



AEP

RECRUITMENT PARTNERSHIP



DONOR DRIVE



T O O L K I T



Gift of Life Marrow Registry
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Donor Services Fax: +1.561.982.2902
800.9MARROW | giftoflife.org

Dear AEPi Brothers,

Thank you for your interest in working with Gift of Life Marrow Registry. We cannot begin to express how thankful we are that you are seeking to educate yourself and others about how easy it can be to save a life. Partnering with Gift of Life will be an extremely worthwhile experience, both for you and your community.

Gift of Life was established in 1991 as a grassroots effort to save the life of Jay Feinberg, Founder and CEO of Gift of Life. When he was first diagnosed with leukemia, Jay was told he would die needlessly because there were no matching donors. His friends and family organized bone marrow recruitment drives to find the one person who could save his life. During the four year search, 60,000 donors were tested and his perfect match was found at the last drive run on his behalf. Since receiving his transplant, Jay has dedicated his life to saving others. To date, Gift of Life has facilitated over 3,100 transplants and with your help, many more to come.

Every year, 20,000 people are diagnosed with life-threatening illnesses and their best or only hope of a cure is from an unrelated bone marrow or blood stem cell donor. Many people do not realize that siblings will match only 30% of the time, meaning that 70% of patients must turn to a public registry and rely on a complete stranger to save their life.

Each of you has the power to save a life and save a family. By educating your peers about joining the registry as volunteer donors, you are giving hope to countless patients. We appreciate your time in learning more about our organization and helping further our vision: to find a transplant donor for every patient in need.

Sincerely,

A handwritten signature in black ink, appearing to read 'MFE' in a stylized, cursive font.

Marti Freund
Director, Community Engagement

DONORS SAVE LIVES

WHY ARE DONORS NEEDED?

- Nearly 20,000 Americans will need a marrow or peripheral blood stem cell transplant this year
- One in 200 Americans will need such a transplant during their lifetime
- Only 30 percent will find a family donor match
- 70 percent must search the public registries
- 55 to 75 percent of minority and multi-racial patients never find a match

The need for donors is urgent. You have the power to save a life – help us get everyone swabbed, involved and cured!



GIFT OF LIFE HAS A MISSION TO SAVE LIVES

At Gift of Life, we believe every person battling blood cancer deserves a second chance at life — and we are determined to make it happen. We are singularly passionate about engaging the public to help us get everyone involved in curing blood cancer, whether as a donor, a volunteer or a financial supporter. It all begins with one remarkable person, one life-changing swab and one huge win — finding a match and a cure.

FOUNDED ON HOPE

Gift of Life is the only registry founded and run by a transplant recipient, Jay Feinberg. When Jay was diagnosed with leukemia in 1991, he had no donor match in his family, and the diversity of donor registries was limited – no match was available.

His family and friends launched a worldwide recruitment drive drawing in over 60,000 potential donors. Matches were found for many other patients, but none for Jay.



In May 1995, one final, hopeful drive was organized by a young man whose friend was saved by a donor tested for Jay.

The last donor tested on the last day of that drive turned out to be Jay's perfect match, Becky. He received a successful transplant two months later, and, determined to help others in the same circumstances, Gift of Life became his life's work.

THE PARTNERSHIP

Gift of Life Marrow Registry has an ongoing partnership with the Alpha Epsilon Pi Fraternity to provide a focused community service opportunity that can actually result in saving lives. Any chapter may contact Gift of Life to set up donor recruitment drives. The most requested donors are between 18 and 25 years old, so helping Gift of Life recruit donors in this age demographic could result in your chapter saving the life of one or more cancer patients. As donors can remain in the registry through age 61, donors registered by your chapter have the potential to save lives for many years to come. Gift of Life can help you track your results over time.

Over **9,300** donors registered
through AEPi

54 potentially lifesaving
transplants completed

370 matches found
for patients



GIFT OF LIFE'S HUGE OCTOBER CAMPAIGN WITH AEPi

Throughout all of October we urge every chapter to run a donor recruitment drive on campus. Our theme? Help Us Get Everyone – swabbed, involved and cured! Our combined efforts will result in the biggest impact. To get started, contact:

Sydney Stupp, Gift of Life Community Engagement Coordinator
Email: [sstupp@giftoflife.org](mailto:ssstupp@giftoflife.org), Phone: 818.744.5507

WHY IT MATTERS



TRANSPLANTATION IS THE ONLY HOPE

Every year nearly 20,000 Americans could benefit from a bone marrow or peripheral blood stem cell transplant to cure cancer or an inherited disorder. In many cases, bone marrow and peripheral blood stem cell transplants are the best – or only – treatment available.

