

BE THE MATCH ON CAMPUS STUDENT GUIDEBOOK



2021-2022

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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. You and your peers will be educating, recruiting and fundraising on behalf of Be The Match patients everywhere. 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
HAS FACILITATED
**MORE THAN
108,000
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. 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 29–79%, depending on the patient's ethnic background.** African Americans are the least likely to find a suitable match because only 8% of members listed on the Be The Match Registry identify as African American or Black.*** More people—especially people of color—are needed on the registry to help searching patients. Adding committed, diverse donors to the registry is essential to closing the gap so more patients can find their life-saving match. Let's go over your chapter's goals...

EDUCATE

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. Remember that before your peers can join the registry, it's important that they understand our mission and the power they have to help save someone's life. 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.

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

Resources: Be The Match provides you with everything you need to execute a successful educational event, including customizable presentation templates, patient and donor videos, email templates for outreach, and much more. Visit the Resource Guide at the end of this handbook or our website to access these materials. [BeTheMatch.org/OnCampus](https://www.bethematch.org/OnCampus).



*Assessment of Transplant Market Size, 2016 (6A-1) (The annual number of patients considered for allogeneic HCT is based on established treatment guidelines and published protocol success rates, applied to projected incidence per population. Data used in calculation come from the NIH, Census Bureau and other reliable sources. Includes standard indications, ages 0 through 75 years. A detailed methodology is available upon request.)

**IT-Ideation Department, February 2021

***DnA – BDA QUER-806

RECRUIT

In order to save more lives, Be The Match needs more young people on the registry. That's where you come in! Your mission is to add your peers to the registry by hosting events, educating your classmates, and posting on social media.

The Goal: Recruit young, ethnically diverse people to join the registry and commit to saying “yes” if called.

Quick Tip: Each BTMOC Chapter is given a unique recruitment code which can be used as a link, text-to-join, or QR code to track the number of registrants they recruit. If you don't know your school's code, please contact your Be The Match Representative or email us at bethematchoncampus@NMDP.org to receive one. We won't be able to track your successes back to your efforts if you use different codes.

FUNDRAISE

Be The Match depends on fundraising to facilitate life-saving transplants. From tissue-typing a donor's swab kit to seeing a patient through recovery, a stem cell transplant is an expensive endeavor. Each dollar collected by your chapter will have a hand in adding new members to the registry, giving patients access to the care they need, and funding groundbreaking medical research.

The Goal: Raise \$1,000 throughout the school year. We already have a platform for you so you can start an online fundraising page for your chapter. Through events, sponsorships, or personal fundraising online we'll help you meet this goal!

Quick Tip: Make sure you follow your college/university's fundraising policies.

PRIZES

Chapters will have the opportunity to earn gift cards, swag, money, tech products, and much more based on how they're doing. The top three chapters at the end of the school year will even receive an exclusive prize!

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.

Consider which chapter activities are most relevant to the type of work that interests you. Then 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.

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

PROFESSIONAL SKILLS YOU MAY LIKE TO WORK ON:

- Leadership
- Problem Solving
- Team Management
- Organization + Goal Setting
- Event Planning
- Business + Marketing Strategies
- Project Management
- Budgeting
- Awareness Campaign Management
- Strategic Communication
- Public Speaking
- Networking + Partnership Development
- Training + Education
- Recruitment Methods
- Multicultural Communication
- Cultural Proficiency



