

SADDLE UP FOR ST. JUDE CHARITY EVENT

St. Jude is currently seeking event coordinators.

Coordinating an event is easy! There are five main functions required of the coordinator:

- Secure an event site
- Recruit participants
- Be there the day of the event
- Collect the proceeds from participants
- Mail in the proceeds to St. Jude Children's Research Hospital

These functions are spread over a period of time, and some can be completed over the phone. With one or two helpers, the event is even easier to coordinate.

Helpful Hints:

- Before you begin looking for a site, decide the type of event you are going to hold. Many successful coordinators often take an event they already hold and designate it as a St. Jude event.
- Obtain prizes – enhance your event by asking local businesses to donate prizes for use in a silent auction or to use as awards to participants such as the rider who raises the most money, has the best costume, etc.
- Publicize the event – a press release is provided for you to distribute to all media in your area. Also, posters are provided and a video sharing the St. Jude story.

CALL TODAY! 1-800-567-0675