A tiny percentage of the world's population has registered as donors, leaving many in need without a match. The more people who join the registry, the more matches will be found and patients cured.



ABOUT DONATING

If a volunteer in the registry is found as a match, they are called by Gift of Life and offered the opportunity to donate and save someone's life. Donors may be asked to donate either peripheral blood stem cells (80% of the time) collected in a process similar to donating platelets, or actual bone marrow (20% of the time), usually requested for children and collected from the hip area while under general anesthesia. Like blood cells, both stem cells and bone marrow will naturally regenerate on their own.

Every **3 minutes**
a child or adult is diagnosed
with blood cancer

70% of patients do not
have a related match and
must search the registry

80% of donors don't
even give marrow – they give
peripheral blood stem cells
from their arm

Every **\$2K** will facilitate
one transplant over time

ABOUT DONORS

The most requested donors are between 18 and 25 years old, as younger donors are healthier and produce more of the bone marrow and stem cells needed for transplant. Males are often requested over females, as due to their larger physical size, they produce greater numbers of stem cells. Females may not donate while pregnant or nursing, due to changes in the immune system that can result in medical complications for the recipient.

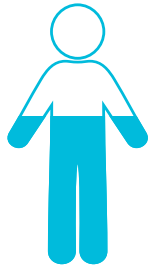
Ethnicity is important because tissue type is inherited, like hair and eye color, so people from the same racial and ethnic background offer the best chance for a match. Yet many ethnicities have low representation in the registries, leaving those patients with little possibility of a lifesaving transplant. Increasing diversity in the registry is an urgent need.



Latino

55%

Cannot find a matching donor



Asian American

60%

Cannot find a matching donor



African American

75%

Cannot find a matching donor



Multi-Racial

75%

Cannot find a matching donor

1 in 200

Americans will receive a marrow or blood stem cell transplant in their lifetime

1 in 5

donor matches are selected for a transplant

1 in 3

patients for whom Gift of Life conducts donor searches for are children

1 in 200

male donors (18-30) will be called as a match

AEPI FIGHTS BLOOD CANCER

Since 2004, brothers from AEPI have joined the Gift of Life registry and run donor drives with groups on college campuses around the country.

AEPI helps Gift of Life fulfill its goals of building a registry of young, healthy donors who are dedicated to saving lives. AEPI was recognized at Gift of Life's 16th Annual Partners for Life Gala for their commitment to the mission to cure blood cancer.

As part of AEPI's Official Philanthropy Program, Gift of Life has received a grant for \$100,000 over four years (2015-19).

In addition to donor recruitment, AEPI chapters host fundraising events bene-

fitting Gift of Life. Monies raised are used for the lab processing of swab kits; there is no cost to donors to join the registry. Fundraisers include:

- **Pie a Pi:** Get pied in the face for a cause while raising money. Messy, but fun!
- **Dog Days:** Get out your grills! This week-long event sells hot dogs and more.
- **Animal House:** Learn about and greet exotic zoo animals and play with adoptable dogs and puppies.
- **Battle of the Bands:** The musical fundraising event always draws a large crowd.
- **Jews Cruise:** AEPI and Hillel at Northeastern University team up for this annual cruise on Boston Harbor. Is your chapter near the water?



RECRUITMENT DRIVE

SETTING UP A DRIVE

Gift of Life will make running a recruitment drive as easy as possible for your chapter. When you set up a drive, you'll receive a complete package containing:

- Swab kits
- Team T-shirts
- Promo wristbands
- Logo tablecloths
- Packing bags
- Return packing form
- Pre-paid FedEx return airbill

AEPI specific drive resources are available online at campusambassador.org/aeppi

HOW TO USE A SWAB KIT

Every swab kit contains four sterile cotton swabs, two for each side of the mouth. Each kit has instructions printed on the inside:

- Open the swabs, being careful not to touch the cotton to any surface other than your inner cheek. You may want to open one packet at a time.
- Swallow before swabbing! This is not a saliva test.
- You will use each of the swabs in a different quadrant of your cheek, as shown in the diagram printed on the kit.
- Brush the swab against the inside of the cheek in a circular motion for approximately ten seconds.
- Drop the first swab inside the envelope and go to the next one, until all four are completed.
- Once the four swabs are inside the envelope, peel the adhesive strip and seal the envelope to prevent contamination.
- Do not remove the perforated section of the flap. If the donor did not pre-register online, please complete this information. Take care that numbers and letters are legible, especially the telephone number and email address.

