



**MAKING STRIDES
Against Breast Cancer™**

National Presenting Sponsor

AVON



TIPS TO HELP YOU AS WE UNITE TO FIGHT BREAST CANCER

COORDINATING A TEAM FOR DENIM DAYS SPONSORED BY BUCKLE MAKES A WORLD OF DIFFERENCE.

WE NEED YOUR HELP to make the month-long October event as successful as possible to support those facing breast cancer. Here are simple tips to boost your fundraising and ensure success during the month of October.

SPREAD THE WORD.

- Email your friends, family, and coworkers, and ask them to join your team. Remember to send your personalized team page URL in your message.
- Use your social media pages as a megaphone for Denim Days. Start a conversation about why you're involved, and how others can take action and make a difference. Post photos of your Denim Days, and use #ACSDenimDays to help your posts gain an even wider audience.
- You can customize Denim Days Social Media Messages included in the digital toolkit, or create your own to share on Facebook and Twitter. Just copy and paste, customize as appropriate, and send. Ask your friends to "like" and share your posts, and keep the conversation going by thanking those who do.

COLLECT DONATIONS, AND THANK SUPPORTERS.

- Send an email with a link to your team page to friends, family, and coworkers, asking them to go online and make a donation directly to your team in support of the cause. They will get their receipt immediately.

- Submit checks using your events "Donation Form" found in the Forms & Documents section of your event site, or submit via the FUNdraising app.

PUT ON YOUR FAVORITE PAIR OF JEANS, AND CELEBRATE!

- Denim Days Sponsored by Buckle is being celebrated throughout the month of October. On whatever day your team chooses, everyone wears their favorite jeans – and maybe even lots of pink – to show how they are helping the American Cancer Society save lives from breast cancer. Consider hosting a contest to see who can wear the most denim, or have the most creative outfit that includes jeans and the color pink.

Thank you for helping us save and improve lives through Denim Days Sponsored by Buckle! You can reach us at 1.800.227.2345 or ACS.PartnersAgainstCancer@cancer.org

