

BE  THE MATCH<sup>®</sup>

 **hosa** future  
health  
professionals

# HOSA Puts the **FUN** in Fundraising

# WELCOME

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**Benita Davis**  
Senior Program Partner



**Kerrie Goughnour**  
Community Fundraising  
and Events Manager



# OUR MISSION

We save lives through cell therapy.

Amelia, transplant & grant recipient

Every 3-4 minutes, someone in the U.S. is diagnosed with a blood cancer like leukemia and lymphoma. For those cancers and over 70 other blood diseases, such as sickle cell, a cure exists.

**That cure is a blood stem cell transplant.**

Be The Match connects the world's most diverse registry of donors with patients who desperately need them for a second chance at life. We can't do this without help from volunteers and organizations just like HOSA.

# Fundraising is critical to our mission



## PATIENT SUPPORT

Providing financial assistance grants to patients & their families  
*(\$6.1M to 2,320 families last year)*



## INNOVATION & RESEARCH

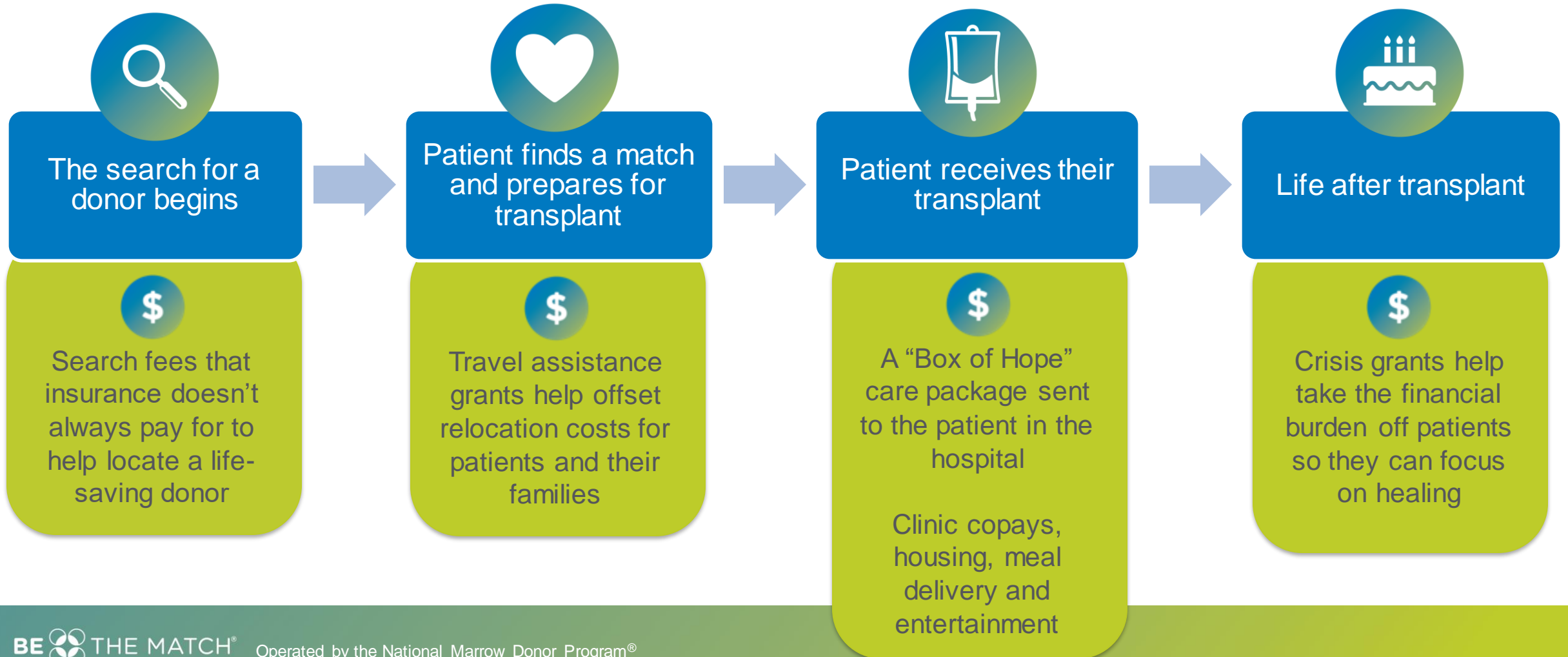
Funding research to improve transplant outcomes for patients



