

Be The Match is the National Marrow Donor Program, a global leader in bone marrow transplantation, headquartered in Minneapolis, MN.



Every 3 minutes someone is diagnosed with a blood cancer.

70% of patients depend on Be The Match® to provide a life-saving, volunteer donor from across the country, or the world.

30+ year history
100,000 + transplants



BE  THE MATCH®
BOARD OF AMBASSADORS

The Be The Match Board of Ambassadors (BoA) is an integral part of our fundraising efforts, serving as representatives of Be The Match within their communities to identify, engage and build relationships with individuals and corporations in support of our lifesaving mission through the ways that are most meaningful to them, including:

- Be The Match Distinguished Events
- Peer-to-Peer Fundraising (P2P)
- In-kind services
- Partnership development
- Advocacy & Brand Awareness

The time commitment for BoA members varies based on their chosen areas of involvement. BoA members can be engaged in this volunteer position for as long as they are committed and passionate about our mission.

WHO JOINS THE BOARD OF AMBASSADORS?

Across the country, individuals join the Be The Match BoA as committed volunteers to utilize their time, talents & networks to help further our mission – ultimately, to help save more lives.

- **Individuals of affluence/influence in the community**
 - Large and/or connected networks
 - Well-respected in community and/or networks
- **Strong interest in fundraising and/or charitable giving**
- **Goal oriented**
- **Has a connection or passion for Be The Match mission**



OPPORTUNITIES FOR INVOLVEMENT

EVENTS

P2P FUNDRAISING

IN-KIND SERVICES

PARTNERSHIPS

AWARENESS

National Board of Ambassadors 2019 – 2020 Impact: \$1.111,000 +

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| <ul style="list-style-type: none"> • BTM Galas & Soirees: Twin Cities, NYC, LA, Atlanta, Chicago, St. Louis, Ohio • Actively engage in raising \$5,000+ in revenue through sponsorship, table sales and/or fund-a-need • Collaborate with BoA to identify and coordinate fundraising asks • Promote events through personal and professional networks | <ul style="list-style-type: none"> • Actively fundraising \$1,000+ for BTM via Team Be The Match (P2P fundraising tool) or Facebook fundraising • Can be done in conjunction with existing BTM events and campaigns, or facilitate a community event in your area with support from BTM • Make your own pledge to accelerate your P2P fundraising | <ul style="list-style-type: none"> • Leveraging your own brand, company, or network to provide needed services to Be The Match in an in-kind, pro-bono fashion • Can be leveraged within BTM events and campaigns, or as a separate initiative | <ul style="list-style-type: none"> • Developing partnerships with their own brand or company • Making introductions to brands, companies & influencers in their network to explore partnership opportunities with BTM | <ul style="list-style-type: none"> • Leveraging passion for the BTM mission, and personal connections to increase brand awareness and advocate for our cause, through: <ul style="list-style-type: none"> • <i>Story sharing via traditional & social media</i> • <i>Recruitment opportunities</i> • <i>Legislative advocacy</i> |
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Additional responsibilities include:

- Attend monthly BoA meetings
- Actively engage in BoA opportunities
- Help identify additional leaders to join BoA

AMBASSADORS ACROSS THE COUNTRY



Jared - Recipient
 Los Angeles BoA
"It's plain and simple: Be The Match helped save my life. Now I get to use my platform and network to spread the word and be a small part in helping save someone else's life."



Lisa – Chair Member
 Minneapolis BoA
"To me, being a part of the BoA is not another item on my to-do list. It's a passion that brings together a community of driven individuals striving to save more lives."