

iHeart Memphis Urban Cares Radiothon

Thursday, October 24 – Friday, October 25

Who: Alpha Phi Alpha Fraternity, Incorporated

What: St. Jude iHeart Memphis Urban Cares Radiothon

When: Friday, October 25 from 3:00 pm – 7:00 pm

Where: iHeart Media, 2650 Thousand Oaks Boulevard, Suite 4100, Memphis, TN 38118 (near Perkins & American Way)

Why: To support the kids of St. Jude, particularly patients of color battling sickle cell anemia and pediatric cancer

How: Volunteer to answer phones from callers interested becoming a Partner In Hope, or to make a one-time donation

What is the St. Jude iHeart Memphis Urban Cares Radiothon?

- St. Jude is fortunate to partner with many radio stations around the country to spread awareness of our mission and to encourage people to believe in the vision of our founder, Danny Thomas, that no child should die in the dawn of life.
- Urban Cares represents our urban, gospel, and adult contemporary radio partners whose formats cater to more diverse audiences, specifically African-American listeners.
- For 26 hours over two days, iHeart Memphis has graciously given St. Jude access to four of their radio stations – K97, V101, WDIA, and Hallelujah FM, to promote the depth and breadth of St. Jude and its impact on the African-American patients that represent over 40% of the kids of St. Jude
- Listeners will call in to make one-time donations or become Partners In Hope to support the research and treatment for patients at St. Jude

What is a Partner In Hope?

- The Partner In Hope campaign is St. Jude's recurring monthly donor program. We ask donors to commit to giving \$20 a month on a credit card. **In exchange for their donation, we send each donor a St. Jude shirt with the logo and our tagline, This Shirt Saves Lives**



Volunteer Responsibilities

- As volunteers, Alpha will answer phones and type in information from listeners who want to donate. While we hope for a continuous stream of calls coming in, there are usually high-traffic and low-traffic times for calls. Alpha will volunteer during "Drive Time" hours during Stan Bell, Bobby O'Jay, and Devin Steel's Afternoon Drive Time, so we expect heavy call volume

Additional Details

- **Please arrive 20-30 minutes before your shift begins for a brief training/Getting you logged into our system**
 - Please arrive by 2:40 pm
- Dinner and refreshments will be provided
- If a volunteer needs a break, please let one of the St. Jude staff know and we will have one of our fraternity brothers to relieve you.
- We will also have patient families come to share their testimony live on-air throughout the day, so you will get a chance to interact with them
- **We have participation from other Divine Nine organizations, including Phi Beta Sigma, Kappa Alpha Psi, Sigma Gamma Rho, and Delta Sigma Theta. Additionally, we have participation from Jack & Jill of America, 100 Black Men of Memphis, and the National Black MBA Association. We have "friendly competition" to see which group can have the most Partners In Hope sign up and the most donations during their volunteer shift. Encourage brothers to call in during Alpha's shift!**

St. Jude Points of Contact

- Chris Owens, Market Director (901) 417-4354 or (901) 219-0006
- Sydney Watson, Event Manager (901) 233-2861

Wear your Black & Gold and/or Alpha paraphernalia! There will be photo opportunities with the iHeart dj's and on-air talent that will be shared across iHeart's social media channels and St. Jude's Face Book pages. Additionally, news media may stop by the studio to do a story. I want to promote the strong community service that our Divine Nine organizations does throughout our community, and want to highlight Alpha for our commitment to service and support of St. Jude Children's Research Hospital