

2017



dress in
blue day™

COLON CANCER ALLIANCE



Employee Engagement KIT

UNITED FOR A FUTURE FREE OF COLON CANCER

GET IDEAS, RESOURCES AND MORE AT dressinblueday.org

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Introduction

Colon cancer is the third most commonly diagnosed cancer and the second leading cause of cancer death in men and women combined in the United States. This means that about 1 in every 20 people will be diagnosed with colon cancer.

Although colon cancer claims an estimated 50,000 lives every year, it can be prevented in many cases through screening tests. These tests are able to detect and remove polyps before they become cancerous or, in other cases, they are able to detect the cancer in its early stages, when treatment is most effective.

Lack of general public awareness of the disease has limited funding for research, kept colon cancer patients unaware of their treatment options and has prevented early detection and treatment in far too many cases.

To bring attention to colon cancer and to celebrate the courage of those affected by this disease, the Colon Cancer Alliance launched its first National **Dress in Blue Day**[™] campaign in 2009. Today, individuals, businesses and community groups across the country participate in National **Dress in Blue Day** by wearing blue and urging others to do the same. By “going blue,” we hope to raise public awareness and teach people the (sometimes surprising) facts about colon cancer and how they can decrease their own risk of the disease.

This National **Dress in Blue Day** Employee Engagement Kit provides you with everything you need to organize a **Dress in Blue Day** event at your workplace. Your event will not only engage and inspire your coworkers and employees, but save lives in the community by increasing awareness of this disease and helping to fund Colon Cancer Alliance’s mission.

On **Dress in Blue Day**, help your organization join the more than one million survivors, patients, caregivers and others who have been affected by colon cancer by wearing blue and getting involved in the fight against this devastating disease.

Together, we can create a future free of colon cancer!

Why Go Blue?

Similar to breast cancer's pink ribbon, the nationally recognized blue star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colon cancer.

The **Dress in Blue Day** program provides your company the chance to engage employees, their families and friends with the information that can save lives, celebrate those who have battled colon cancer, remember loved ones lost and fight back against the disease.

The program also provides your company with a meaningful opportunity for corporate volunteerism and philanthropy, while uniting your organization with communities across the country.

Benefits to your organization and employees*:

Builds and Enhances Your Brand Image

The Colon Cancer Alliance is the leading national patient advocacy organization dedicated to increasing screening rates and survivorship. Leveraging the Colon Cancer Alliance brand with your own provides significant opportunities to influence brand recognition and consumer behavior.

Aids in Employee Recruitment and Retention

One of the greatest perceived corporate benefits of volunteerism is an elevated ability to recruit and retain top talent.

Boosts Employee Morale

When employees feel good about company-sponsored volunteer programs, they feel good about the company they work for and are more likely to come to work and perform better at their jobs.

Promotes Teamwork/Builds Cohesion Among Coworkers

Corporate volunteer programs provide employees with opportunities to interact with one another in situations that may enhance professional relationships, bring employee teams closer together and teach them how better to work together to complete a common goal or task.

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Why Go Blue? *Continued*

Provides Networking Opportunities for Employees

Corporate-sponsored volunteer events also provide opportunities for employees to network with management, with workers from other departments/businesses they might not normally work with and potentially with key stakeholders such as customers, clients and community leaders.

Helps Attract Customers, Clients and Business Partners

By actively encouraging and supporting employee volunteerism, companies are better able to attract and retain customers, clients and business partners. In short, people want to do business with “good corporate citizens.”

Reduces Medical Claim Costs

Not only does colon cancer screening save lives, but it is also cost effective. Studies have shown that the cost-effectiveness of colon screening is consistent with many other kinds of wellness and preventive services and is lower than some common interventions. Corporate volunteer programs lower operating costs, increase sales, create shareholder value and ultimately lead to greater profitability.

Helps Save Lives

Raising awareness about colon cancer can help save lives. Colon cancer typically has no symptoms until it has already progressed to later stages, when it is much more difficult to treat. The good news is that routine screening tests like colonoscopies help save thousands of lives each year by finding and removing polyps before they have a chance to turn into cancer, or detecting colon cancer in its early stages when treatment is most effective. Learn more about colon cancer screening at www.ccalliance.org/get-screened.