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

SETTING UP YOUR CHAPTER

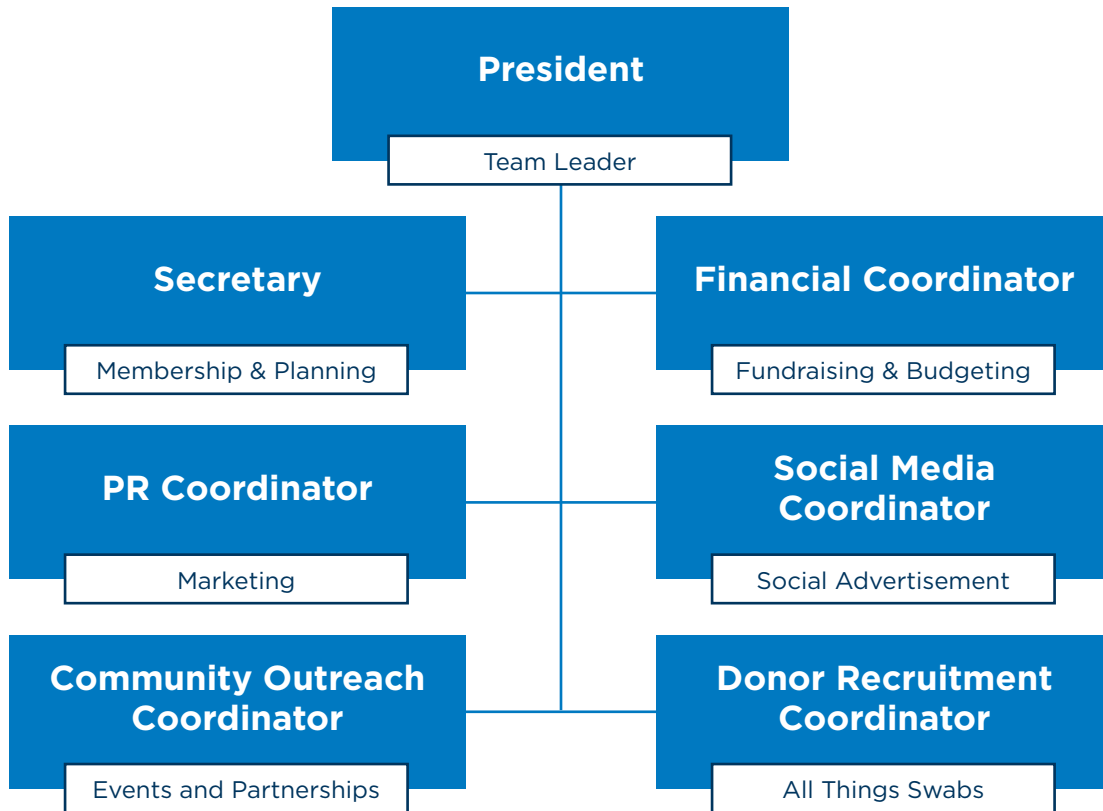
CHECKLIST

- ☐ Register as a volunteer and complete training modules on BeTheMatchVolunteer.org (See step-by-step directions in the “Volunteer Requirements” on page 14.)
- ☐ Fill out [sign-up form](#).
- ☐ Familiarize yourself with the full contents of this guidebook.
- ☐ Join the [Be The Match On Campus Facebook group](#).
- ☐ Work with your team and Be The Match Representative to fill out your chapter's [semester plan](#) within the first month of the semester.
- ☐ Set up [fundraising page](#).
- ☐ Review this guidebook, read all emails from Be The Match On Campus, and ensure all chapter members fill out sign-up form.
- ☐ Schedule first meeting and sign up for your school's fall student organization fair.

*If this is the first year your campus has had a BTMOC Chapter, see additional resources in our First Year Guidebook to help you charter your student organization with your college/university.

BE THE MATCH ON CAMPUS

NATIONAL AND CHAPTER ROLES



*This is a potential outline for how your chapter might function, but depending on your school and the size of your team you may want to expand or combine certain roles

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 at minimum, bi-weekly, and run by the President with support from other student leaders. Chapter president is responsible for reminding attendees to submit volunteer hours to BeTheMatchVolunteer.org.

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

SAMPLE MEETING AGENDA:

- ☐ Attendance
- ☐ Chapter Announcements + Recent Activities
- ☐ Recruitment and Fundraising Status Update
- ☐ Upcoming Events + Next Steps
- ☐ Optional: Guest Speaker
- ☐ Team Building Activity
- ☐ Q+A
- ☐ Logging your hours

*It's likely that you'll need to connect with chapter members more frequently than your regularly scheduled team meetings. We suggest creating a group chat or email list so you can easily reach members.