If you have any questions about properly using a swab kit, please call **800.962.7769** during business hours, 8:30 a.m. to 5 p.m. Eastern Time for assistance.

5 STEPS TO RUN A DRIVE

1

SCHEDULE THE DATE, TIME AND LOCATION

- The organizer should schedule a date when the greatest number of people will be available. A successful tip that many drive coordinators take advantage of is hosting the drive during an event that's already scheduled (e.g. blood drive).
- The location should be a high traffic area where a large number of people will notice, and it should comfortably accommodate the number of tables, chairs, and anticipated donors. Avoid scheduling a drive during holidays and popular vacation times.

2

CONTACT GIFT OF LIFE WITH EVENT DETAILS

- Email Sydney Stupp at sstupp@giftoflife.org with the event time, date, and location.

A Gift of Life staff member will contact the drive organizer to confirm drive information and send supplies.

3

ENGAGE VOLUNTEERS

- Enlisting the help of others is crucial; although the drive coordinator is the leader of the event, they should delegate tasks to individuals whom they've chosen to help.
- The number of volunteers recruited will depend on the anticipated size of the drive: **The bigger the event, the more help will be needed.**

4

TRAIN VOLUNTEERS

- A volunteer training session should be held prior to the drive; it is an effective way to educate volunteers about bone marrow and blood stem cell donation and transplantation. The organizer should distribute Gift of Life materials, show a Gift of Life video, or give a personal presentation on the importance of registering to be a potential donor.
- Educating volunteers will allow them to properly inform donors why it's important to join the bone marrow registry.

5

MARKETING

- Social media sites are the easiest way to reach the greatest number of potential student donors. Tag Gift of Life on Facebook, Twitter [@giftoflife](https://twitter.com/giftoflife), and Instagram [@giftoflifemarowregistry](https://www.instagram.com/giftoflifemarowregistry).
- Use e-mail lists, social media sites, and drive flyers.

DONOR RECRUITMENT GUIDE

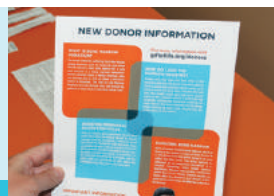
TIPS FOR YOUR DONOR RECRUITMENT DRIVES

- Pair your drive up with other philanthropic events
- Partner with other Greek life organizations including the Panhellenic Council and the Inter-Fraternity Council
- Locate your swabbing table in a high traffic location like the student union
- Leverage both print and social media to get the word out
- Ask people who are passing by to swab – don't wait for them to stop
- Invite your sports teams and other student groups to swab
- Hold mini-drives at special events on campus or in the fraternity
- Involve local businesses

AT THE DRIVE

1

Hand out the **New Donor Information** card.



2

Distribute the **Health Guidelines at Recruitment** card.



3

Give donor mobile registration link and Swab Kit. Donor fills out the inside flap labeled 'Required Information'.



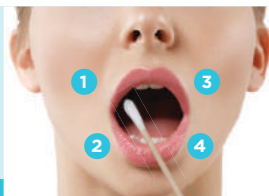
4

Donor opens mobile registration link on mobile device, enters their health history and contact details.



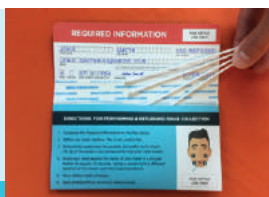
5

Donor uses one swab for each of the four quadrants of their mouth.



6

Instruct donor to place all four swabs inside the Swab Kit and seal. **DO NOT** tear the perforation line on the top flap.



7

Take the Swab Kit from the donor and thank them for attending the drive and helping to save a life.



AFTER THE DRIVE

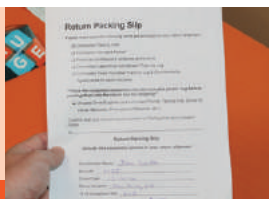
1

Rubber band completed Swab Kits in groups of 10 and place in plastic bag.



2

Fill out the Return Packing Slip completely.



3

Pack all supplies in a box and ship it back to Gift of Life using the provided FedEx airbill.



If you have any questions about properly packing or returning supplies, please call **800.962.7769** during business hours, 8:30 a.m. to 5 p.m. Eastern Time for assistance.

5 STEPS TO SAVE A LIFE



There are five steps for a bone marrow donor to save a life. Right now you're helping donors to begin their journey by joining the registry – Step 1.

The donors you recruit at the drive may be called upon for further testing for a specific patient in three months' time, a year or even 10–20 years down the line. Some will never be called.

At Gift of Life we know that when donors have a good recruitment experience and are well educated at the time they join the registry, there is a much greater chance that they will make themselves available if called for a match in the future.

