

ESA Credit for St. Jude Events (6/1/19)

Radio

All ALSAC Radiothon Events with ESA full involvement will receive **30% credit of on air pledges**.
ESA Side Events – **100% of net revenue (No event should receive more than \$125,000)**

Dream Home

Tier 1 – 50% of net revenue

High ESA involvement; meets all needs of program, specific to all ticket office responsibilities, open house staffing, giveaway and sellathon participation, etc.

Tier 2 – 25% of net revenue

Medium ESA involvement; meets some needs of program, specific to outlined responsibilities for either the ticket office or open house staffing. Participates in giveaway and sellathons

Tier 3 – 10% of net revenue

Low ESA involvement; volunteer during media opportunities (i.e. giveaway, sellathons)

St. Jude WALK/RUN To End Childhood Cancer

Tier 1 team(s) – 100% of net revenue

ESA member on team committee; 25 walkers per team; 5 volunteers for pre-event; 15 volunteers day-of event

Tier 2 team(s) – 50% of net revenue

ESA member on team committee; 10 walkers on a team; 15 volunteers for day-of event

Tier 3 team(s) – 100% of revenue raised by ESA team

ESA teams will receive credit for the amount they fundraise

Dinners, Galas, & Golf Tournaments

Tier 1 – 10% of net revenue

ESA member is on the committee; volunteers help with recruitment, set up, and event execution

Tier 2 – 5% of net revenue

Low ESA involvement; volunteer day of event

St. Jude Heroes/Warrior Dash

Tier 1 – 25% of net revenue

ESA volunteers help set up, execute, and break down the event

Tier 2 – 100% of revenue raised by ESA team

ESA teams will receive credit for the amount they fundraise

All ESA Volunteer Coordinated Programs

100% revenue for ESA coordinated events

If you have any questions please contact your ALSAC Field Rep or ALSAC Regional Office. Otherwise contact Rich Peterson at rich.peterson@stjude.org

