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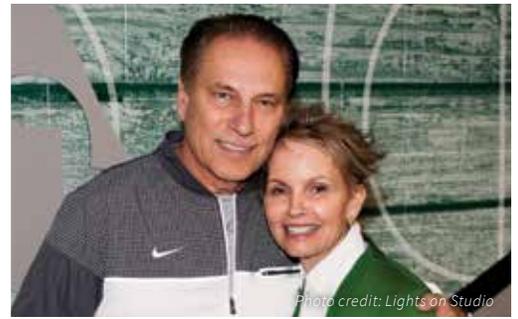


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**COACHES
VS CANCER**

SUITS & SNEAKERS



Challenge 2019 Playbook



1.800.227.2345 | coachesvscancer.org

What is the Suits And Sneakers Challenge?

The Coaches vs. Cancer Suits And Sneakers Challenge lets basketball fans across the nation support the American Cancer Society at their workplace. Locally, corporations and organizations can join Coach Tom Izzo in helping to save lives by hosting a Wear Your Sneakers to Work Day.

During the 2019 Suits And Sneakers Week, January 21-27, local businesses and organizations compete against each other to raise the most funds for the American Cancer Society. Similar businesses and organizations are matched up to challenge each other in this friendly bracket-style competition. Win your bracket and score two tickets to the Breslin Bash, a behind-the-scenes experience with Coach Izzo. The overall champion or highest fundraising team will win 50 tickets and bragging rights for the year. It's simple to get in the game, just select a date and ask individuals to make a minimum \$5 donation to the American Cancer Society so they can sport their sneakers to work on your game day.

We'll provide your team with helpful fundraising resources, including our helpful website (msucvc.com), corporate matching information, dress-down day stickers, Coaches vs. Cancer Wall of Hope donation cards, customizable email templates, and more. At the end of your day, report your fundraising total to your local American Cancer Society staff partner.

About Coaches vs. Cancer

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, coaches have raised more than \$100 million for the American Cancer Society.

Suits And Sneakers Week

The Coaches vs. Cancer Suits And Sneakers Week is an event like no other that unites coaches, fans, corporate partners, and media in asking people everywhere to support the American Cancer Society's mission to save lives and celebrate life. This week-long event, January 21-27, 2019, features more than 4,000 coaches turning awareness into action by swapping their dress shoes for sneakers during games, and hosting events to help improve and save lives from cancer.

Four Easy Steps to Get Started

- 1. Identify a staff member** to coordinate and promote the campaign, and sign up your company by registering at msucvc.com.
- 2. Encourage participation** by promoting the campaign within your company through staff emails, a message from the company CEO, newsletters, and more. Our toolkit makes it easy and fun!
- 3. Collect donations** and wear your sneakers to work on any day that works best for you and your company between January 21-27.
- 4. Follow up** with your American Cancer Society contact to turn in your offline donations – including any company matching funds – and provide feedback.



Implementation Ideas for Your Suits And Sneakers Challenge

Resources available to you and your company

- Email templates
- Customizable flyer
- Coaches vs. Cancer stickers
- Suggestions for having fun and increasing involvement

Get the word out

- Customize the flyer template, and display it at your workplace.
- Send emails encouraging employees to participate.
- Publicize the campaign in staff meetings, newsletters, in-office TV systems, and other internal communications.
- Post reasons for participating on bulletin boards, your company intranet, and company social media pages.
- Share pictures of your participating employees on social media to show your team making a difference. Take it a step further and create a photo collage.

Have fun

- Encourage employees to wear team apparel or jeans for an additional donation.
- Print the official Coaches vs. Cancer stickers, and give them to employees who wear sneakers.
- Already wear sneakers to work? Decorate sneakers with stickers or tags to remember or honor someone who's been affected by cancer. Have a contest for the best decorated or most original sneakers.
- Set up a competition between different departments or locations. Have a prize (like a dinner with the boss, tickets to an event, etc.) for the winning team.

Promote a healthy and active lifestyle

- Hold a healthy bake sale, sell your favorite healthy treats for additional donations, or host a potluck lunch feast or top recipe cook-off.
- Incorporate a staff walk or activity at lunch.
- Share information provided in the email message templates to educate employees on cancer prevention and ways to stay healthy.
- Print the healthy and active tip sheet and display it in common areas, rest rooms, and the mail room.

Your American Cancer Society

The mission of the American Cancer Society is to save lives, celebrate lives, and lead the fight for a world without cancer.

As we all know too well, when cancer strikes, it hits from all sides. That's why we're committed to attacking cancer on all fronts. We offer comprehensive support for those facing cancer – things like our 24/7 cancer help line, free lodging near treatment, and free rides to chemo.

