

BE THE MATCH ON CAMPUS STUDENT GUIDEBOOK

RECRUITMENT



2019-2020

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WELCOME TO BE THE MATCH ON CAMPUS

We're excited to have you on board, and grateful for the commitment you've made to help improve the lives of patients with blood cancer, sickle cell and other deadly diseases. Be The Match® is on a mission to provide equal outcomes for all, regardless of ethnic background. The work you do will have a local, national and global impact on those needing a life-saving blood stem cell transplant. Let's get started!

ABOUT THIS GUIDEBOOK

This guidebook was designed to provide you and your peers with the tools and tactics you'll need to make this academic year a success. Whether new to the program or a seasoned vet, you'll want to take a close look at the pages ahead. This year, we are asking you to focus on educating and recruiting your peers to the Be The Match Registry®. Most importantly, we're here to help you. If you can't find what you're looking for, reach out on Facebook or email BeTheMatchOnCampus@NMDP.org and we'll get back to you as quickly as we can.



BE THE MATCH BASICS

About Be The Match

Be The Match manages the world's largest and most diverse donor registry. We match patients with blood cancers like leukemia, sickle cell and other diseases with genetically matched donors, willing to donate life-saving blood stem cells. Since patients are most likely to match with someone who shares their ethnic background, Be The Match is looking for more diverse donors to join the registry to up the odds of finding a cure for all patients.

About Be The Match On Campus


More than 100 student groups at colleges and universities nationwide have come together to help patients find their cure—a blood stem cell transplant. Be The Match On Campus isn't just a student-run organization, it is a social movement expanding the reach of our mission, improving the lives of patients and their families, and improving access to life-saving treatment for historically underserved patients.

MAKE A DIFFERENCE FOR ALL PATIENTS

Patients are most likely to match a donor of their own ethnic background. Currently, the chance of having a matched, available donor on the Be The Match Registry® ranges from 23 to 77 percent, depending on their ethnic background. African Americans are the least likely to find a suitable match because only 4% of members listed on the Be The Match Registry identify as African American or Black. **More people of color are needed to join the registry to help searching patients. Together, we can help more patients find a donor match.**



“BE THE MATCH
HAS FACILITATED
MORE THAN
92,000
TRANSPLANTS
SINCE 1987.”



YOUR MISSION

Each year, approximately 12,000 patients look for someone outside of their family as the best or only hope for a life-saving transplant.

Your challenge is to up their odds and help more patients find a match. You'll be educating your peers on the need for young, diverse donors and inspiring them to join the registry. Adding committed, diverse donors to the registry is essential to closing the gap so more patients can find their life-saving match.

EDUCATE

Before your peers can join the registry, it's important that they are aware of our mission and the power they have to help save someone's life. When joining the Be The Match Registry, it's important to stay committed and ready to donate to any patient in need. It can be devastating for patients and their families when a potential match turns out to be non-responsive or unwilling to donate—and it happens too often. Your first goal will be to educate your campus community on why young and diverse donors are so important to our mission so that if they choose to join, they are truly committed.

The Goal: Plan and execute four (or more!) education + awareness events on campus throughout the year.

Bonus: Following every four education + awareness events that you host, your chapter will receive 100 new and exclusive giveaways to distribute on campus! Make sure you email BeTheMatchOnCampus@NMDP.org when you've hit this milestone, so your chapter can receive some new giveaways. Head to the Event Guide on page 18 for step-by-step instructions on how to educate and activate your peers.



RECRUIT

Seventy percent of patients do not have a fully matched donor in their family and look for a stranger to be their cure. Ethnically diverse patients are less likely to find a match than white patients due to the current composition of the donor registry. Be The Match is committed to improving the ethnic diversity of the registry so more patients can get the life-saving transplant they need.

