



# SHOW YOUR TRUE COLORS.

A GUIDE TO YOUR 2008  
PASSIONATELY PINK  
FOR THE CURE® EVENT



A PROGRAM OF SUSAN G. KOMEN FOR THE CURE



**SHOW YOUR SUPPORT**  
FOR A SURVIVOR.

**SHOW YOUR RESPECT**  
FOR SOMEONE WHO LOST THE BATTLE.

**SHOW YOUR DETERMINATION**  
TO END BREAST CANCER FOREVER.

**SHOW YOUR TRUE COLORS**  
BY GOING PASSIONATELY PINK FOR THE CURE®.

Thanks in advance for hosting a 2008 Passionately Pink for the Cure event. We promise to return the favor by making it simple.

This guide and kit plus downloadable tools from [passionatelypink.org](http://passionatelypink.org) give you most of what you need. The other components are the ones you provide: your group and your enthusiasm.

While there's plenty of room to customize your event, the basic idea is to choose a day when each member of your group wears pink and donates \$5 or more to Susan G. Komen for the Cure®. **With a 2008 Passionately Pink for the Cure goal of \$4.5 million, we're counting on every member of every team to raise as much as possible. Remember that your donation could make a life-and-death difference.**



# KEEPING THE PROMISE: NANCY G. BRINKER'S AND YOUR OWN.

**WHEN NANCY G. BRINKER PROMISED HER DYING SISTER SHE WOULD DO EVERYTHING IN HER POWER TO END BREAST CANCER FOREVER, HER WORDS MARKED THE BIRTH OF SUSAN G. KOMEN FOR THE CURE.**

Today, the promise whispered between two sisters is a rallying cry for the world's largest grassroots network of breast cancer survivors and activists.

In the 26 years since we started, Komen for the Cure has invested more than \$1 billion to save lives, ensure quality care for all and support scientists in their quests for cures. We pledge to invest another \$2 billion by 2017.

Your participation in Passionately Pink for the Cure is a way to help fulfill that pledge, to keep the promise between sisters and to make your own statement of support for a loved one, friend or co-worker.



# PASSIONATELY PINK PLANNING

**WHETHER YOU'RE HOSTING A PASSIONATELY PINK FOR THE CURE EVENT FOR A SMALL GROUP OF FRIENDS OR A HUGE COMPANY, THE STEPS ARE PRETTY MUCH THE SAME:**

- 1. PICK YOUR DAY.** Choose any day of the year that works for you and your group. You can even make it a two-day, three-day or weeklong event. Just be sure everyone knows well in advance, so they can mark their calendars.
- 2. PICK YOUR TEAM.** Recruit friends, co-workers and others into your group by phone, email or in person. If you're hosting an event at a workplace, school or community center, use our posters and ads to help build your team. (Download as many as you need from the toolbox at [passionatelypink.org](http://passionatelypink.org).) Be sure to use reminder emails or phone calls to keep your team in the loop.
- 3. PICK YOUR PINK.** From subtle pink accessories to head-to-toe pink costumes, choose what works best for your team. For example, a hospital team might wear pink scrubs. An office team might wear pink scarves and ties with their workplace attire. A school team might encourage teachers, students and parents alike to wear Passionately Pink for the Cure t-shirts. Whatever you decide, make sure you share the information with your team and give them plenty of time to prepare.
- 4. PICK YOUR ACTIVITIES.** Your group could simply wear pink and make donations of \$5 or more per person. Or you could include an educational event, such as a pink-bag lunch with a speaker. You might add a contest for the best pink ensemble or the most money raised through pledges. You can even extend your activities into several events — one at your workplace, one at your place of worship, one at your child's school and so forth.

# PASSIONATELY PINK TIPS

**START BUILDING AWARENESS** for your event a month or more in advance by using posters, ads, email blasts, newsletters, intranet, paycheck stuffers and other communication tools.

**LEAD UP TO YOUR EVENT** with a contest to see who in your group can raise the most in donations.

**RAISE EXTRA FUNDS BY HOLDING A RAFFLE.** The prize could be a close-in parking spot for a month or free meals donated by an area restaurant or an extra day of vacation or whatever else you dream up.

**HOLD A PASSIONATELY PINK BAKE SALE** on the day of your event, with proceeds going to Komen for the Cure. Award a prize for the most unique pink baked goods.

