



Chapter Program & Partnership Collaboration Guidelines

We highly encourage Be The Match® Chapters to collaborate with other programs and partnerships that Be The Match has cultivated.

A few examples of these are: Get In The Game (collegiate athletics), Alpha Phi Alpha, Sigma Alpha Epsilon (SAE), and Asian Pacific American Medical Student Association (APAMSA). A full list of our partners can be found on www.bethematch.org/chapters on the Resources page.

To ensure proper tracking of these collaborations, we ask that Chapters follow these guidelines:

- **Do not make outreach to a partner before connecting with your Be The Match staff to ensure a clear communication plan.** Always work and communicate in partnership with your Be The Match staff and let them know what groups you're collaborating with.
- When working with programs and partners there are unique recruitment codes that must be used that your Be The Match staff will set up for you. Be sure to communicate with your staff person to make sure you're using the correct codes. No matter what code is used, your Chapter will still get recognition for all enrollment activity on your campus!
- If the partner is involved in volunteering at an event, the recruitment code specific to that partner should be used for registry recruitment. See examples below.
- For events with multiple locations, days, or partners involved, it is very likely that you will use multiple different codes- but don't worry, it doesn't have to get complicated and your Be The Match staff will help you plan!
- A Program and/or Partner code should not be used at a recruitment event or location where no individual from another Program or Partner organization is involved

Examples:

1. There is a Get In The Game drive event planned with the football team on your campus. Your Chapter is helping to volunteer at the event and market the event, but most of the volunteers working to enroll new registry members are football players. You should use a Get In The Game recruitment code for all registry enrollment activity.
2. You're holding a 3-day registry enrollment drive at your school and the APAMSA Chapter on your campus is collaborating with you on day 3 of the drive. Most of the volunteers you have on day 3 are APAMSA members, but they are not volunteering on day 1 or 2. You should use an APAMSA recruitment code only on day 3 of the drive.
3. You're holding a drive with 4 different locations on campus and collaborating with student athletes through the Get In The Game program and with the Sigma Alpha Epsilon fraternity chapter on your campus. The student athletes are the majority of volunteers at one location, the fraternity members are the majority of volunteers at another location, and your Chapter members are the majority of volunteers at the last 2 locations. You should use a Get In The Game code at the location with the student athletes, a Sigma Alpha Epsilon code at the location with the fraternity members, and your Chapter code for the last two locations.

Questions? We can help! Email us at bethematchoncampus@nmdp.org