The Goal: Recruit young, ethnically diverse people to join the registry and commit to saying “yes” if called. **The only registrations that will count will be through the code assigned to your school, so be sure to use only that code for all your events.**

Bonus: This year, your success is based on a three-tier reward system. The more life-saving donors you recruit, the more incentives you’ll earn to stay motivated and plan exciting on-campus events. Remember, one committed donor is more valuable to searching patients than 10 who don’t step up when called.

TIER 1

100 registrations

Be The Match
swag basket

TIER 2

200 registrations

\$200 towards your
next campus event

TIER 3

500 registrations

New Be The Match attire
for every member in
your chapter

GET IN THE GAME. SAVE A LIFE.®

Be The Match’s other collegiate program, Get In The Game is now open to ALL sports, including club and intramural. This program utilizes the power of collegiate athletics to recruit blood stem cell donors for the Be The Match Registry.

This year, we want your help to grow this program. If anyone in your chapter knows an athlete, coach, trainer or anyone interested in partnering with you to host a one-day drive on campus, let us know!

If you have any questions about the program or need more information, visit the [Get In The Game website](#) or email us at BeTheMatchOnCampus@NMDP.org and plan exciting on-campus events.

PROFESSIONAL DEVELOPMENT

GROW

In addition to helping patients and their families, participation in Be The Match On Campus is an opportunity for you to develop a set of professional skills that will see you through graduation and into your career. Chapter activities will give you valuable experience to highlight on your resume, and confidence to tackle the competitive job market.


Think about which chapter activities are most relevant to the type of work that interests you. Create a list of skills that you'd like to develop throughout the year and step up when opportunities arise. Be sure to keep track of your activities so that you'll have specific examples to share with future employers.

Join us for a professional development workshop where we will review how to articulate the skills you're developing while saving lives. This will help with resume-writing and interviewing.

Bonus: Upon evaluation, the Be The Match on Campus National Team or your community engagement representative will be more than happy to write you a letter of recommendation or help build your resume for your future endeavors.

PROFESSIONAL SKILLS YOU MAY LIKE TO WORK ON:

- Team building
- Goal setting
- Cultural competency
- Business strategy & planning
- Awareness building
- Communication
- Event planning
- Marketing
- Organizational skills
- Partnership building
- Training and education
- Recruitment
- Project management
- Leadership
- Creative thinking
- Multicultural communication

A portrait of a woman with curly hair, wearing a winter jacket with a fur-lined hood. The image is overlaid with a blue tint and decorative blue and yellow geometric shapes in the corners.

Briana,
blood stem cell
recipient

**“70 PERCENT OF
PATIENTS DO NOT
HAVE A FULLY
MATCHED DONOR
IN THEIR FAMILY
AND DEPEND ON
BE THE MATCH® TO
FIND THEIR CURE.”**

ROADMAP TO SUCCESS

PEOPLE + PLACES

Be The Match Representative

Your Be The Match Representative is your in-house expert and greatest supporter. They are here to train you, support you and help you reach your goals.

Facebook Group

Here you will collaborate with other chapters, find updates, access resources and share success stories. You'll want to check this page frequently so that you don't miss out on the latest news! [Join the conversation here.](#)

Be The Match On Campus Website

This is where you'll head for program updates, access to other platforms and chapter leaderboards. Consider this your one-stop-shop to access all of the sites you'll be visiting on a regular basis. [Check it out here.](#)

National Program Team

Your national team is here to ensure you have the information and resources necessary to reach your goals. Don't miss our [monthly newsletter](#) that includes the latest and greatest program updates!

Digital Assets

The [DAM](#) (Digital Asset Management) is your hub to all the digital and downloadable resources your chapter will need to promote our mission. In here you will find patient videos, flyers, social media graphics and much more.

Volunteer Portal

The Hands On Connect online and mobile website is where you'll complete the required volunteer training and log your hours. BeTheMatchVolunteer.org

SETTING UP YOUR CHAPTER

ALL MEMBERS

- ☐ Register as a volunteer and complete training modules on BeTheMatchVolunteer.org (See step-by-step directions in the “Volunteer Requirements” on page 15.)
- ☐ Fill out chapter member form with contact information and t-shirt size.
- ☐ Familiarize yourself with full contents of the student guidebook.
- ☐ Join the [Be The Match On Campus Facebook group](#).
- ☐ Sign up for the Be The Match On Campus [monthly newsletter](#).
- ☐ Work with team to fill out your chapters semester recruitment plan within the first month of the semester.