*Sources:

Deloitte (2008), Volunteer IMPACT Study, Washington, D.C.: Deloitte & Touche USA, LLP

LBG Associates, Can Corporate Volunteerism Support the Bottom Line, September 2005

Points of Light Foundation and Allstate Foundation (2000), The Corporate Volunteer Program as a Strategic Resource: The Link Grows Stronger, Washington, D.C.: The Points of Light Foundation

Tuffrey, Michael (1998), Valuing Employee Community Involvement: Practical Guidance on Measuring the Business Benefits from Employee Involvement in Community Activity, London: The Corporate Citizenship Company.

Tuffrey, Michael (2003), Good Companies, Better Employees – How community involvement and good corporate citizenship can enhance employee morale, motivation, commitment and performance, London: The Corporate Citizenship Company.

Going Blue in the Workplace

There are lots of ways to turn your workplace blue for National **Dress in Blue Day**. This annual event is celebrated the first Friday of March, which is National Colon Cancer Awareness Month.

In the pages ahead, you'll find ideas and planning suggestions for your National **Dress in Blue Day** awareness and fundraising events. More ideas and resources can be found on the National **Dress in Blue Day** website, www.dressinblueday.org.

Awareness Events

Although colon cancer is the second leading cause of cancer deaths in the United States, it is up to 90% curable if detected and treated early, so it's important for everyone to start talking with their coworkers, friends and family about the importance of early screening.

How will your company put its individual stamp on raising awareness for colon cancer? That's where your spirit and creativity come in. Think big. Go bold. Help make this the year we turn America blue and turn the corner in the fight against colon cancer.

Here are some suggestions:

- **Decorate** your company's window space with flyers and support materials.
- **Light your building's lobby in blue lights.** We often see buildings lit in pink for breast cancer awareness in October, so let's bring blue to our buildings in March!
- **Make a visible statement** at your desk, or in high traffic areas of the office with flyers, stickers and donation forms.
- **Distribute** National **Dress in Blue Day** emails, flyers, program stickers and colon cancer fact sheets to your coworkers.
- **Ask** coworkers to show their support by wearing blue.
- **Distribute** "I'm Blue For" buttons and stickers to employees.
- **Hold a contest** for the most creative or craziest blue outfits.

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Going Blue in the Workplace *Continued*

- **Hold an orientation or lunch and learn:**
 - Invite a local gastroenterologist to speak briefly about colon cancer and screening methods.
 - Give your own presentation using our Colon Cancer Awareness Speaker Kit.
 - Ask a staff member with a personal connection to colon cancer to speak.
 - Ask your Company Benefits Representative to explain company policies and health insurance coverage related to colon cancer screening
- **Include articles about National Dress in Blue Day and colon cancer screening** in the company newsletter and on the website.
- **Form a team online** to help spread the word about going blue. Follow simple instructions on how to create an online team on www.dressinblueday.org.

Fundraising Events

Organizing a fundraising event for your workplace's National **Dress in Blue Day** is a fun and easy way to get the organization enthusiastic about raising money for the fight against colon cancer, while forging stronger bonds between coworkers.

National **Dress in Blue Day** fundraising efforts support the Colon Cancer Alliance's financial assistance programs.

- **Set up an online Dress in Blue Day team** to foster some friendly workplace competition and camaraderie. Visit www.dressinblueday.org to set up your page.
- **Put together a blue costume contest** to see who can be the most creative! You may charge a \$10 fee to enter the contest or collect donations as votes (for example: \$5 = 1 vote). Contestants must wear blue to be eligible. Take a picture, and send it to us!

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Going Blue in the Workplace *Continued*

- **Organize an Office Fundraising Challenge.** Encourage your coworkers to challenge each other in raising the highest amount of money for the National **Dress in Blue Day** program. Give the winner a prize, such as movie passes or a gift certificate to a restaurant of his or her choice.
- **Hold a Raffle.** Print matching tickets, and then sell each one for a specific price. Have a drawing and give away prizes to those matching tickets. You can have some gift vouchers from a nearby shop or arrange for a meal at a restaurant as a prize!
- **Participate in a Pin Up Program.** Pin Up programs typically consist of small sheets of paper, also known as “pin ups,” which you coworkers can purchase for a small donation and sign. As more employees donate, pin ups are hung somewhere prominent, such as in the office lobby or break room.
- **Organize a Coffee Fast.** For every day someone goes without coffee, ask them to donate the money they would have spent on the purchase (\$3-5). Create a chart showing everyone’s progress to spark a bit of competition. Encourage everyone to go 1-2 weeks.
- **Ask for a Corporate Matching Gift.** Ask your company to match the amount of donations you receive from your fellow coworkers. To see if your company will match a gift to the Colon Cancer Alliance, visit <http://doublethedonation.com/CCA.php>.

