

Show Your Spirit! in the Fight Against Cancer

HOW TO LEAD YOUR TEAM TO A SUCCESSFUL SHOW YOUR SPIRIT CAMPAIGN!



PROMOTE

Poster Customize the enclosed poster to include your contact information. Display it in a visible location such as the lunchroom, hallway or main entrance. You may request additional copies or download the poster from our website. Encourage others in the office to display them.

Email Personalize the sample emails from our website to encourage your colleagues to participate in Show Your Spirit. Increase your efforts by encouraging your friends and families to enroll their own companies.

Press Release Share with the local media why your company is showing its spirit in the fight against cancer. Download the sample press release from our website.

One-on-One Encourage managers within your organization to get their team involved and hold a friendly competition between departments.

COLLECT

Encourage Start to encourage participants to turn in their \$5 donation the week of Show Your Spirit.

Organize You can easily keep track of all donations in the provided donation collection envelope. Download the collection template or request additional envelopes as needed.

Distribute Distribute the "Don't Give Up...Don't Ever Give Up!"[®] buttons to participants as they make their donation. Encourage everyone to wear the button on Show Your Spirit day.

WEAR

Dress the Part On your designated Show Your Spirit day, show your support in the fight against cancer by wearing your favorite team apparel. It's as simple as wearing a team jersey, pin, tie, or simply the team colors.

Support If company policy prohibits the team apparel, or if employees are strictly required to wear uniforms, participants may still be permitted to wear the "Don't Give Up...Don't Ever Give Up!"[®] buttons as a visible sign of support for cancer research.

Choose Your company may choose to participate on one or both Show Your Spirit days. If spring break or other conflicts affect the campaign's national dates, you may select an alternate date during the basketball tournament season as your Show Your Spirit day.

SEND

Donations Collect all final donations from participants. Complete the donation form and mail donations to **The V Foundation for Cancer Research: The V Foundation/Show Your Spirit/106 Towerview Court/ Cary, NC 27513**

Checks All checks should be made payable to **The V Foundation**. Please do not send cash. Exchange cash for a check, cashier's check or money order made payable to **The V Foundation**.

Credit Cards Show Your Spirit will accept credit card donations for any donation of \$25 or above. Download the credit card form from the Show Your Spirit download center on www.jimmyv.org and return the completed forms with your checks.

Match Your company may match participants' donations. Please check with your human resources director to complete the appropriate documentation. Provide the appropriate information and please remind them to earmark the donation for Show Your Spirit with check made payable to **The V Foundation**. Matching gift directions are available for download on the Show Your Spirit website.

UPLOAD

Share We all have a reason to team up in the fight against cancer. Tell us why your office is participating in Show Your Spirit. Share your ideas, pictures and stories with us by sending an email to showyourspirit@jimmyv.org. (All photos, letters and stories become the property of The V Foundation and may be used in future Show Your Spirit promotional materials.)

WRAP-UP

Thank You Send an email thanking those who participated in Show Your Spirit, and share the results of your event. You may download an email template from our website.

Participation Certificate We have included a certificate thanking your company for participating in Show Your Spirit. If you would like to recognize additional participants at your organization, you may download the template from our website.

WANT TO DO MORE?

Download the Basketball and Tribute Cards! For those who would like to build a memorial/tribute "wall" there are basketball and tribute card templates that can be downloaded from the Show Your Spirit website with directions on how to best use this idea.



SHOW YOUR SPIRIT![®]
for Cancer Research

QUESTIONS?

We are grateful for your participation and advocacy for our Show Your Spirit campaign. Please feel free to contact us at any time with questions or to request additional materials.

The V Foundation for Cancer Research
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