BE THE MATCH REPRESENTATIVE

- ☐ Review welcome email and ensure all chapter members fill out member form.
- ☐ Make sure team captain sends chapter recruitment plan to BeTheMatchOnCampus@NMDP.org within one month of the semester starting.
- ☐ Train chapter on best practices for recruitment and setting up events on campus.

TEAM CAPTAIN

- ☐ Review welcome email, student guidebook and ensure all chapter members fill out member form.
- ☐ Fill out chapter materials form to get all the Be The Match materials that your chapter needs.
- ☐ Schedule first meeting and determine when your school has their fall organization fair.
- ☐ Work with chapter and Be The Match representative to fill out **recruitment plan** and send to BeTheMatchOnCampus@nmdp.org within the first month of the semester.

ROLES + RESPONSIBILITIES

TEAM CAPTAIN

- Primary contact for Be The Match representative and Be The Match On Campus National Team
- Get your chapter set up (see previous page)
- Attend student organization fair to recruit additional members to your chapter
- Educate yourself on your school's student affairs and organization policies
- Plan and facilitate chapter meetings
- Collaborate with chapter members and Be The Match Representative to create semester recruitment plan
- Manage team on BeTheMatchVolunteer.org to ensure required training and hours are logged for entire chapter
- Attend all National calls for chapter leaders

ALL MEMBERS

- Attend chapter meetings and activities
- Promote chapter activities on personal social channels
- Submit all volunteer hours to BeTheMatchVolunteer.org
- Share new and creative ideas with chapter leaders
- Advocate for Be The Match and its life-saving mission to provide equal outcomes for all
- Contribute to semester recruitment plan
- Volunteer for planned activities
- Reach out to other student groups you have connections to see if you can work together

BE THE MATCH REPRESENTATIVE

- Establish day and time to check in with team captain each week
- Meet in person with chapter once or twice a month and attend all chapter meetings
- Ensure chapter knows their Text-To-Join promo code and uses only that code
- Provide students updates on their recruitment numbers
- Help plan and enforce recruitment plan
- Check in with National Team and Regional Director at least once a semester
- Report back to National Team on chapter successes or for additional support
- Attend Be The Match On Campus national calls

BE THE MATCH ON CAMPUS NATIONAL TEAM

- Recruit and onboard new and returning chapters to the program
- Remotely support schools that do not have a community engagement representative
- Communicate all new materials, campaigns and best practices through the Facebook group and newsletter
- Host calls and webinars for students to learn, engage with one another and ask questions
- Answer all questions or inquiries sent to the BeTheMatchOnCampus@NMDP.org mailbox
- Oversee all chapters on a national level and their activity in Be The Match On Campus including events and registrations

BEST PRACTICES

TEAM COMMUNICATION

Holding regular team meetings is key to operating effectively, ensuring all chapter members are on the same page and maintaining momentum. Bi-weekly team meetings should be planned for and run by the Team Captain with support from other student leaders. Team Captains are responsible for reminding attendees to submit volunteer hours to BeTheMatchVolunteer.org.

The Team Captain and Be The Match representative should meet or talk on a weekly basis to align on next steps and progress toward chapter goals.

SAMPLE MEETING AGENDA:

- ☐ Attendance | **Team Captain**
- ☐ Chapter Announcements + Recent Activities | **Team Captain**
- ☐ Recruitment Status Update | **Team Captain**
- ☐ Upcoming Events + Next Steps | **All Members**
- ☐ Optional: Guest Speaker | **Various**
- ☐ Optional: Team Building Activity | **All Members**
- ☐ Q+A | **All Members**
- ☐ Logging your hours | **All Members**

KEEP IN CONTACT

It's likely that you'll need to connect with chapter members more frequently than your regularly scheduled team meetings. We suggest that you use one of the channels listed below to communicate important chapter information in real-time.

