



## Frequently Asked Questions (FAQs)

### **What is *I'm Dressing Casual for St. Jude Kids*?**

*I'm Dressing Casual for St. Jude Kids* invites your employees to make a donation to St. Jude Children's Research Hospital in exchange for dressing casual on one or more designated days. This program is easy and fun to implement and a great way to connect your employees to the lifesaving work at St. Jude.

### **When does this program take place?**

*I'm Dressing Casual for St. Jude Kids* takes place whenever it works best for you. Please note, however, that September is National Childhood Cancer Awareness Month, and this may be an excellent timeframe to consider.

### **Is there a minimum commitment?**

Absolutely not. We appreciate and gladly accept any donations from any number of employees.

### **Can our employees participate for more than one day?**

Yes, we encourage participation for successive Mondays, for instance, or for an entire week to give your employees extra incentive to participate.

### **Is there a cost to participate?**

No, there is no cost to your organization.

### **Does St. Jude provide promotional materials?**

Yes, the following items have been created to help you execute your own program:

- ◆ Posters: colored, 19" x 27"
- ◆ Flyers: colored, 8 ½" x 11"
- ◆ Stickers: colored, 3 ½" round
- ◆ E-mail template describing the program and how to donate online
- ◆ Printable online donation forms
- ◆ Printable online tax receipt
- ◆ Printable online Certificates of Participation

Finding cures. Saving children.

### **How can we help promote the program?**

Your company can help by leveraging internal assets, such as newsletters, Intranet, E-mail, and conference calls (in addition to using the provided resources).

We also suggest that a program champion be designated to serve as the daily contact with the St. Jude Employee Giving team regarding programming, marketing, and implementation.

### **How do I obtain additional information?**

Our experienced representatives are ready to help you create a customized campaign that engages your team while benefiting the children of St. Jude.

- Call us at 800-894-3592
- E-Mail us at [employeegiving@stjude.org](mailto:employeegiving@stjude.org)
- Visit [www.stjude.org/employeegiving](http://www.stjude.org/employeegiving)

### **How are donations collected?**

- 1) Online through a link created for your company.  
[www.dressingcasualforstjude.org/yourcompanyname](http://www.dressingcasualforstjude.org/yourcompanyname)
- 2) By printable form also found through the  
[www.dressingcasualforstjude.org/yourcompanyname](http://www.dressingcasualforstjude.org/yourcompanyname) link.

This link can be added to your company intranet, sent in an E-mail communication, or listed on print materials.

### **What is the role of the program champion?**

The program champion will help to:

- determine the timeline of the campaign.
- determine guidelines for suggested donation amounts; e.g., \$7 one day, \$20 multiple days.
- work with St. Jude to provide your company logo for the co-branded Web site (240x337 pix jpeg of your company's logo).
- send appropriate promotional communications to employees.
- keep a record of the employees participating in the program.
- collect funds and provide tax receipts to employees who are using the printable, offline donation forms.
- distribute stickers to participating employees.

### **How do we launch a successful program?**

We recommend providing incentives and/or recognition opportunities to show that your company supports the program. Just ask us for best practices.

**What if our company does not embrace the casual day concept?**

If dressing casual is not an option, why not host a “red tie/scarf day” or “hat day” to raise funds for the children of St. Jude? Feel free to contact us for more ideas.

**What types of payments are accepted online?**

The online form allows participants to securely donate with a credit or debit card or by electronic check.

**How do we submit donations that are not made online?**

Checks from individuals, a corporate check, or a money order may be sent to:

St. Jude Children’s Research Hospital  
Attn: Employee Giving  
501 St. Jude Place  
Memphis, TN 38105

Please include in the memo line: **Employee Giving: Casual**

**Can employees donate anonymously?**

Yes. There is a box on both the online and printable donation forms that can be check-marked to signify that the employee wishes to remain anonymous.

**How can employees receive tax receipts for their donations?**

- 1) Any gift made online will automatically generate a printable receipt (once payment is submitted).
- 2) Donors who submit paper forms may request a receipt from your company’s designated program champion. (St. Jude will provide blank receipts for this purpose.)

**How can our employees learn more about St. Jude Children’s Research Hospital?**

Please visit our Web site at [www.stjude.org/employeeegiving](http://www.stjude.org/employeeegiving) or E-mail us at [employeeegiving@stjude.org](mailto:employeeegiving@stjude.org).

**Thank you !**