



## ESA for St. Jude Decades/Pop-Culture Parties

As ESA celebrates our 50 year partnership with St. Jude, consider tapping into those five decades of history by putting a decades/pop-culture spin on a new St. Jude fundraiser!

### Decades Trivia Event

Choose from one of the many online resources about TV, movies, music, fashion, and other pop-culture gems from the 70s, 80s, 90s, 00s, 10s and 20s. Sprinkle into your questions from each decade some milestones and happenings from St. Jude history during this period of our partnership. You can find a St. Jude history through the decades on the St. Jude website here:

[stjude.org/about-st-jude/history/timeline.html?sc\\_icid=our-history-timeline](http://stjude.org/about-st-jude/history/timeline.html?sc_icid=our-history-timeline)

### Decades Dance Party (or Mom Prom)

This dance-party event is a great fundraiser and recruitment combo. Encourage guests to come dressed with a decades-theme costume if you like, then have the DJ play sets from each decade through the evening (Disco 70s, Punk Rock 90s etc.) Gift basket auctions are a natural add on for more fundraising AND a way to reach out to community businesses for donations and to invite them to buy a ticket and join the fun. This chapter-created project from Oklahoma is detailed in the More Parties section of [epsilonsigmaalpha.org/Recruitment](http://epsilonsigmaalpha.org/Recruitment)

### How to raise money:

Collect a suggested "entry fee" donation for the hospital and consider layering on raffle tickets for baskets of goods donated by local merchants to increase your fundraising. This event works for a smaller home-based evening or a larger event at a public space like the community center or a bar.

### Additional Resources:

There are lots of pre-made events kits on the Recruitment page of the ESA website. Any of these events can easily transform into a St. Jude fundraiser. To utilize these resources see the Game Night section of [epsilonsigmaalpha.org/Recruitment](http://epsilonsigmaalpha.org/Recruitment) for tools and suggestions for hosting a successful event.

There are also great pre-planned events on the St. Jude page of the ESA website - add a decades twist or utilize them as-is. Find these events and more at [epsilonsigmaalpha.org/StJude](http://epsilonsigmaalpha.org/StJude)