



**TEAM**  
BE THE  
MATCH®

# CHAMPION CHALLENGE

**Choose your goal. Change a life.**

## TOGETHER WE CAN #CLOSETHEGAP

Did you know that only 1 out of every 4 Black or African American patients will find a matched, available donor on the registry (compared to 3 out of 4 Caucasians)? Fundraising is critical to ending this health disparity. Every \$100 adds one new potential donor to the registry and gets us closer to closing the gap.

Ask your networks to support your Champion Challenge and help ensure everyone gets an equal chance at finding a cure. For example:

- Stretch your gift by 3 more dollars, in honor of our shared commitment to closing the gap.
- Make 3 gifts to help meet fundraising milestones
- Make a gift in multiples of 3 to raise awareness about closing the gap (\$18, 21, 30, 33, 300)
- Challenge yourself to give 3 times the gift you were considering
- Not able to give but still want to help? Tell 3 friends about the Champion Challenge or post on 3 different social channels to help raise awareness and **#CloseTheGap**

## DOUBLE YOUR IMPACT!

Every dollar you raise before September 30 will be matched dollar for dollar by the Harper Family Foundation. The Harper Family imagines a world where every patient can have a successful transplant journey and the ability to focus on healing.

## 3 STEPS TO SAVE LIVES

Fundraising provides critical funding for connecting patients to the life-saving transplant they desperately need. Every dollar we raise means more matches, more hope, and more cures.

Being a champion for cures is as simple as adding a bit more meaning to your routine. Here's how.

### 1. CHOOSE YOUR GOAL

- Challenge yourself to walk 10 miles a week, learn a new skill, finish 10 books over summer—doing something is everything.
- Connect your goal to fundraising by suggesting a contribution amount for reaching your goal.
- Need some motivation? Check out our list of Ideas and Inspiration in the Fundraising Resource Center.

### 2. LAUNCH YOUR PAGE

- Create your own Team Be The Match fundraising page.
- Kick off your page with a personal gift to show your commitment and inspire others to give.
- Share your fundraising page, and why you want to be a champion for cures, wherever you can.

### 3. SPREAD THE WORD

- Tell your friends and family about your challenge and ask them to donate to or join the cause. (Nobody can do everything, but everyone can do something.)
- Share your Team Be The Match fundraising page on Facebook and all your social channels.
- Check out our Social Media Toolkit for more tips. Don't forget to tag **#ChampionChallenge!**

### QUESTIONS? VIRTUAL PEP TALK?

We're happy to help. Email us at [TeamBeTheMatch@nmdp.org](mailto:TeamBeTheMatch@nmdp.org)