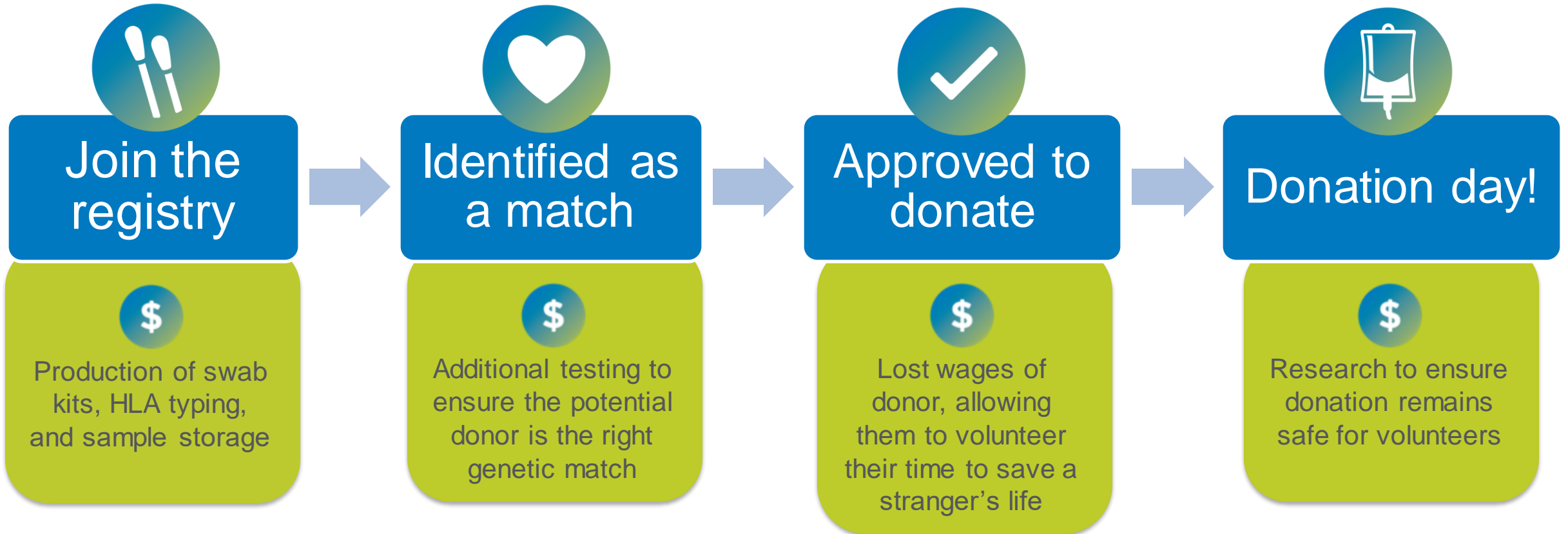
## MEMBER RECRUITMENT & ENGAGEMENT

Diversifying our registry to provide matches for more patients and keeping potential donors engaged while they wait

# Your fundraising dollars... in the life of a blood stem cell transplant patient:



# Your fundraising dollars... in the life of a blood stem cell donor:





# Fundraising Basics



**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.



**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. Make sure if they give from social, you thank them publicly as well!

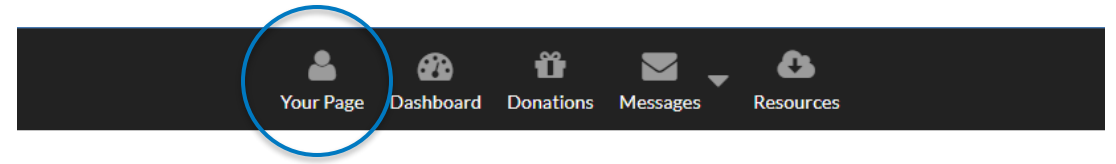




# Nathan's Tips



# Incentives



**Reward donors for their support**—e.g. mail a personalized piece of art, bake your famous cookies, or dye your hair blue. Get creative!

