

ESA ♥ ST. JUDE

Roles and Expectations of State St. Jude Coordinators

Congratulations! The role of state St. Jude Coordinator is an important one, and you should feel honored to be representing your state's St. Jude fundraising interests. There are many different aspects and expectations of someone in this role, and we hope that this information will make it easier for you to do an awesome job this year!

Make sure anyone holding a St. Jude fundraising event fills out a completed event form and the money is sent to ESA Headquarters.

- **Why:** Completed event forms are the only way that ESA Headquarters can track donations going to St. Jude. If the ESA event chair does not fill out one of these forms, Headquarters does not know about the event and the states/chapters does not get credit for the effort.
 - Forms must be filled out for St. Jude events where members are volunteering. ALSAC does not report totals to ESA Headquarters.
 - If a check is mailed directly to the hospital, we have no way of crediting that money to a state/chapter.
- **How:** Completed event forms, along with donation forms, are located here: epsilonsigmaalpha.org/StJudeForms. The chair(s) member number(s) will be required along with the tier of credit the should be received to submit the form. The tier information should be provided to the event chair by the ALSAC rep who oversaw the event. Tiering information only applies to Dream Homes, Radiothons, Galas, Golf Tournaments and St. Jude Walk/Runs. An explanation of the tiering system is on the St. Jude forms page and included in this packet of information.
- Any cash donations from side events or non-credit events raised by ESA members should be sent to ESA Headquarters with all checks payable to St. Jude children's Research Hospital.
- Donations from events being applied through the ESA Foundation: Make checks payable to ESA Foundation and send completed event form along with contribution form to apply proper credit.

stjude.org/esahearts
#esa4stjude

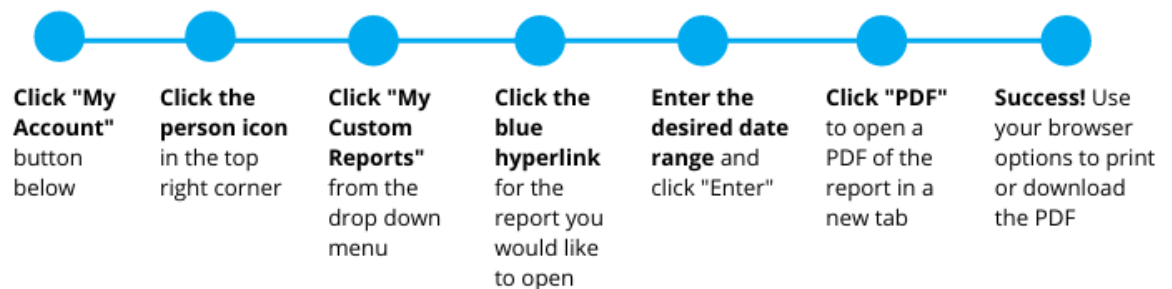
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Check your state's St. Jude reports.

- **Why:** YOU are the only person in your state who has access to this report. The report shows fundraising totals for each chapter in your state. *Do not wait until the end of the year to check your report.* If you find an error or notice an event is missing notify ESA Headquarters immediately so we can track down the credit/check. If you wait until before your state convention we will not have time to correct the omission.
- **How:** The report can be found by going to esa.users.membersuite.com/home and following the steps below:



My Account

Read and share the St. Jude Coordinator emails.

- **Why:** You will be the only person in your state receiving these special e-newsletters from Headquarters and the IC ESA for St. Jude Coordinators. The information will cover St. Jude events, deadlines, new programs and tips/tricks for you to use in your state to boost fundraising and awareness.
- **How:** Be sure that you have icESA4StJude@gmail.com and esaforstjude@epsilonsigmaalpha.org marked as safe senders in your email so you receive all communications.

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

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Other ways to ensure this is the best year ever!

- **Participate in St. Jude events:** Try to participate in as many events in your state as you can this year. Reach out to chapters and see if they have any events that you can put on your calendar and support. Whether you participate in your state's St. Jude Walk/Run to End Childhood Cancer, attend a Radiothon, or visit a chapter's fundraising event, you will be showing your support both for St. Jude and the chapters in your state. Be sure to post lots of photos and share chapter's successes.
- **Share St. Jude information at your state meetings and events:** Utilize the included talking points, quick facts, St. Jude mission information and PowerPoint to give presentations about St. Jude in your state. Reach out to ESA Headquarters or your local ALSAC reps for other materials like videos or presentations that you can use.
- **Plan your own St. Jude events:** Consider planning an event or fundraising drive on your own this year – show your state that you can walk the walk! Whether this is an event within your own chapter or at a state meeting, use your time as St. Jude Coordinator to boost your personal fundraising this year and inspire others.
- **Be your state's biggest cheerleader!** Be sure you are communicating with the chapters in your state and your state leadership to hear about all the St. Jude events that are happening. Share about chapter's events in your state newsletter or on your state's Facebook page, and be sure to let Headquarters know of any great events going on in your state so we can highlight them as well! Make sure chapters and members know they can contact you with questions or to brainstorm new ideas, and always encourage members to try something new and grow their events!

As you embark on your year as St. Jude Coordinator, please reach out to ESA Headquarters with any questions, ideas, or ways we can help you improve your experience!

esaforstjude@epsilonsigmaalpha.org

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