- Your chapter's Facebook group page
- [GroupMe](#) or [WhatsApp](#)
- Group texting

VOLUNTEER REQUIREMENTS

All volunteers are responsible for tracking and submitting their hours into BeTheMatchVolunteer.org. Before a student is able to participate as a volunteer, they must review/complete each of the required training materials.

VOLUNTEER TRAINING TASK LIST:

Each chapter member will receive an email from BeTheMatchVolunteer.org when your Team Captain creates your team account. Then follow these steps:

- ☐ Click [Login](#) (if you have an account) or [Register](#) (if you need to create an account). Follow instructions in email to login or create an account
- ☐ Complete the onboarding and training tasks in the [Be The Match On Campus Training Center](#)
- ☐ [Volunteer Handbook](#)
- ☐ [Consent + Confidentiality Agreement](#)
- ☐ [Navigating Common Questions](#)
- ☐ [Complete Digital Registration for Volunteers Training](#)
- ☐ Log your hours on your phone via BeTheMatchVolunteer.org. Log in (save your password for future use) and click "Self Report Your Hours"

FINANCIAL CONTRIBUTIONS

If your chapter chooses to fundraise, follow these steps to submit the money you've raised

- ☐ Team Captains or another chapter leader are to collect any cash raised at events and obtain a cashier's check from the bank.
- ☐ Checks should be sent, along with a [Team Be The Match Contribution Form](#), to the national team. All gifts will then be added to the chapter Team Be The Match page so that they count toward your goal!

Mail To: **Be The Match Foundation**
Attn: Team Be The Match
500 N. 5th St., Minneapolis, MN 55401

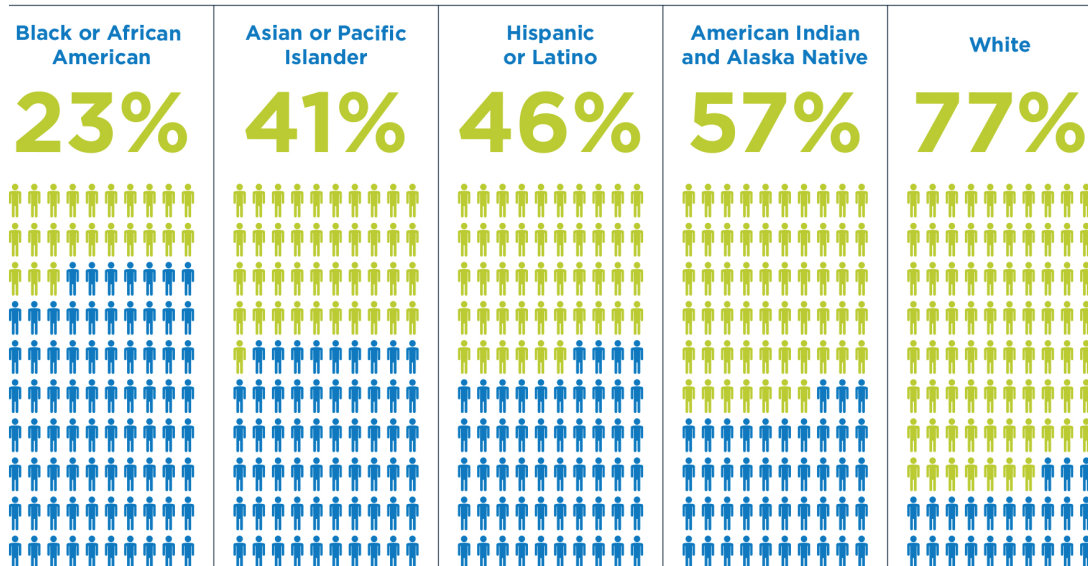
RECRUITMENT EVENTS

If you haven't already heard, we've officially gone digital! That means all new registry members will sign up on their smart phone or computer and either swab on-site or get sent a cheek swab kit.