## 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**


**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 INCENTIVE**

# Duct Tape the Principal


- “Sticky Situation”
- \$1 donation = 1 piece of tape
- Principal stays “stuck” until the end of lunch (or longer)
- Will take 5-10 rolls of tape!



 **TIP** Use the Incentives on your Advisor/Team Captain's page to collect the donations and keep track of who "bought" the tape.

# Incentives

**Incentives** [Close]

- \$7** 50 Left  
 One ticket to the Chili Cookoff!
- \$50** 2 Left  
You can send ONE message from my phone to whomever you'd like.
- \$150** 1 Left  
I will dye my hair blue!

**INCENTIVES** See All Incentives ▶

As a HOSA chapter member, I am joining... and sickle cell.

It's my goal to raise as much as I can for Be The Match, and I'm asking for your help. Will you join me by making a tax-deductible d...

Your gift delivers cures to patients desperate for a second chance at life.

The money I raise will add new potential life-saving donors to the Be The Match Registry®, provide financial assistance to remov... transplant for patients, and fund groundbreaking research.

# Calendar Fundraiser

- Pick a date, pay the amount
- November 14 = \$14
- Post on social media
- Tag/thank donors
- Update regularly



# T-Shirt Fundraiser



## HOSA X BE THE MATCH FUNDRAISER

Organized by Kirstin Olson



Hanes Authentic T-shirt  
Sizes YS - XXXXL [View Sizing Guide](#)

### About this campaign

These T-shirts are not only a great way to represent your HOSA pride but part of the proceeds go to our national service project, BE THE MATCH, a donor registry for diverse patients

Buy a HOSA T-shirt with the BE THE MATCH logo and a portion of the proceeds will go to the BE THE MATCH foundation

All funds raised will go directly to **Be The Match Foundation**

**\$240 raised**

52 items sold of 100 goal **Thanks to our supporters!**

\$15

Hanes Authentic T-shirt  
Unisex - Maroon



## T-shirt fundraising for everyone

The 100% free and easy way to raise money and rally support from your community with custom shirts.

[Get Started](#)



**1 Design & Launch**  
Upload custom artwork or create your design right on Bonfire.

**2 Promote & Sell**  
Spread the word on social media while we handle everything else.

**3 Receive Profits**  
Orders ship directly to your supporters, while you get a payout of all the profits.

# Homecoming Dance

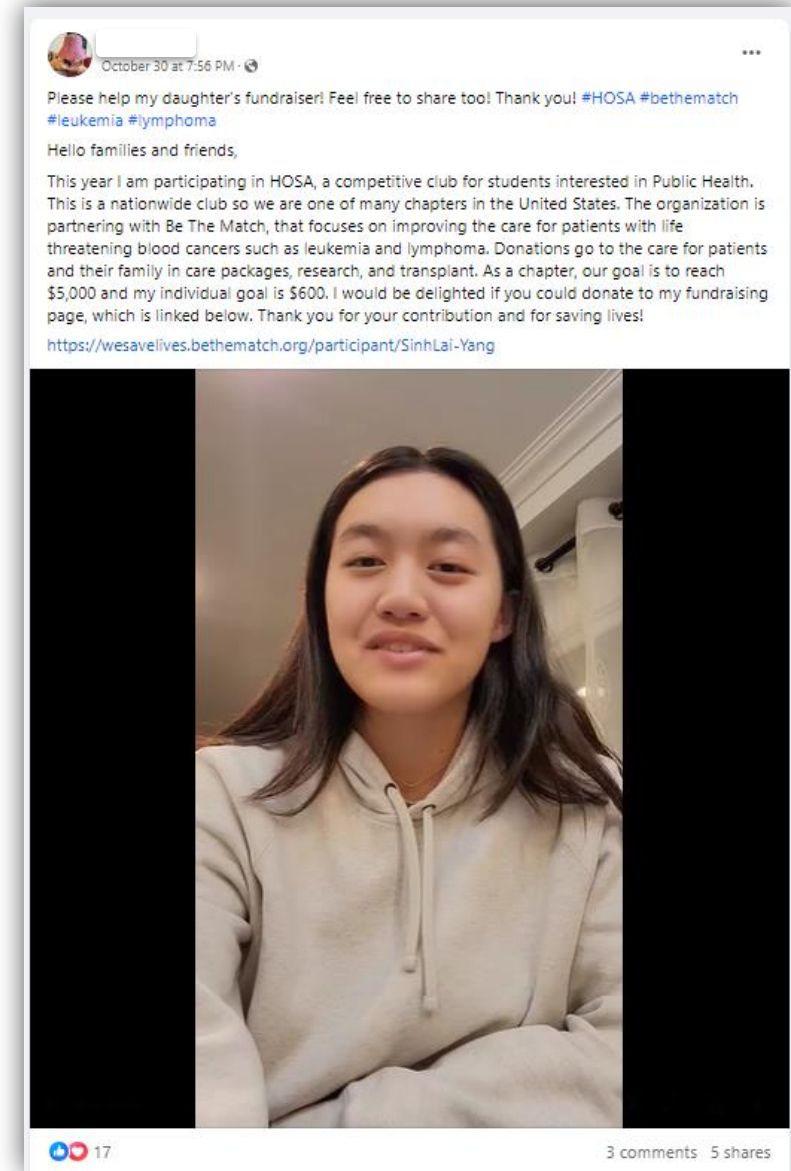
- “A Night in Vegas” theme
- Donations from 6 local businesses covered startup costs
- 400 tickets sold
- Music and casino games
- Raised \$7,500!





