



Some photos taken prior to 2020

# St. Jude Walk/Run

## Participant Guide

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[stjude.org/walkrun](https://stjude.org/walkrun)

  
St. Jude Children's  
Research Hospital<sup>®</sup>  
Finding cures. Saving children.  
ALSAC • DANNY THOMAS, FOUNDER

# Getting Started

Thank you for registering and supporting St. Jude Children's Research Hospital®. **We won't stop until no child dies from cancer.** But we can't do it without you.

Now that you've taken the first step in helping to cure childhood cancer, here are some other quick ways to get your fundraising started:



## Recruit Others

- Encourage family, friends and co-workers to join you.
- Participants can choose to participate **in-person** or **virtually** (from anywhere they are).
- Share that you have signed up for the St. Jude Walk/Run on social media and encourage others to get involved.



## Set Your Personal Goal

- Log in to your Fundraising Center at [stjude.org/walkrun](http://stjude.org/walkrun).
- Customize your personal page, and share your reason for participating! **Participants who personalize their page raise, on average, 30% more than fundraisers with default page content.**
- **82 cents of every dollar** you raise goes to support patients and research at St. Jude today and in the future.



## Make a Personal Donation

- Did you know that the **average St. Jude Walk/Run participant raises \$321?**
- **Inspire your donors to give** by showing your investment in the cause and asking them to join you.



## Share Your Progress

- **Share on social media!** Your Fundraising Center has quick launch buttons to make sharing easy.
- Utilize the email templates in your Fundraising Center to easily send out messages to your friends and family. **Participants who send emails raise 8x more than those who don't.**

# Gifts that Give

Because the majority of St. Jude funding comes from generous donors, St. Jude has the freedom to focus on what matters most—saving kids regardless of their financial situation. Every dollar makes a difference. We encourage you to set your fundraising goal or ask for donations using one of the amounts below and see what those donations can be used for!

**\$768**

Helps cover the cost of four days of oxygen for a St. Jude patient

**\$465**

Helps provide a spinal tap for a St. Jude patient

**\$250**

Helps provide a meal card for a St. Jude family for one week

**\$108**

Helps cover two-thirds of the cost of one hour of physical therapy

**\$64**

Helps cover the cost of four platelet tests



# Fundraising Tools

Your personal Fundraising Center is your St. Jude Walk/Run fundraising hub. To log in to your Fundraising Center, visit [stjude.org/walkrun](http://stjude.org/walkrun) and click the **“Log in to your Fundraising Center”** link in the center of the page.



## Personalize Your Page

- Once you are in your dashboard, in your fundraising section, you can customize your personal and team fundraising links.
- **Participants who personalize their page raise, on average, 30% more than fundraisers with default page content.**



## Launch Facebook Fundraising

- Combine your personal fundraising page with Facebook fundraisers! This tool is a great way to share your fundraising progress and encourage donors in a seamless and user friendly way.
- To get started, personalize your fundraising page and set up your Facebook fundraiser through the fundraising center or through the St. Jude Walk/Run mobile app.
- **Participants who utilize Facebook Fundraising raise 3-4 gifts or \$164 more on average than participants who do not.**



## Download St. Jude Walk/Run mobile App

- Send messages via text, LinkedIn, WhatsApp, email, Twitter, Facebook and Snapchat to ask your friends, family and colleagues for support.
- Schedule social posts to Facebook, Twitter and LinkedIn with updated fundraising totals and your donation link.
- Edit your personal fundraising page content to share your story of why you Walk/Run for St. Jude Children's Research Hospital.
- **Participants can deposit checks using the mobile check deposit feature. This eliminates the need to mail these in or wait on the delay for the donation to adjust your fundraising totals.**

# St. Jude Story

He was a desperate man, who did what desperate men often do.

He made a promise – a promise to the patron saint of hopeless causes, St. Jude Thaddeus.

**“Show me my way in life,” said Danny Thomas, a struggling entertainer with a young family to support, “and someday I will build you a shrine.”**

St. Jude Children’s Research Hospital is one man’s promise that’s become an unprecedented beacon of hope and healing for the world. It’s a place not just of life-saving treatment and ground-breaking research, but a haven for kids to be kids, finding a sense of normalcy amid the tumult of disease. It’s a place filled with art that uplifts and inspires, from the 1.2 million shimmering sequins that make up a courtyard art installation to the patients’ own creations in the ABCs of Cancer display.

Consider how it must have sounded, at the time: A hospital to cure childhood diseases thought to be incurable, built in the early 1960s segregated South and meant to treat all children, regardless of color or creed or a family’s socio-economic station.

Audacious as it sounds, it happened, thanks to self-described “proud beggar” Danny Thomas, who became an entertainment legend – but did his best work as a humanitarian who never forgot his promise.

And it’s happening still. The single, star-shaped building that opened on Feb. 4, 1962, has given way to a 66-acre campus where research and treatments have helped push the overall childhood cancer survival rate from 20 percent when the hospital opened to more than 80 percent today. And we won’t stop until no child dies from cancer.





# Sample Messaging

Share your fundraising story on your social media pages to encourage your friends and followers to donate. Use our sample Facebook and Twitter posts below as a reference.

## Message to supporters

As one St. Jude family, we continue to find ways to treat and defeat childhood cancer. With your loyal support, we can ensure that families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live. No gift is too small and, together, **we won't stop until no child dies from cancer.**



### Facebook

- Join me for the St. Jude Walk/Run on [date]. You can support my efforts for the kids of St. Jude by donating at [insert page URL]. **#StJudeWalkRun**
- I'm raising money for **@St. Jude Children's Research Hospital** and participating in the St. Jude Walk/Run. You can support my efforts for the kids of St. Jude by donating at [insert page URL]. **#StJudeWalkRun**
- St. Jude freely shares its groundbreaking discoveries, and every child saved at St. Jude means doctors and scientists can use that knowledge to save thousands more children around the world. Join me in the **#StJudeWalkRun at [insert page URL]**.



### Twitter

- Join me for the **#StJudeWalkRun** on [date]. Register today or visit my fundraising link to donate to **@StJude [insert page URL]**.
- I'm raising money for **@StJude**. You can support the kids of St. Jude by donating at [insert page URL] **#StJudeWalkRun**
- I support **@StJude** because families never receive a bill from St. Jude for anything. **#StJudeWalkRun**



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## Sample Messaging

### **Saving children everywhere**

St. Jude shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children.

**Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened in 1962. And we won't stop until no child dies from cancer.**

### **St. Jude creates more clinical trials than any other children's hospital**

St. Jude turns laboratory discoveries into lifesaving treatment that benefit patients.

### **Families never receive a bill**

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

