual signs their card and then it is proudly displayed, or pinned up, in a highly visible location. As more people participate, the display of support grows and makes an impactful statement.

## Follow these easy steps to get started:

### 1 Choose a timeframe this will work best for your organization.

- A month-long campaign tends to be most successful
- This should be the only promotion during the timeframe

### 2 Educate your employees or group members on Be The Match.

- Hold a kick off so members learn and feel comfortable answering questions about Be The Match
- Use the “Be The Match At A Glance” (page 4) during daily/weekly staff meetings

### 3 Display collateral materials in your business, school or community space.

- Be The Match provides Pin Up cards, promotional fliers, goal posters and stickers for employees to wear.
- Hang up a fliers near the registers
- Display the pin ups in highly visible areas

### 4 Monitor success and supply levels during month-long campaign.

- Track weekly donations on your goal poster
- Contact Be The Match if you need additional materials

### 5 Fill out the Pin Up Wrap Up Form and turn in donations.

- This form needs to accompany the donations raised
- Send form, donations, and any unused supplies to Be The Match
- For most businesses, it's easiest to track the pin up sales in your own system, and contribute one check to Be The Match at the end of the campaign.





# Power Up Your Pin Up Campaign

## Steps for a successful fundraiser:

### Set a goal

- Gives employees or group members something to work towards
- Set a variety of goals (daily, weekly, by shift, etc.)

### Motivate your employees or group members

- Offer top sellers a prize (extra hour off, gift card, etc.)
- Split into teams and create a competition (winners get a pizza party, group outing, etc.)
- Challenge other local businesses or schools to participate and create a competition

### For businesses, motivate your customers

- Promote the campaign as an event
- The key is to ask everyone that comes to the register to participate
- Offer a coupon towards a future visit for customers that donate



### Talking points for those promoting the pin-ups

- We've partnered with Be The Match to give blood cancer patients hope for a cure. Can you donate a dollar today?
- Just one dollar helps Be The Match connect patients to their life-saving cure. Can you donate a dollar today?
- Make it personal, yet a direct one or two lines.



## Be The Match is the world's leading nonprofit organization focused on saving lives through cellular therapy.

As a community of volunteer marrow donors, health care professionals, clinical researchers and generous partners, we support patients on their journey to a cure.

From recruiting potential donors to the registry, matching patients with donors, facilitating transplant logistics; to collecting data and conducting critical research, Be The Match's vast network is focused on one thing: saving lives through cellular therapy.

### We are here for patients every step of the way.

**7,054**  
LIVES IMPACTED  
THROUGH  
CELLULAR THERAPY



#### LIVES:

In 2022, we impacted 7,054 lives through cellular therapy. Since our founding in 1987, we impacted more lives in 2022 than ever before.

#### PATIENT SUPPORT:

Be The Match provides one-on-one support for patients and families before, during and after transplant. We are proud to offer comprehensive services including counseling, transplant navigation support, a Peer Connect program and much more, completely free of charge.

**2,300**  
PATIENT  
ASSISTANCE  
GRANTS WERE  
PROVIDED



We also know that a significant barrier for patients on their journey to a cure is financial. In 2022, we provided 2,300 patient assistance grants totaling \$6.1 million. This lifeline is solely funded through philanthropy and the generous support of our community.

#### RESEARCH AND EDUCATION:

With a focus on improving outcomes for patients, we conduct critical research. In 2022, approximately 250 research studies and clinical trials were underway through our research program CIBMTR® (Center for International Blood and Marrow Transplant Research®).

**250**  
RESEARCH STUDIES  
& CLINICAL TRIALS  
THROUGH  
OUR RESEARCH  
PROGRAM CIBMTR®



We also sponsor early career researchers through The Amy Program. The Be The Match Foundation® has invested approximately \$12 million to fund 47 Amy Scholars as of 2022. The Amy Scholars have leveraged this funding to develop their research portfolios and win more than \$110 million in additional grant funding to support discoveries that improve survival rates and quality of life for transplant patients.

#### ENGAGING THE PUBLIC:

Be The Match manages the world's most diverse registry of volunteer marrow donors. Each year, we focus on growing the optimal registry, adding new, young, ethnically diverse donors committed to saying "yes" when called. In 2022, more than 308,000 new potential donors joined the registry.

**308,000**  
NEW POTENTIAL  
DONORS JOINED  
THE REGISTRY



Many of the programs critical to Be The Match's ability to deliver our mission are funded through philanthropy. In 2022, contributors gave more than \$13.1 million to advance and accelerate our mission. And, our vast network of volunteers donated more than 125,000 hours of time—a value of \$3.7 million.

To learn more about your role in our mission, visit: [BeTheMatch.org/support-the-cause](https://www.bethematch.org/support-the-cause)

# Pin Up Wrap Up Form

**Thank you for your participation in the Be The Match Pin Up Program!**

We appreciate the time and effort you and your employees dedicated to this campaign.

Date: \_\_\_\_\_ MM / DD / YYYY

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City, State, ZIP Code: \_\_\_\_\_

Point of Contact Name: \_\_\_\_\_

Work Phone: \_\_\_\_\_ (000) 000-0000

Work Fax: \_\_\_\_\_ (000) 000-0000

Email Address: \_\_\_\_\_

Total Amount of Donations: \$ \_\_\_\_\_ \$000.00

Number of Pin Ups Sold: \_\_\_\_\_

Campaign Start Date: \_\_\_\_\_ MM / DD / YYYY Campaign End Date: \_\_\_\_\_ MM / DD / YYYY

Has your company ever done a pin up campaign before? YES  NO

Comments about your experience with Be The Match and this campaign: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Please send the completed form, with a donation check, and any unused materials to:**

Be The Match  
Attn: Pin Up Campaign  
500 N 5th St  
Minneapolis, MN 55401-1206

## Questions?

Contact your local Be The Match representative or email: [communityevents@nmdp.org](mailto:communityevents@nmdp.org)

### For Be The Match use only:

Date Received: \_\_\_\_\_ MM / DD / YYYY

Donation Amount Rec'd: \_\_\_\_\_ \$000.00

Number of Pin Ups Used: \_\_\_\_\_

Confirmation Email Sent: \_\_\_\_\_ MM / DD / YYYY



© 2023 National Marrow Donor Program. All rights reserved. | NP22355; JUN 2023