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:

Create your account on the [Be The Match Volunteer Portal](https://BeTheMatchVolunteer.org), 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](#)
- ☐ Log your hours via BeTheMatchVolunteer.org. Log in (save your password for future use) and click "Self Report Your Hours"

FINANCIAL CONTRIBUTIONS

When your chapter is fundraising, ensure you are following your school's policies and follow these steps to submit the money you've raised

- ☐ Financial Coordinator or another chapter leader should 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

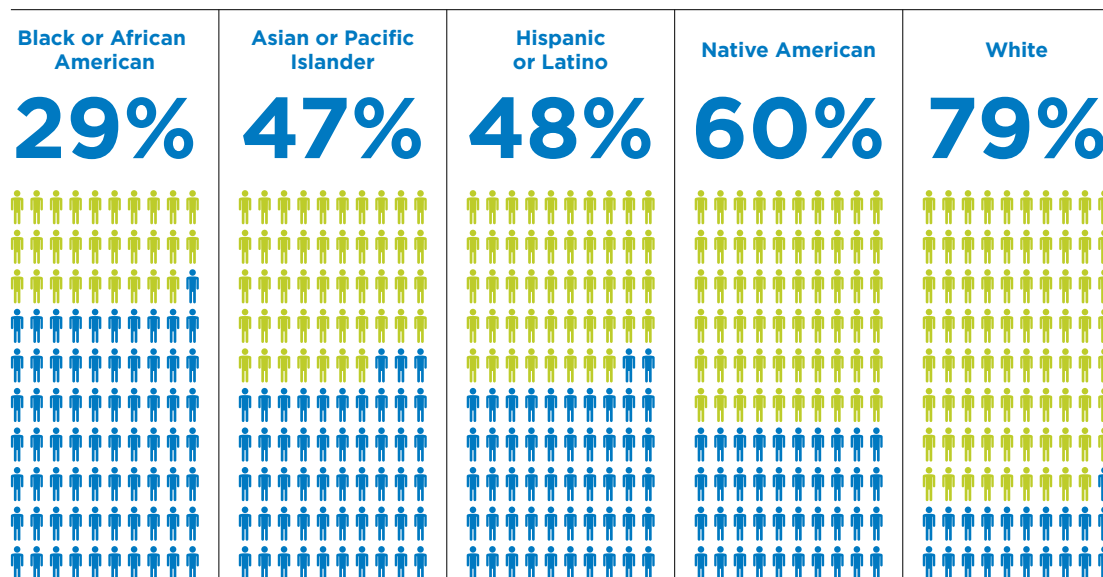
EVENTS

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" Reference the [Talking Points 1-Pager](#) and the [Key Message Map](#) for help.
- **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 need to confirm their registration via email.
- For more help with event ideas and planning, reference our [Creative Event 1-Pager](#).

ODDS OF FINDING A MATCH BASED ON ETHNIC BACKGROUND



Source: IT-Ideation Department, February 2021



Akeem,
donor

“Doctors request **donors in the 18-35 age group nearly 75% of the time** because research shows cells from younger groups lead to more successful transplants.”

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 Chapter President 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
- Roles and responsibilities of chapter leadership
- Chapter constitution and policies



RESOURCE GUIDE

Team Operations

[Sign-up Form](#)

[Team Be The Match Fundraising Page](#)

[Facebook Group](#)

[Program Website](#)

Volunteering

[BeTheMatchVolunteer.org](#)

[Training Center](#)

Marketing

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

[Canva](#)

1-Pager Reference Guides

[Registry Talking Points](#)

[Fundraising 101](#)

[Growth Through Cross Promotion](#)

[Creative Event Ideas](#)

[Social Media Standards](#)



BeTheMatch.org/OnCampus

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