# Facebook

- YOU may not be on Facebook, but your donors are!
- Have a parent, guardian, relative, etc. post on your behalf
- Include a video introducing you, HOSA and why you're fundraising for Be The Match
- Make sure to add a link to your personal or chapter team page!



# Instagram Bingo

- Post the bingo card to your Insta Story
- Ask for donations to fill up the card
- Post your chapter team page link in your bio
- Tag each donor in the corresponding box as you go so your followers see what boxes are left!

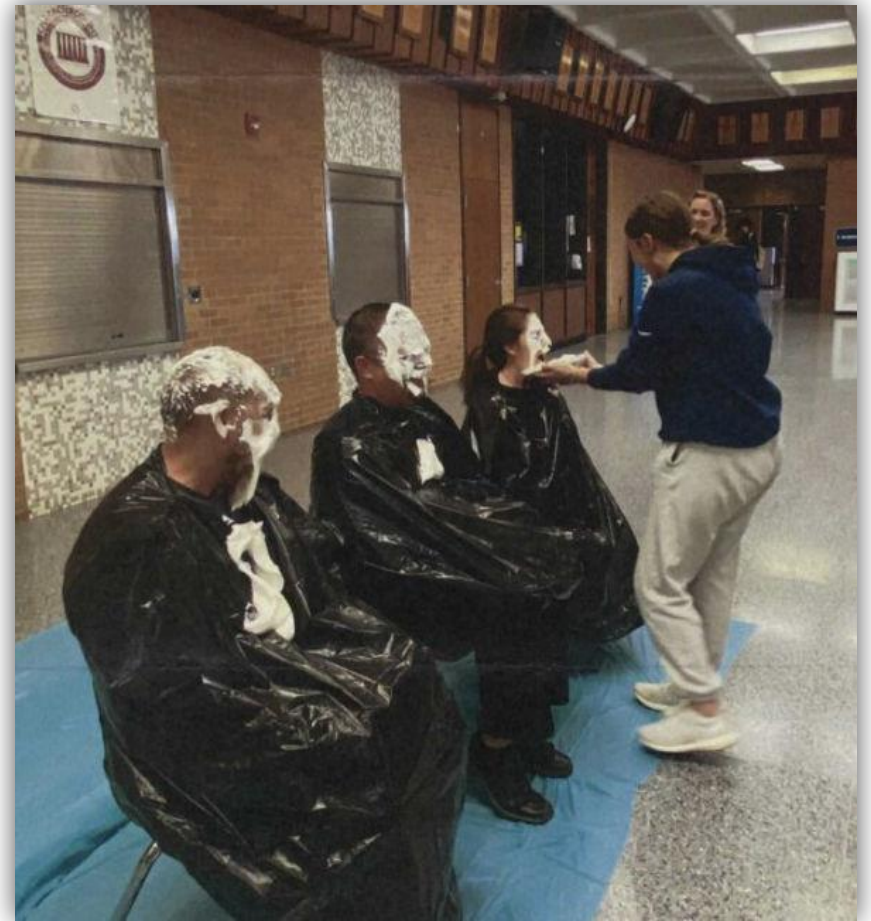
 **TIP** Download the blank bingo card template and add your own donation amounts!



