

Suits And Sneakers[®] Challenge

2015 Implementation Toolkit



1.800.227.2345 | coachesvscancer.org

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What is the Suits And Sneakers Challenge?

The Coaches vs. Cancer Suits And Sneakers Challenge engages basketball fans throughout the nation and allows them an opportunity to make a difference in the fight against cancer at their workplace. Corporations can join their favorite basketball teams and coaches in the fight against cancer by hosting a Wear Your Sneakers to Work Day.

Individuals make a minimum donation of \$5 to the American Cancer Society for the opportunity to wear sneakers to work on Monday, January 26, 2015, following Suits And Sneakers Awareness Weekend, or the first day of the NCAA March Madness Basketball Tournament.

If your corporation is unable to participate on either date, the Society encourages you to schedule your Wear Your Sneakers to Work Day any day that works best for you and your company between January and April 2015.

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 \$87 million for the American Cancer Society.

Suits And Sneakers Weekend

The Suits And Sneakers Awareness Weekend is a nationwide annual event in which coaches across the country unite for a common cause – fighting cancer! During the weekend, coaches and their staff are encouraged to wear sneakers with their suits while coaching games, to raise awareness about the fight against cancer and promote the American Cancer Society.

Four Easy Steps

- 1. Identify a staff member** to coordinate and promote the campaign, and sign up your company by completing the registration form on the last page of this tool kit.
- 2. Maximize participation** by promoting the campaign within your company through staff emails, a message from the company CEO, newsletters, and more. This toolkit makes it easy and fun!
- 3. Collect donations** from participating employees and wear your sneakers to work on any date that works best for you and your company between January and April.
- 4. Follow up** with your American Cancer Society staff partner to turn in your offline donations, including any company matching funds, and provide feedback.



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Implementation Ideas for Your Suits And Sneakers Challenge

Resources Available to You and Your Company

- Email templates
- Customizable flyer
- Social media messages
- Coaches vs. Cancer stickers
- Suggestions for maximizing fun and involvement

Get the Word Out

- Customize the flyer template and display at your workplace.
- Send out 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.

Maximize the Fun

- Allow employees to wear team apparel or jeans for an additional donation.
- Print the official Coaches vs. Cancer stickers and give to employees who wear sneakers.
- Already wear sneakers to work? Decorate sneakers with stickers or tags to remember or honor someone who has 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

- Do a healthy bake sale, sell your favorite healthy treats for additional donations, or do 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 American Cancer Society creates a world with less cancer and more birthdays by helping people stay well and get well, by finding cures and fighting back.

Stay Well

To help people reduce their cancer risk, the Society encourages men and women to maintain a healthy weight, exercise, reduce sun exposure, and avoid tobacco, as well as get regular screenings, so that cancers are more likely to be found at their early, most treatable stages.

Get Well

Fighting cancer is hard, but finding help shouldn't be. That's why the Society is available 24 hours a day, seven days a week, to provide patients and their families the information, day-to-day help, and emotional support they need throughout their cancer journey. Visit cancer.org or call 1-800-227-2345 day or night for help and support.

Find Cures

The Society funds and conducts research into cancer's causes, cures, and treatment. As the largest, nongovernmental funder of cancer research, the Society has played a role in nearly every major cancer breakthrough in recent history. Since its research program began in 1946, the Society has invested more than \$4 billion in cancer research.

Fight Back

More than 3 million tireless American Cancer Society volunteers rally communities around the world to join the fight against cancer through Relay For Life® and Making Strides Against Breast Cancer® events. They also work with elected officials to help make cancer a top national priority through the Society's nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM.



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Email Message Templates

These templates 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 fight cancer!

Help <Company Name> join the American Cancer Society® in finishing the fight against cancer, through the Suits And Sneakers® Challenge. Each January, during Suits And Sneakers Awareness Weekend, basketball coaches trade in their dress shoes for sneakers to bring awareness to the fight. <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 fight cancer, 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.

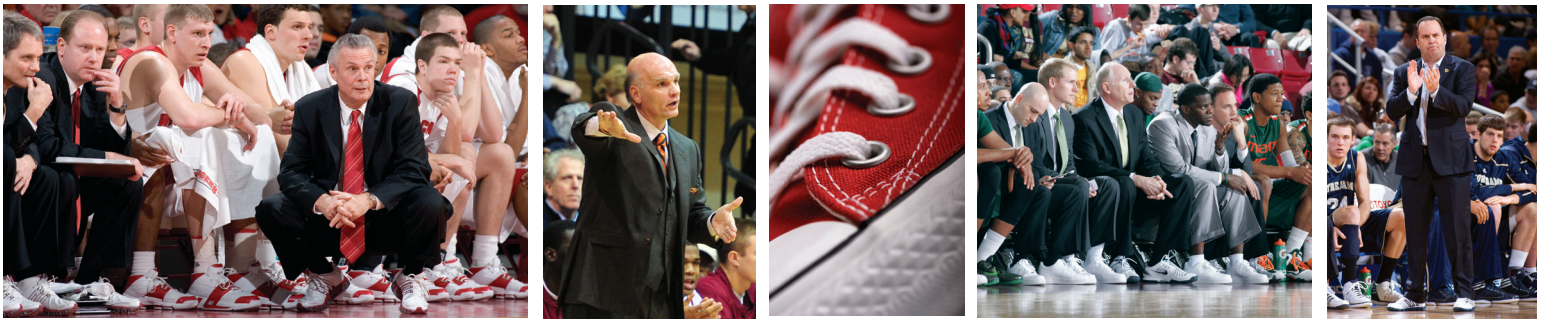
Quick Facts

Two out of three adults are overweight or obese.

Men have a 1-in-2 lifetime risk of developing cancer, with women having a 1-in-3 lifetime risk.

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 tests.





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Thank you for joining other companies and organizations nationwide who are committed to helping finish the fight against cancer by participating in the Suits And Sneakers Challenge! We appreciate your support as we strive to make this cancer's last century.

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.

coachesvscancer.org

[facebook.com/coachesvscancer](https://www.facebook.com/coachesvscancer) | twitter.com/coachesvscancer

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



Suits And Sneakers® Challenge

1 Donate \$5.

2 Wear your sneakers
to work.

3 Fight cancer
comfortably.

**Yes, our company is in the game to fight cancer comfortably
with the Suits And Sneakers Challenge!**

Company Information

Name: _____

Address: _____ City, State, ZIP: _____

Phone _____ Number of employees: _____ Number of locations: _____

Does your company offer matching gifts? Yes No Not sure, but I'll ask.

Does your company have a date scheduled for Wear Your Sneakers to Work Day? Yes No

If so, what's the date? _____

Would you like your Suits And Sneakers fundraising dollars to support another American Cancer Society event in which your company participates?

Yes No If so, please list the event: _____

Team Leader Information

Name: _____

Phone: _____

Email: _____

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