

\$50 for 50 Challenge

This year ESA is going above and beyond for the kids of St. Jude Children's Research Hospital®. Every state is being challenged to make 50 (or more!) \$50 donations to St. Jude during 2022.



The Challenge:

Every state should commit to making at least 50 donations of \$50 or increments of \$50 to St. Jude during 2022. This challenge is designed to recommit and re-engage the ESA membership with the St. Jude mission and increase our cash donations during this very special anniversary year.

How it works:

From January 2022 through December 2022, states are able to make as many \$50 donations or donations in increments of \$50. ESA Headquarters will track these donations by state and at the end of 2022 a winning state will be announced. That winning state will receive a very special prize for their 2023 State Convention.

Ideas for fundraising:

This is an individual, chapter, and state challenge. Get creative and come up with a fun new event or ask each chapter member to write a check for \$50 – this challenge is meant to be easy for anyone! Here are a few fundraising ideas, but get creative for what will work best for your group!

- Plan a special 50th anniversary fundraising event (more ideas here epsilonsigmaalpha.org/50Years)
- Participate in a letter writing campaign with your chapter. Ask them to bring 10 addresses to mail out an easy request for donations! See more Letter Writing Campaign details on the 50 Year page.
- Ask local businesses to make a donation to St. Jude. All donations are tax-deductible
- Put a St. Jude donation jar in a local business you frequent (ask permission from the business first, of course!)
- Hold a “change rolling” night with your chapter and use the coins collected as a St. Jude donation

- Ask chapter members to make a small (\$5-\$10) donation for each child, grandchild, or niece/nephew they have
- “Good News Bucks” - at the beginning of each chapter meeting allow each member to share some “good news” that’s going on in their lives in exchange for a small donation. At the end of the year donate all those “Good News Bucks” to St. Jude.

Rules:

- The money raised for this challenge must be NEW money – not funds from a chapter’s yearly St. Jude event or annual donation that they were already planning on making.
- Credit events will not count – this is a cash fundraiser.
- ESA Headquarters must be notified for any donation that should count toward this fundraiser. Mailed checks should arrive with a note in the memo line. If filling out a Completed Event Form (online or on paper) be sure to use the new check mark indicating the donation is a \$50 for 50 event. Note: there is a new printable Completed Event Form on the ESA website – be sure to use that one, the old forms do not have this check box.
- ESA will not retroactively count donations toward this campaign, so make sure it is clear that the donation should be counted.
- NEVER mail cash - convert any cash donation to a check.
- Donations should come in in increments of \$50 (\$50, \$100, \$250, etc.), and HQ will track these donations for your state. Headquarters will not keep track of smaller donations (\$5 or \$10), so hold those donations until they equal \$50 and then send in.
- All checks should be made out to **St. Jude Children’s Research Hospital** and **mailed to ESA Headquarters**. Checks mailed directly to the hospital will not be tracked.