# Pie in the Face

- Every \$1 donation = 1 vote
- Top 3 teachers/admins got the pies
- Students and staff donated
- Raised \$150!

 **TIP** Add all remaining names in a drawing so one more person will get a pie!



# Pin-Up Fundraiser

- Cards available for a minimum donation (\$1+)
- Spanish and English
- 100 per pack
- Display around school, locker badges, or principal's door



 **TIP** Add a message of hope to patients. Collect the cards at the end and mail to us to send to patients!



# Local Businesses


- Think of businesses where you may have existing contacts.
- Identify the right person.
- What can you offer in return?
- Make the ask with a formal letter detailing WHY they should support you.
- Follow up.
- Say THANK YOU and report back on how their support made a difference.

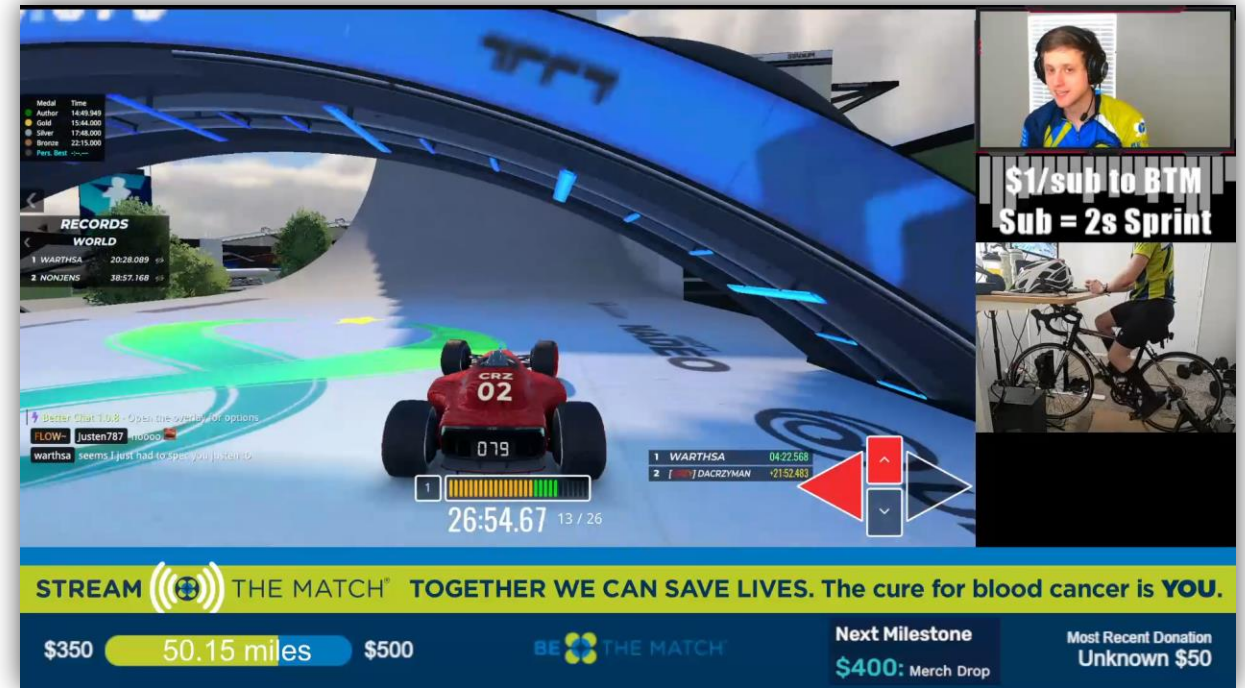


 **TIP** Don't forget about non-monetary support!

# Livestream

- Add a Twitch or YouTube livestream right on your page!
- Be The Match graphic overlays
- Pre-promote your livestream
- Viewers can make donations without leaving the stream!

