



# DENIM DAY

## TIPS TO HELP YOU – as we work together to **save lives** from breast cancer

Coordinating a team for the American Cancer Society Denim Day makes a world of difference. **WE NEED YOUR HELP** to make Denim Day as successful as possible to support those facing breast cancer. Here are simple tips to boost your fundraising and ensure success on Denim Day.



### 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 Day. Start a conversation about why you're involved, and how others can take action and make a difference. Use **#ACSdenimday** to help your posts gain an even wider audience.
- You can customize these **Denim Day Social Media Messages**, 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.
- Or, collect cash and checks (made payable to **ACS Denim Day**) from your team members, and submit them using the **Offline Donation Form** included in the digital team coordinator kit.



### PUT ON YOUR FAVORITE PAIR OF JEANS AND CELEBRATE!

**Denim Day is Friday, October 6, 2017.** On this day, or whatever day your team chooses, everyone wears his or her favorite jeans – and maybe even lots of pink – to show how they are helping the American Cancer Society free the world from the pain and suffering of 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 Day!  
To take action, visit **denimday.com** today.