**DECORATE FOR THE EVENT** with pink crepe paper, balloons, flowers, ribbons, streamers, etc.

**DISTRIBUTE BREAST CANCER EDUCATION MATERIALS.** (You can download what you need from our online toolbox.)

**WORK WITH AN AREA HEALTH CARE PROVIDER** to arrange a visit from a mobile mammography unit.

**WORK WITH YOUR KOMEN AFFILIATE** to arrange for a guest speaker, perhaps a survivor or breast cancer specialist.

**ASK BREAST CANCER SURVIVORS** or co-survivors in your workplace to share their stories.

**ORDER MERCHANDISE** from the Komen Promise Shop at [komen.org/promiseshop](http://komen.org/promiseshop) and set up your own mini Komen store at your event.

**THEME YOUR EVENT** or specify clothes or accessories. For example, everyone could wear pink hats or pink socks or pink togas.

**HAVE A BALLOT BOX** to collect votes for the best outfit.

**BE SURE TO TAKE PLENTY OF PICTURES.** Use them in your newsletter or create a bulletin board display, and be sure to email them to [passionatelypink@komen.org](mailto:passionatelypink@komen.org), so we can share them with other groups.

**SET UP A BULLETIN BOARD,** an intranet page or a blog where participants can honor family, friends or co-workers who have fought breast cancer.

**COMPETE WITH ANOTHER WORK-PLACE** or organization of similar size to see which can raise the most money. Or divide your group into several competing teams.

**MAKE YOUR EVENT LAST TWO DAYS.** Or three. Or for a week. Or hold it once a month on casual Friday.

**COME UP WITH IDEAS OF YOUR OWN.** And please remember to share them with us!

Participants shall be solely responsible for each event.

A photograph of three diverse women smiling and hugging each other. They are wearing pink clothing. The woman on the left has blonde hair, the middle woman has dark hair, and the woman on the right has dark hair and is wearing a pink patterned cardigan. The background is a soft-focus outdoor setting.

# THE PASSIONATELY PINK TOOLBOX

EVERYTHING YOU NEED (BESIDES YOUR ENTHUSIASM AND YOUR TEAM MEMBERS) IS LOCATED IN ONE CONVENIENT PLACE, THE PASSIONATELY PINK FOR THE CURE TOOLBOX AT [PASSIONATELYPINK.ORG](http://PASSIONATELYPINK.ORG). HERE'S WHAT YOU'LL FIND:

**RECRUITMENT POSTERS** you can print out and tack on bulletin boards, in break rooms and other places

**CERTIFICATES OF APPRECIATION** you can print out to thank and recognize donors

**PAYCHECK STUFFERS** you can print and use to recruit team members

**A SAMPLE EMAIL** you can send to your contacts asking them to join your team



# PASSIONATELY PINK SHOPPING

PASSIONATELY PINK FOR THE CURE is a great excuse to shop. We hope you do some or all of your shopping at the Promise Shop on [komen.org](http://komen.org), where proceeds go toward ending breast cancer. Look below for a few of the goodies you'll find there.

TO ORDER these items and more, visit the Promise Shop at [komen.org](http://komen.org) or call 1-877 GO KOMEN.



#### TALK ABOUT IT T-SHIRT PASSIONATELY PINK T-SHIRT

Wear them during your event and all year long to show your passion for creating a world without breast cancer.

**\$18.99 each**



#### EMBROIDERED RIBBON STICKERS

Use them on Passionately Pink party items and as giveaways at your event.

**\$39.99 for a roll of 100 1" stickers  
\$49.99 for a roll of 100 1½" stickers**



#### PROMISE RINGS

They come in twos — one to wear and one to share the promise. Perfect giveaways for your Passionately Pink event.

**\$5.00 for two**



#### MAKE YOUR PENNIES COUNT PROMISE BANK

Toss your pennies, nickels, dimes and quarters into the slots and donate the sum to Susan G. Komen for the Cure.

**\$12.99**



#### KOMEN FOR THE CURE T-SHIRT

Breast cancer affects men too. Wear this shirt to show your commitment to the cause.

**\$11.99**



#### PASSIONATELY PINK FOR THE CURE MOUSE PAD

Show your commitment with every click of the mouse.

**\$5.99**

PICK YOUR PINK. PLAY YOUR PART. END BREAST CANCER.™



# HOW TO SEND IN DONATIONS

**ONLINE DONATIONS ARE PREFERRED**, because they make it easy for everyone involved. To make sure your team gets credit for the funds it raises, donors must either go to [passionatelypink.org](https://passionatelypink.org), click register/donate and find the team's donation page or go directly to the team's donation page using the team URL and charge their contributions using credit or debit cards.

**ONLINE DONORS RECEIVE IMMEDIATE ACKNOWLEDGEMENTS**, and you don't have to worry about sending checks by mail. Best of all, the money Komen saves in postage and handling goes toward the cause.