Please train the volunteers as best you can – a future patient will be counting on the donors who enroll at your drive.

NEW DONOR INFORMATION

WHAT IS BONE MARROW DONATION?

For some patients suffering from life-threatening diseases such as leukemia and other blood cancers, their only option for a cure and survival is a bone marrow transplant. Some patients have a family member who can donate, but in 70% of cases a volunteer donor is required. The Gift of Life Marrow Registry recruits donors who can donate to patients if they have a matching tissue type.

HOW DO I JOIN THE MARROW REGISTRY?

Today you can take the first step in the process and join the bone marrow registry. Give a quick and painless cheek swab, complete a form and give your consent. We will test the cheek swab and add your tissue type to the registry, which is searched by hospitals worldwide. Continue reading to learn about the two methods of donating bone marrow or stem cells, should you be called upon in the future.

DONATING PERIPHERAL BLOOD STEM CELLS

80% of donors give peripheral blood stem cells from their circulating blood. To obtain enough cells for transplant, a donor is given injections of Filgrastim that stimulate large quantities of stem cells to mobilize from the bone marrow into the circulating blood. At a hospital or clinic the donor is connected to an apheresis machine for 4-5 hours and the stem cells are harvested. In rare cases the collection may take place over two days.

DONATING BONE MARROW

20% of people donate bone marrow which is found in the hollow cavities of large bones. It is withdrawn from the pelvic bone in an area called the iliac crest. The bone marrow is collected as an outpatient procedure in a hospital operating room under general anesthesia. Marrow regenerates completely within four to six weeks. Donors usually go home after the donation and should anticipate taking a few days off after the collection to recover.

- You may be a match for ANY patient worldwide
- The donation process is anonymous
- If you are requested to donate for a patient, this will take approximately 40 hours over a 4-6 week period
- If you donate, the donation and blood tests involve the use of needles
- You must be between 18-45 years old to register





Donor Laura, 22, met her recipient Mario, 3, at Steps for Life 5K South Florida

Laura Pacheco donated bone marrow to save the life of 3-year-old Mario Lopez. "Words cannot express how grateful we are," said Mario's mother, Rebecca Hubbard. "She gave us a lifetime with him." Laura also served in the Campus Ambassador program and post-graduation she continues to hold recruitment drives.



Donor Robin, 35, (R) met her recipient Juliette, 4, at the Young Professionals Event in NYC

On World Cancer Day 2016, Gift of Life's Young Professionals Committee introduced bone marrow donor Robin Shaoul to her 4-year-old recipient, Juliette, who suffered from a rare blood condition. "What began as a naive attempt at kindness had unfolded into a lifesaving reality," said Robin. Juliette has since made a full recovery.



Donor Rachel, 26, met her recipient Airius, 12, at the CAP Symposium

Bone marrow donor Rachel Amar met her 12-year-old recipient Airius Blaser at the Campus Ambassador Symposium in August 2016. Airius suffered from chronic granulomatous disease, an immune disorder. "A little thing like that (cheek swab to join the registry) could save someone's life. I saved a little boy's life!" Rachel said.



Donor Peter, 30, met his recipient Etty, 58 at a Taglit-Birthright convention in Tel Aviv, Israel

Donor Peter Schottenfels met his recipient Etty Barzilay at a celebration of the ongoing partnership between Gift of Life and Taglit Birthright. Etty, who suffered from acute lymphoblastic leukemia, is an avid swimmer and scuba diver. She said, "When Peter was found, it felt like breaking to the surface after a long dive with no air."



(R) Donor David, 57, met his recipient Richard, 60 at the Mets/White Sox game

Bone marrow donor David Rose met his recipient Richard Hoffman at a private suite at Citi Field moments before the start of the Mets/White Sox game in May 2016. "His generosity has made it possible for me to experience those things in life that we all look forward to, like a first grandchild," said Richard.



Donor David, 30, met his recipient Missy, 24, at Steps for Life 5K in New York City

David Allen met his stem cell recipient, Missy Scheinberg in October 2016. Missy suffered from lymphoma, and had no match among family members. "I want to reinforce how seamless the entire donation process is and how little of an impact it is in your life, yet how critical it is to someone else's," said David.

CONTACTS



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ONLINE LINKS TO RESOURCES

giftoflife.org – General information about Gift of Life

campusambassador.org/AEPi – AEPi specific resources

giftoflife.org/media – Download logos and photos for publicity

giftoflife.org/page/content/FAQ – Answers to donors' questions

giftoflife.org/dc/AEPi – AEPi's Gift of Life Donor Circle

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