



DENIM DAYS

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

Coordinating a team for American Cancer Society Denim Days makes a world of difference.

WE NEED YOUR HELP to make the monthlong 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. Use **#ACSdenimdays** to help your posts gain an even wider audience.
- You can customize these **Denim Days 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 **American Cancer Society Denim Days**) 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 Days 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!
To take action, visit **ACSDenimDays.org** today.
You can reach us at **1-800-521-5533** or
denimday@cancer.org