**DONATIONS CAN ALSO BE MADE BY CHECK**, made out to Susan G. Komen for the Cure. Use the form and postage-paid envelope in the kit to mail your checks to us at P. O. Box 660212, Dallas, TX 75266. If you send checks via UPS, please use our street address: 5005 LBJ Freeway, Suite 250, Dallas TX 75244. Be sure to mark your donations for Passionately Pink for the Cure and include your team ID on all checks.

**PLEASE SEND IN DONATIONS AS SOON AS POSSIBLE AFTER THE EVENT.** The sooner we receive them, the sooner we can put the funds to work.



# THANKS



## A PASSIONATELY PINK MESSAGE FROM M&MS<sup>®</sup>

“From walking in the rain to hosting a ‘real men wear pink’ fashion show during Breast Cancer Awareness Month, Mars Snackfood U.S. associates demonstrated their true passion in helping to raise money and awareness in the fight against breast cancer. But the commitment didn’t stop with fundraising. Lines were out the door for our popular Lunch and Learn seminars featuring Komen’s Dr. Dwight Randle, who discussed the science and early detection of breast cancer. To further raise awareness among associates, we developed a booklet and showcased gift baskets featuring the products and services of many of Komen’s sponsors. The gift baskets were raffled off to raise additional funds for the cures.”

“And we won’t stop there. Breast cancer touches the lives of everyone here at Mars Snackfood, as our friends, family members and colleagues battle this disease. At Mars Snackfood US, we are so proud to support Susan G. Komen for the Cure in its efforts to empower survivors and activists and to aid research to find a cure.”

Todd Lachman,  
President, Mars Snackfood U.S.

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# FREQUENTLY ASKED QUESTIONS

# FAQS

## Q: What is Passionately Pink for the Cure?

A: Passionately Pink for the Cure is an awareness and fundraising program. To participate, pick a day (or days) and recruit a group to wear pink and make donations of \$5 or more to Susan G. Komen for the Cure.

## Q: How will the funds raised be used?

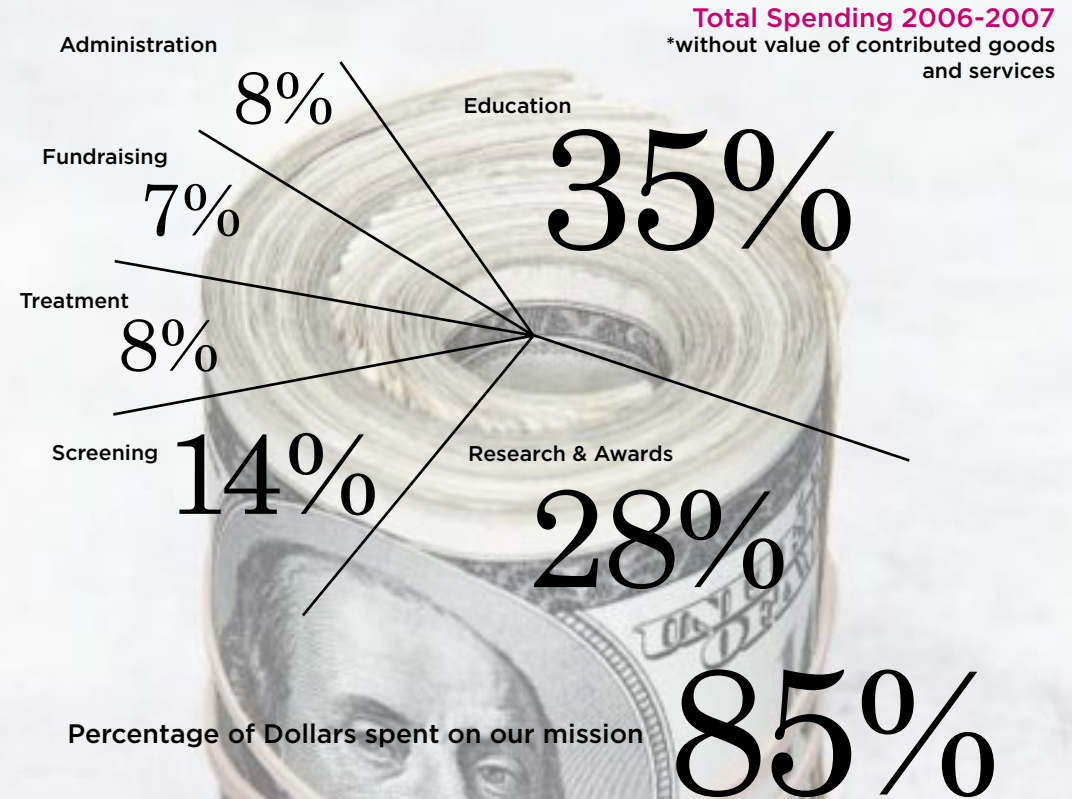
A: Eighty-five cents of every dollar Komen spends goes toward our mission. Seventy-five percent is used to fund life-saving research and 25 percent is shared with our Affiliates across the country to be used in local education, screening and treatment efforts.

