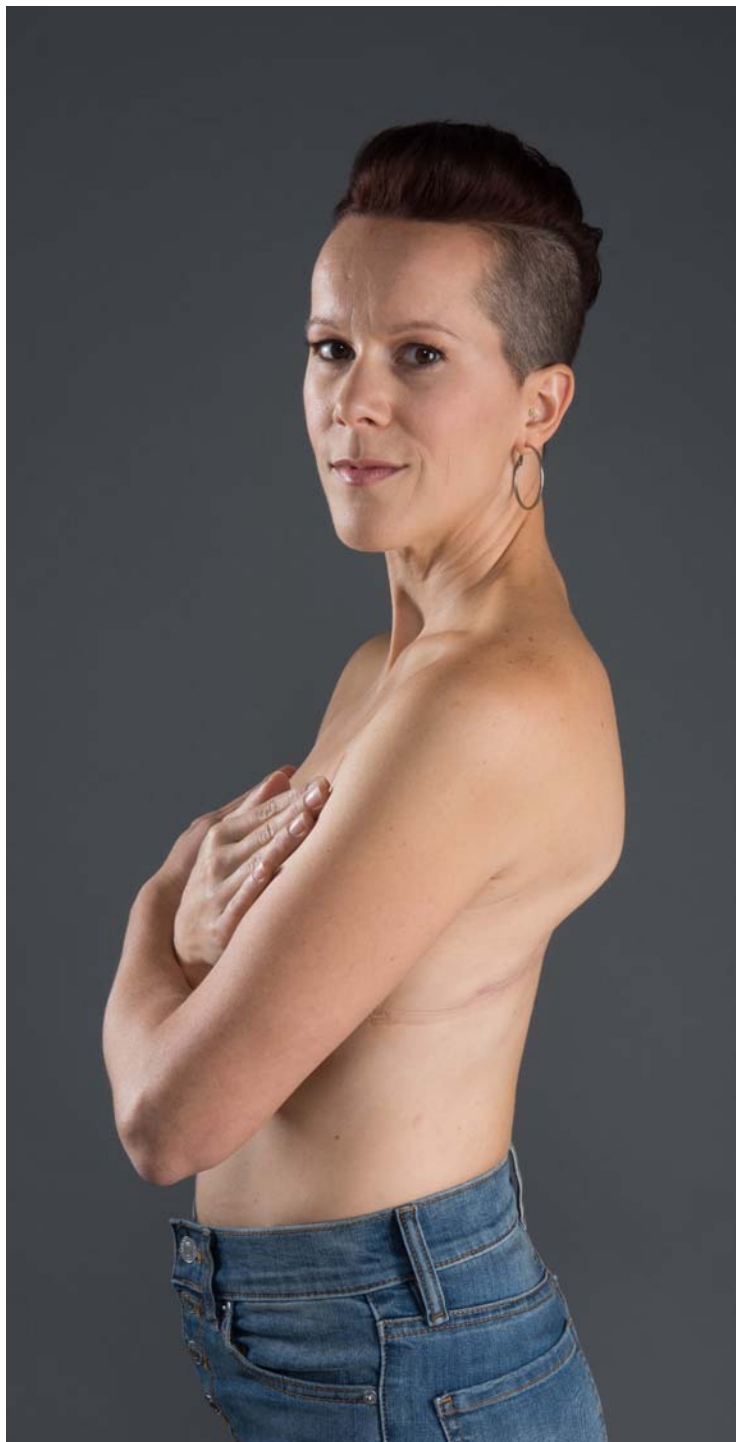




NATIONAL DENIM DAY  
WORKPLACE  
CAMPAIGN GUIDE

2019





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- Why Help CURE?
- What is my role as a CURE ambassador?
- National Denim Day Campaign Kit
- Top 5 Tips for a Successful Campaign
- Questions? Who to Contact for More Information

CURE Foundation 1320 Graham Boulevard, Suite 130  
Montreal, QC H3P 3C8

FONDATION  
**CURE**  
FOUNDATION  
cancer du sein  
breast cancer

# Why Help CURE?

By raising funds for CURE, you are helping to explore all possible avenues in the fight against breast cancer. Funding is targeted in 3 areas:



## Medical Equipment

- CURE is dedicated to ensuring hospital centers and clinics all across Canada are equipped with the tools needed to diagnose and treat breast cancer.



## Basic & Clinical Research

- Providing financial support for breast cancer research at Canada's top institutions has always been a driving force in CURE's mission.