WITH THE HELP OF SUPPORTERS EVERYWHERE, WE CONTINUE TO ...



Launch breakthrough research



Create empowering resources for people to outsmart cancer



Enable local communities to support those affected



Convene powerful activists to create awareness and impact

And we do it all 24 hours a day, 7 days a week.



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Email Message Templates

These templates will help you spread the word about your Wear Your Sneakers to Work Day event. Copy and paste the sample messages into your email, and use them to encourage others to participate in your Suits And Sneakers Challenge. Feel free to personalize the emails and share how *you* will be celebrating Wear Your Sneakers to Work Day!

Recruitment Template

Subject Line: Join me as we lace up to help save lives

Help <Company Name> join the American Cancer Society® in saving lives from cancer, through the Suits And Sneakers® Challenge. Each January, during Suits And Sneakers Week, basketball coaches trade in their dress shoes for sneakers to bring awareness to the cause. <Company Name> will join these coaches by lacing up our sneakers for a workplace challenge. Donate at least \$5, and wear your sneakers to work on <Insert Date of Event>. In addition to raising money to improve and save lives, wearing your sneakers acts as a simple reminder to live a healthy and active lifestyle.

The money supports the American Cancer Society's lifesaving work, like offering cancer patients a free place to stay when they have to travel away from home for treatment. Too many people, possibly including someone you or I know, will be diagnosed with cancer this year. This is our opportunity to inspire hope by raising funds and awareness to help those facing the disease. I hope you will join me!

Visit [website link] to contribute online, or see me to donate in person!

Healthy Lifestyle Template

Subject Line: Lacing up today, living well tomorrow

As you know, our company is participating in the Suits And Sneakers® Challenge to raise money for the American Cancer Society®. But more importantly, we want to promote how to lead an active lifestyle. You don't have to be an athlete to be active. There are lots of ways to get – and stay – moving.

Adding more movement to your daily to-do list helps you:

- Burn calories to manage your weight.
- Increase strength and flexibility so you feel great.
- Lower your risk of serious health problems like cancer, heart disease, or diabetes.

At least 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity a week (or a combination of these) is ideal to reduce your risk of cancer, heart disease, and diabetes.

Don't think you have time to add physical activity to your day? Consider simple substitutions to add physical activity to your day:

- Use the stairs rather than an elevator.
- Walk or bike to your destination.
- Exercise at lunch with your coworkers, family, or friends.
- Walk to coworkers' desks instead of sending emails.
- Plan active vacations, rather than driving trips.
- Use a stationary bike or treadmill while watching TV.
- Wear a pedometer every day to increase your daily number of steps.

No matter what you choose, the most important thing is to get moving! For more information on how to stay healthy, visit cancer.org/healthy.

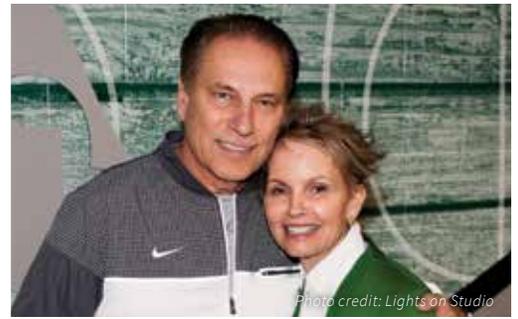
Quick Facts

Two out of three adults are overweight or obese.

Nearly one in three people in the US will be diagnosed with cancer in their lifetime.

About half of cancer deaths could be prevented with healthy lifestyle choices, like maintaining a healthy weight through diet and regular exercise, avoiding tobacco products, and getting regular cancer screening.





Suits And Sneakers® Challenge | 2019 Playbook

Thank you for joining other companies and organizations nationwide who are committed to helping save lives from cancer by participating in the Suits And Sneakers Challenge! We appreciate your support as we work to free the world from cancer.

Please join us on Facebook and share your experiences and photos of you and your coworkers during your Wear Your Sneakers to Work Day! Follow us on Twitter to receive the latest Coaches vs. Cancer updates.

MSUCVC.com



facebook.com/coachesvscancer



twitter.com/coachesvscancer

Please contact your local American Cancer Society staff partner for any questions you have – we are here to help you create a successful event!

Alex Garnepudi
Senior Manager, Community Development
alex.garnepudi@cancer.org
248.663.3481

Corporate Supporters

Auto-Owners
INSURANCE
LIFE • HOME • CAR • BUSINESS

DELTA DENTAL