Planning Your Event

National **Dress in Blue Day** will be here before you know it. That's why it's important to plan ahead.

Before you finalize your plans, make sure to ask for any special permission that you may need.

Don't forget to visit www.dressinblueday.org for resources and free downloadable materials to help you make your event a big success.

This general to-do list will help you get started:

- **Start the buzz EARLY.** Send out a "Save the Date" email.
- **Get your leaders involved.** Find a senior manager to champion your work – the more senior, the better. Present them with a list of options for engaging employees and supporting National **Dress in Blue Day** at the workplace.
- **Encourage participation.** Invite staff to a meeting to introduce them to the National **Dress in Blue Day** program. Go over how they can help organize and participate in the awareness and fundraising events. You can use our Speaker's and Pin Up Kits, which you can edit for your purposes. Form a committee of key players, perhaps colon cancer survivors and caregivers.
- **Promote from within.** Hang flyers in the office and include mentions on message boards, the company newsletter, social media or website. Be sure to use the resources on www.dressinblueday.org.
- If you're planning a fundraiser, **create an online fundraising page.** Follow simple instructions on how to create an online team on www.dressinblueday.org. Having an online giving tool means you can spend less time counting and configuring paper pledges and more time focusing on your campaign goals and efforts. Your organization can launch an online employee giving or public campaign that engages donors and inspires philanthropy, track campaign results, administer gift match programs and make the donor experience personal.

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Planning Your Event *Continued*

- **Plan ahead** for speakers, such as local insurance and hospital representatives, gastroenterologist and colon cancer survivors who'll share their stories and provide references on your company's policies related to colon screening.
- **Print** out guides, flyers and other free resources to hand out at the event.
- **Ask** those who cannot attend to donate online.
- **Take an office photo** to show your participation in the National **Dress in Blue Day** program. Visit www.dressinblueday.org to submit your photo. Your company could be featured on our website and social media pages!

Publicizing Your Company's Participation

To generate added awareness about your organization's National **Dress in Blue Day** participation, it's important to promote your event within the organization and to the outside media.

Here are just a few ways you can spread the word. Visit www.dressinblueday.org for these free resources:

Keep employees up-to-date on your event activities and fundraising goals via:

- Employee emails
- E-Newsletter
- Company website
- Paycheck inserts
- Staff meetings

Get the community involved in your efforts:

- Updates and postings on company website
- Facebook and Twitter posts

Reach out to the local media:

You can also consider contacting your local newspaper, radio or TV station.

- Send a t-shirt or button (available for purchase on the Colon Cancer Alliance's website) with a note about your event to the editors of local newspapers. Encourage them to wear blue clothing and the button during the week of your event to show their support of National Colon Cancer Awareness Month and National **Dress in Blue Day**.
- Follow-up with the media and send them pictures that you have taken from the event.

Suggested Timeline and Checklist

Be sure to start this process early, at least four to six weeks before you want to begin your fundraising and awareness events.

This timeline and checklist will help keep you organized and on-schedule.

TIMEFRAME	TASK	Task Completed
6 weeks before	Get management approval	<input type="checkbox"/>
5 weeks before	Organize staff meeting and form committee	<input type="checkbox"/>
4 weeks before	Decide on which event(s) to participate in	<input type="checkbox"/>
4 weeks before	Assign tasks to committee members	<input type="checkbox"/>
4 weeks before	Establish rewards program	<input type="checkbox"/>
3 weeks before	Email staff about National Dress in Blue Day	<input type="checkbox"/>
3 weeks before	Invite speakers	<input type="checkbox"/>
3 weeks before	Download, print and order resources from www.dressinblueday.org	<input type="checkbox"/>
3 weeks before	Research and compile a list of local print and broadcast media outlets	<input type="checkbox"/>
3 weeks before	Distribute flyers internally	<input type="checkbox"/>
3 weeks before	Create newsletter	<input type="checkbox"/>
3 weeks before	Add information to company's website	<input type="checkbox"/>
2 weeks before	Create online fundraising page	<input type="checkbox"/>
2 weeks before	Create/update Facebook page	<input type="checkbox"/>
1-2 weeks before	Send out Twitter posts	<input type="checkbox"/>
1 week before	Send out reminder email to staff	<input type="checkbox"/>
1 week before	Hang flyers in office	<input type="checkbox"/>
1 week before	Insert mini flyers with paychecks	<input type="checkbox"/>
1 week before	Send out final notice email to all staff	<input type="checkbox"/>
Day after	Submit funds raised online or mail-in donation form	<input type="checkbox"/>
Day after	Send pictures and stories to the Colon Cancer Alliance	<input type="checkbox"/>
Day after	Post photos on company website	<input type="checkbox"/>