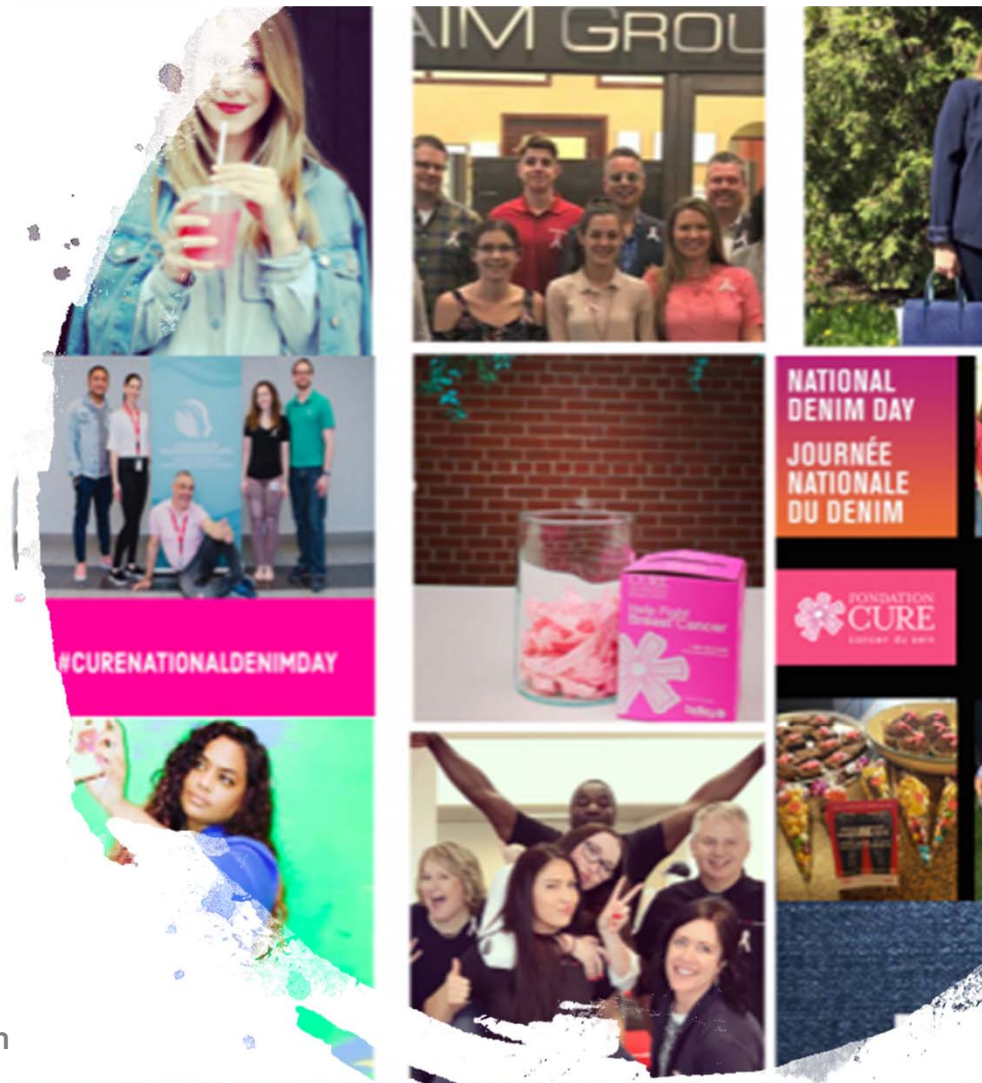
## Community Programs

- Our community program addresses the human impact of a breast cancer diagnosis on the patients & their families.

# Your Role as a CURE Ambassador

- As an ambassador, your role is to spread awareness about the campaign among your coworkers and invite them to donate.
- 3 ways to give
  - Online – [www.curefoundation.com/donate](http://www.curefoundation.com/donate)
  - Crowdfunding Campaign (customized campaign to collect and track online donations)
  - In person – through a workplace event.
- Note: For donations made in person, please return the donation form with the donations by cheque or money order payable to the CURE Foundation, the enclosed return envelope provided. Do not send cash through the mail.
- Income tax receipts will be issued for a donation of \$20 or more.
- As a CURE ambassador, you are responsible to remit the donations your company or organization has collected as soon as possible.

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# National Denim Day Campaign Kit

*Customized kits are mailed to your workplace*



Contact your CURE Representative to order your supplies



Large Posters  
(10" x 13")



Mini Posters  
(3.5" x 5")



Bookmarks  
(8" x 2" )



Stickers  
(4" x 2")



Ribbons



Collection Boxes



Balloons

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# Top 5 Tips for a Successful Campaign

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1. **Double duty.** Pair the event with another activity in the office, such as a bake sale or BBQ.
2. **Change the date.** Already busy on May 14<sup>th</sup>, 2019? No problem! You can organize your own special Denim Day event on another day.
3. **Make it fun!** Showcase participants best denim looks in a fashion show or offer a prize to the person who can wear the most denim.
4. **Bring the team together.** If you are part of an organization with multiple locations, National Denim Day is a great way to unify your organization under a common cause. Your CURE representative will work with you to ensure CURE kits arrive at each location.
5. **Go healthy.** Organize a potluck with healthy recipes or pair the event with a yoga session for everyone. Don't forget to bring your change of workout clothes!

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#IAMTHEFIGHT

## Questions? Who to Contact for More Information

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- To reach the Executive Director, Robyn Dalton  
rdalton@curefoundation.com 514-381-CURE  
1-888-592-CURE
- For media and sponsorship inquiries:  
Lori Shuchat-Chadnick Director of Sponsorship,  
Media, Marketing Lori@curefoundation.com  
613-797-0881 or toll free at 1-888-467-8992
- For questions regarding Online Support or your  
CURE kit: Cynthia Di Pietro Operations Manager  
cdipietro@curefoundation.com 514-381-CURE or  
toll free 1-888-592-CURE
- For information regarding your income tax receipt:  
Roslyn Smolash Event Manager for National Denim  
Day rsmolash@curefoundation.com 514-381-CURE  
1-888-592-CURE

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