

ESA ♥ ST. JUDE

Welcome to ESA Hearts St. Jude. This is a fun tradition allowing ESA collegiate chapters to enjoy some friendly rivalry by raising funds for the kids at St. Jude Children's Research Hospital. The campaign runs from October 1st through March 31st. We are thrilled to share the awesome new changes to the campaign this year! In addition to the great resources found online at epsilonalpha.org/ESA4StJude, we extended the campaign season and changed some of the rules so now more of your fundraising efforts qualify. As your chapter's St. Jude Chair, it's your job to register your chapter by creating a chapter fundraising page and encouraging members to register their own pages under your chapter fundraising page. We will have fun contests every month so get your page created today so you don't miss a single one!

HOW TO PARTICIPATE:

Step 1: Register your chapter by creating a chapter ESA Hearts St. Jude teamraiser page. (Visit epsilonalpha.org/ESA4StJude)

Step 2: Encourage your chapter members to register by creating their own ESA Hearts St. Jude teamraiser page underneath the chapter page. (Visit epsilonalpha.org/ESA4StJude) NOTE: To be eligible for individual prizes, donations must be collected on individual teamraiser pages.

Step 3: Get creative on social media and host events to gather donations on your teamraiser page.

Step 4: Report all donations on your chapter or individual teamraiser page. (Visit epsilonalpha.org/ESA4StJude)

stjude.org/esahearts
[#esa4stjude](https://twitter.com/esa4stjude)

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IMPORTANT DETAILS:

- All of your fundraising efforts throughout the year will be included in this campaign. That includes your kickball tournaments, spaghetti dinners, restaurant percentage give back nights, rallies, etc.
- St. Jude can only count donations that are REPORTED through your teamraiser page. For instructions for checks and cash, please visit epsilonsigmaalpha.org/ESAHeartsStJude.
- Your chapter's total for the current campaign year will include all dollars RECEIVED by March 31st. If you have a LATE spring semester St. Jude event planned that will result in donations being received after March 31st then those donations will be added to your totals for NEXT YEAR.
- ALSAC/St. Jude sponsored events (Up 'Til Dawn, St. Jude Walk/Run to End Childhood Cancer, Radiothons, and other events created by ALSAC/St. Jude) will NOT BE INCLUDED in your total for the ESA Hearts St. Jude campaign. Those events have their own separate prizes and awards that are tracked separately.
- Donations collected on 3rd party sites (GoFundMe, etc.) will NOT BE INCLUDED in your total for the ESA Hearts St. Jude campaign. You must use www.stjude.org/esahearts pages for all donations in order for the donations to contribute to your total for the ESA Hearts St. Jude campaign.

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- You can change the verbiage on your chapter page multiple times so it always matches your current event. By using the same page all year, the total will continue to accumulate and accurately reflect your annual fundraising.
- If you have accidentally sent any checks to St. Jude without first recording them on your ESA Hearts St. Jude teamraiser page please contact Deena Steele as soon as possible at ESA HQ 970.223.2824 deenas@epsilonsigmaalpha.org.

WAYS TO MAKE IT FUN:

- Create a contest within your chapter for top fundraiser.
- Invite local ALSAC/St. Jude representatives to share information about St. Jude at a chapter meeting or event to get everyone motivated.
- Create a raffle for all members who set up their page by a specific date.

FUNDRAISING TIPS:

- Share your fundraising link on social media.
- Host a fun event on campus (examples: Let's "TACO" 'Bout St. Jude - taco party, a volleyball or kickball tournament, Secret Crush - Crush soda bought by a secret admirer and delivered by ESA).
- Share your reason for fundraising for St. Jude with your friends and family during the holidays.

stjude.org/esahearts
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