Tips for a Successful Event

To help you ensure that your National **Dress in Blue Day** events are successful, here are some components that you should incorporate into your event planning:

- Visit the National **Dress in Blue Day** website at www.dressinblueday.org for ideas, tools free downloads and resources.
- Ask for permission and get senior management involved.
- Recruit a team.
- Use the suggested timeline and plan ahead.
- Create an online fundraising page.
- Publicize and promote your events.
- Reward employee participation.
- Be creative and have fun!

Colon Cancer Statistics and FAQ

When?

National **Dress in Blue Day** is celebrated on the first Friday of March, but you can choose to have your own **Dress in Blue Day** on any day throughout the year.

What?

The Colon Cancer Alliance first launched the **Dress in Blue Day** campaign in 2009 to bring national attention to colon cancer and to celebrate the courage of those affected by this disease. Today, individuals, businesses and community groups across the country participate in National **Dress in Blue Day** by wearing blue and urging others to do the same. By “going blue,” we hope to raise public awareness and teach people the (sometimes surprising) facts about colon cancer and how they can decrease their own risk of the disease.

Why blue?

Similar to breast cancer’s pink ribbon, the nationally recognized blue star represents the eternal memory of the people whose lives have been lost to the disease and the shining hope for a future free of colon cancer.

Why do we need to raise awareness about colon cancer?

[Colon cancer](#) is the second leading cause of cancer deaths in the United States. Why? Colon cancer typically has no [symptoms](#) until it has already progressed to later stages – making it much more difficult to treat. The good news is that a [routine colonoscopy](#) every 10 years starting at age 50 could help save thousands of lives in this country every year by finding and removing polyps before they have a chance to turn into cancer, or detecting colon cancer in its early stages when treatment is most effective.

Facts*:

- Approximately 140,000 Americans are diagnosed with colon cancer every year
- Colon cancer often has no symptoms until it’s at an [advanced stage](#)
- You can reduce your risk through [regular screenings](#)
- Beginning at age 50 (or earlier if you have a [family history](#)), everyone should talk to a doctor about getting a [screening test](#) for colon cancer

*These statistics were compiled from the American Cancer Society’s [Colorectal Cancer Facts & Figures 2014-2016](#). [Read more statistics](#).

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Colon Cancer Statistics and FAQ *Continued*

Where can I go to get screened for colon cancer?

To find a screening facility near you, visit the [Colon Cancer Alliance's Screening Resources](#) page.

Where the money goes?

National **Dress in Blue Day** fundraising efforts support the Colon Cancer Alliance's financial assistance programs.

Who can I contact if I have more questions about the National Dress in Blue Day program?

Colleen Pyra Schwab
Marketing/Communications Director
Colon Cancer Alliance
cschwab@ccalliance.org
(949) 554-4098

Who can I contact for assistance with planning a National Dress in Blue Day fundraising event?

Ali Ornitz
Senior Development Associate
Colon Cancer Alliance
aornitz@ccalliance.org
(202) 628-0123 ext. 109

Resources

Use our free materials to promote your organization's National Dress in Blue Day activities. These resources will help you when you are planning your event or raising awareness for colon cancer and the importance of getting screened. Download logos, flyers and other sample materials at www.dressinblueday.org.

Check out our [online store](#) for more colon cancer awareness materials and merchandise.

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To Contact:

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Colon Cancer Alliance Fax Number: (866) 304-9075
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If you wish to donate to the Colon Cancer Alliance's lifesaving mission, please visit our [Donate](#) page.



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