 **TIP** Add fun, interactive incentives! Set a donation amount and reward your donors with the opportunity to interfere with your stream, e.g. jump scares, wind blows your mouse, your screen turns black for 30 seconds, etc.



# Haunted Hospital

- Student-run haunted house
- Carnival games
- \$5 entry fee
- Raised \$1,375!



1789 E. HERITAGE PARK LN.  
MERIDIAN, ID 83646

# MMAGHS

## HAUNTED HOSPITAL

21  
OCTOBER

\$5 PER PERSON  
6:00-8:30 PM

CARNIVAL GAMES AT  
6:00  
HAUNTED HOUSE AT  
6:30

meridian.medical  
October 19, 2023


This Saturday our HOSA chapter will be hosting its annual "Haunted Hospital" event. The event includes a student run haunted house and carnival games in the social center. Entry is \$5 (cash only) and all proceeds will be donated to Be the Match, an incredible organization that helps patients in need of a bone marrow transplant find matching donors. Social center opens at 6:00 and haunted house starts at 6:30. We hope to see you there!  
October 19, 2023

The poster features two skeletons wearing stethoscopes, one holding a glowing orange pumpkin. The text is in orange and black, with the date '21 OCTOBER' in large orange font.

# Santa's Kisses

- Fill small bags with Hershey's Kisses and holiday candy
- Add a festive note card
- Sell for \$2–\$5 each



 **TIP** Customize this idea for other special days/celebrations like school pride, Halloween, Valentine's Day, etc.



# QR Codes

- Create a QR code using [www.logodesign.net/qr-code-generator](http://www.logodesign.net/qr-code-generator)
  - Chapter team page
  - Chapter team page donation form
  - Your personal page
- Add QR codes to:
  - Flyers and posters
  - Business cards
  - Stickers:
    - Pre-packaged food for a bake sale
    - Coffee cups
    - Water bottle



 **TIP** ALWAYS test your new QR code before printing!



# Matching Gifts

- An estimated \$4–\$7 BILLION in matching gift funds go unclaimed per year!
- Companies financially match donations their employees make to nonprofit organizations
- Companies usually match donations 1:1, but some will match 2:1, 3:1 or even 4:1!

See if your employer will match your gift!

🔍 Search by company na

Let's Check

All information provided by  
Double the Donation



When submitting a matching gift through your company's electronic portal or if your company still uses a paper form you may need the following information:

Mailing Address:

Be The Match Foundation<sup>®</sup>

500 N 5th St

Minneapolis, MN 55401

[wesavelives@bethematchfoundation.org](mailto:wesavelives@bethematchfoundation.org)

Tax identification number: 41-1704734



**TIP** Direct your donors to [BeTheMatch.org/MatchingGifts](https://BeTheMatch.org/MatchingGifts) to check if their employer will match their donation to you! Most people don't know about their employer's corporate philanthropy programs.

# Earn points and PRIZES while saving lives!

## How to Earn Points

### FUNDRAISE

1 dollar raised = 1 point

1 Chapter Team Captain downloads and logs in to the fundraising app = 20 points

### RECRUIT

1 person added to the Be The Match Registry = 10 points (swab kit returned and interest in joining confirmed)

1 Pre-Registration = 5 points

**Join Keyword MUST be used to track credit**



100 POINTS

Recognition from HOSA



250 POINTS

Merch items for every chapter member



500 POINTS

Recognition for chapter members



750 POINTS

Lapel Pins for each chapter member

Watch for more opportunities throughout the year to earn even more points!

# FREE support resources

## BeTheMatch.org/HOSA

- Fundraiser User Guide
- Fundraising Ideas
- Pin Up Campaign Order
- Event Flyer with QR Code to Give
- Instagram Bingo Cards
- Commonly Requested Forms
- GivingTuesday Resources

# THANK YOU!

Questions?  
[HOSA@NMDP.org](mailto:HOSA@NMDP.org)