EVENT TIPS

- **Know the facts!** It's important for you and your volunteers to be familiar with the "Be The Match Basics" (on page 4) and the talking points so you're ready to answer questions with confidence.
- **Get comfortable with the digital platform** before you arrive on-site. If you're using a text-to code, test it to ensure that it's working properly.
- **Encourage everyone** you speak with to tag [@BeTheMatch](#) on their social channels.
- After they've completed their account setup, let new donors know they can swab their cheeks and **return their kit** right at their mailbox!

ODDS OF FINDING A MATCH BASED ON ETHNIC BACKGROUND





Akeem,
donor

“Doctors request **young donors 85% of the time** for their patients, because young donors provide the best patient outcomes.”

EDUCATIONAL + AWARENESS EVENTS

EVENT TIPS

- Consider whether your audience will be captive or passive. A passive audience event may be tabling on campus or attending an org fair whereas a captive audience would include classroom presentations. With a passive audience, you may want to incorporate fun visuals or a game to catch the interest of students passing by. With a captive audience you have their focused attention and can spend more time educating them about Be The Match.
- Be sure to provide all attendees with resources to connect with Be The Match after they leave the event. Try passing out palm-sized fliers with your promo code and instructions on how to register, or encourage them to post a picture on social media and tag Be The Match.
- If your event requires access to specific technology (wifi, TV screens, etc.) be sure to arrive early and troubleshoot any issues before attendees arrive.
- If your chapter is planning a fundraising event in the near future, be sure to let your attendees know and encourage them to join!

IDEAS TO GET YOU STARTED

Classroom Presentations

Sharing a short presentation before/after class lectures can be a great way to capture students' attention! **Download one of the presentation powerpoints in the DAM** as a starting point and customize the information to fit your audience. Don't forget to provide registration instructions at the end for those who may be inspired to sign up!

Panel Discussion

Do you know of individuals on or off campus who have been impacted by Be The Match? Your Be The Match representative could be a good resource to connect you with the right individuals such as past donors, patients and medical professionals to host a panel discussion. Students in medical, multicultural, political science and related fields will benefit from attending; some professors may even offer extra credit! Consider topics such as "Stem Cell Donation," "Equal Outcomes for All" or "Marrow vs. PBSC Donation."

Event Fair Tabling/Participation

School-sponsored events and fairs are a great way to boost your on-campus brand awareness! Reach out to local businesses who may be willing to donate food or beverages to pull students in. Consider setting up a game for attendees to play and pass out your Be The Match branded swag items! Tabling can be as big as one or two members in a coffee shop, or as big as your whole chapter at a campus event trying to recruit as many new donors as possible.

END OF YEAR ACTIVITIES

GRADUATION CORDS

Students who have recorded at least 20 hours of volunteer time may order a Be The Match cord to wear during their graduation ceremony. Notify your Be The Match representative or Team Captain 3 to 4 weeks prior to graduation and they will submit an order to the national team for all the eligible graduates in your chapter.

OFFICER TRANSITIONS + SUMMER PLANNING

We recommend each chapter hosts their officer elections during the spring semester to ensure the transition of information, materials and leadership roles runs smoothly. Outgoing and incoming leaders should hold a planning/training session before the semester ends. Items to discuss:

- Summer activities
- Social media posting/passwords
- Areas of improvement/focus moving forward



RESOURCE GUIDE

Team Operations

[Member Form](#)

[Monthly E-Newsletter](#)

[Facebook Group](#)

[Program Website](#)

Volunteering

[BeTheMatchVolunteer.org](#)

[Training Center](#)

Marketing

[Digital Assets \(DAM\)](#)

Facebook Group

– [Canva Templates](#)



[BeTheMatch.org/OnCampus](https://www.BeTheMatch.org/OnCampus)

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