



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
- Visit www.stjude.org/employeegiving

How are donations collected?

- 1) Online through a link created for your company.
www.dressingcasualforstjude.org/yourcompanyname
- 2) By printable form also found through the
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 or E-mail us at employeeegiving@stjude.org.

Thank you !