## Q: What day can we participate in Passionately Pink?

A: You can choose any day of the year. Or choose multiple days.

## Q: Will I receive a tax receipt?

A: Susan G. Komen for the Cure issues receipts for any funds of \$10 or more received directly by Komen for the Cure. Anyone who provides a check written directly to Komen will receive an acknowledgement within approximately four to six weeks from the date it was deposited. We are unable to issue official tax receipts to team captains to give to their participants at the time they collect donations. Receipts must be sent by Komen after the funds have been received in our office.



**Q: Is my donation tax deductible?**

A: Yes, all contributions to Susan G. Komen for the Cure are tax deductible to the fullest extent of the law. Please consult your tax advisor for more information.

**Q: What do I do with the money I collect?**

A: Use the form and postage-paid envelope in your kit to mail your checks to us at P. O. Box 660212, Dallas, TX 75266. If you send checks via UPS, please use our street address: 5005 LBJ Freeway, Suite 250, Dallas TX 75244. Be sure to mark your donations for Passionately Pink for the Cure and include your team ID on all checks.

**Q: When are the donations due?**

A: We encourage team captains to send in their donations as soon as their Passionately Pink for the Cure day is over, but donations may be sent in at any time throughout the year.

**Q: Can donations be made online?**

A: We encourage it! Donors can either go to [passionatelypink.org](http://passionatelypink.org), click register/donate and find the team's donation page or go directly to the team's donation page using the team URL and charge their contributions using credit or debit cards. Online donors receive immediate acknowledgements, and you don't have to worry about sending checks by mail. Best of all, the money Komen saves in postage and handling goes toward the cause.

**Q: How should checks be made out?**

A: Please make checks payable to Susan G. Komen for the Cure. Include your team ID number on all checks.

**Q: What is my team ID number?**

A: Your team was assigned an ID number when you registered to participate in Passionately Pink for the Cure. To locate your team ID number, check the confirmation email you received after you registered your team or search for your team name at [passionatelypink.org](http://passionatelypink.org). Your team ID is located on your team web page. You can also get your team ID number by emailing us at [passionatelypink@komen.org](mailto:passionatelypink@komen.org) or calling us at 1-877 GO KOMEN (1-877-465-6636) and pressing 3.

**Q: Will participants receive anything in return for their donation?**

A: Each participant receives a Passionately Pink for the Cure lapel pin that can be worn all year long to show support for Komen.

**Q: What Passionately Pink merchandise can we buy?**

A: We have t-shirts and mouse pads and much more. Be sure to order plenty of our promise rings and embroidered ribbon stickers to hand out as event giveaways.

**Q: How do I order merchandise?**

A: Shop for Passionately Pink for the Cure and other Komen items at [komen.org/promiseshop](http://komen.org/promiseshop). We've got t-shirts, pins, ball caps, gifts and much more. Fifty to eighty percent of the purchase price of everything we sell supports our promise to save lives and end breast cancer forever.

**Q: May we create and sell our own Passionately Pink items?**

A: If you have an idea for merchandise, please contact us at [passionatelypink@komen.org](mailto:passionatelypink@komen.org) or call 1-877 GO KOMEN (1-877-465-6636) and press 3.



**Q: What if I'm having trouble using the website?**

A: Please email us at [passionatelypink@komen.org](mailto:passionatelypink@komen.org) or call 1-877 GO KOMEN (1-877-465-6636).

**Q: Where can I find additional Passionately Pink for the Cure support materials?**

A: Participants can download additional support materials including posters, certificates of appreciation and breast health information at [passionatelypink.org](http://passionatelypink.org). Email requests to [passionatelypink@komen.org](mailto:passionatelypink@komen.org).

**Q: Is Susan G. Komen for the Cure still the beneficiary of Lee National Denim Day®?**

A: No, Komen is no longer the recipient of funds raised through that program.

**Q: Is Susan G. Komen for the Cure a nonprofit organization?**

A: Susan G. Komen for the Cure is a public charity exempt from federal income tax under Section 501©(3) of the Internal Revenue Code.

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