



Prescription for Hope

Phi Delta Chi's Commitment to the Kids of St. Jude

The mission of Phi Delta Chi goes hand-in-hand with the mission of St. Jude Children's Research Hospital, improving the lives of children through unparalleled medical care and research.

In only 2 short years, Phi Delta Chi chapters raised more than **\$200,000** to endow the hospital's **Outpatient Pharmacy** by participating in the *Prescription for Hope* letter-writing campaign.

New patients continue to arrive at St. Jude everyday which is why Phi Delta Chi's support of St. Jude is so critical. All money raised through the *Prescription for Hope* campaign will directly impact the treatment of these patients and further research of their catastrophic diagnoses.

How does *Prescription for Hope* work?

The *Prescription for Hope* letter-writing campaign is a fast, easy way for your chapter to raise money for St. Jude.

- Each member of your chapter is encouraged to send a minimum of 50 letters to his/ her family, friends and neighbors asking them to support the hospital.
- St. Jude provides the letters, envelopes and postage at no cost to you. The only thing Phi Delta Chi members have to do is provide the addresses. It's that easy.
- Every 50 letters on average brings in \$250 for the kids of St. Jude. With more than 50 chapters and thousands of members across the country, this campaign can raise thousands of lifesaving dollars for the hospital.

Step 1: Pre-Planning

- The chapter president will select a *Prescription for Hope* chairperson to lead the letter-writing efforts.
- The *Prescription for Hope* chairperson will set a date and place for all members to complete their letters, either at a chapter meeting or at a special letter-writing party.
- The *Prescription for Hope* chairperson will contact the St. Jude representative to request all the necessary program materials. Please allow 4 weeks for delivery. The program materials include:
 - Pre-printed fundraising letters with tear-off reply card
 - Postage-paid reply envelopes for the donors to mail in the donation
 - Outer envelopes
 - A 50 Names Fast Form to help with collecting addresses
 - Step-by-step letter-writing instruction card
- The *Prescription for Hope* chairperson will give out a brief overview of the letter-writing program, along with the 50 Names Fast Form and the letter-writing instructions, to all chapter members. Each chapter member is encouraged to bring his/ her completed 50 Names Fast Form to the letter-writing party.

Step 2: Writing Letters

- At the letter-writing party, each chapter member will receive 50 *Prescription for Hope* letters and envelopes.
- To fill out the letters, chapter members will:
 - Complete the salutation line and sign their name.
 - Fill in the Student Information section on the return portion of the letter.
 - Address the outside of the envelope with the recipient's address.
- Chapter members are also encouraged to enclose a personal note about why they support St. Jude.
- The *Prescription for Hope* chairperson and St. Jude representative will stamp and mail the letters.



**St. Jude Children's
Research Hospital**

ALSAC • Danny Thomas, Founder



Prescription for Hope

How does *Prescription for Hope* work? (continued)

Step 3: Tracking Money Raised

- Your friends and family will return the bottom portion of the letter with their donation to St. Jude in the postage-paid envelope provided.
- Donations will be tracked by St. Jude. Your St. Jude representative will provide you with fundraising updates so that chapter members can send thank you notes to donors.

Letter-writing Math 101

The success of the *Prescription for Hope* letter-writing campaign is all in the math. The following grid has been developed from the national averages in terms of response rates and average gifts of other St. Jude letter-writing campaigns. **Therefore, more members participating equals more letters sent out. And more letters sent out equals more money raised for the kids of St. Jude.**

Total # of Chapter Participants	25	50	75
x <u>50 Letters per Participant</u>	<u>x 50</u>	<u>x 50</u>	<u>x 50</u>
Total Number of Letters Sent Out	1,250	2,500	3,750
Total Number of Letters Sent Out	1,250	2,500	3,750
x <u>Average Response Rate (20%)</u>	<u>x 20%</u>	<u>x 20%</u>	<u>x 20%</u>
Total Number of Responses	250	500	750
Total Number of Responses	250	500	750
x <u>Average Donation (\$25)</u>	<u>x \$25</u>	<u>x \$25</u>	<u>x \$25</u>
Total Amount Raised per Chapter	\$6,250	\$12,500	\$18,750
Total Amount Raised per Chapter	\$6,250	\$12,500	\$18,750
x <u>Number of Chapters (50)</u>	<u>x 50</u>	<u>x 50</u>	<u>x 50</u>
Total Amount Raised for St. Jude	\$312,500	\$625,000	\$937,500

Working with your St. Jude Representative

Your St. Jude representative is a great resource and your #1 ally as you plan your letter-writing campaign.

- Invite him/ her to speak at a chapter meeting to motivate the members to participate in the letter-writing campaign.
- Keep in close contact with your representative as you plan your letter-writing campaign.
 - Work together to set your chapter letter and fundraising goal.
- Share with your St. Jude representative a list of your important chapter events, especially recruitment dates.
 - Your St. Jude representative can provide you with valuable resources for your recruitment efforts, such as St. Jude videos, brochures, quick facts, survival charts, balloons and stickers.

Questions? Please contact your St. Jude representative or Burton Bridges at 901-578-2472 or burton.bridges@stjude.org.