

# Kids



# FOR THE CURE<sup>®</sup>



## Pink Out for the Cure Toolkit

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# Pink Out for the Cure

## What?

Pink Out for the Cure is an outreach event for Komen North Central Alabama that encourages healthy living and breast cancer awareness among our community's students. This Pink Out for the Cure Toolkit provides resources and tools that your school can use to host successful events and help our Affiliate fulfill our promise to save lives and end breast cancer forever.

## Who?

All schools, colleges, universities, and youth groups are welcome to participate!

## Where?

At your school or sporting event

## When?

Your school or group can Pink Out for the Cure any time of year!

## How?

Hosting a Pink Out event is easy! Simply select a date, fill out the included form, and choose how you want to "Pink Out" your school. By teaming up with Komen North Central Alabama, you'll be provided with resources to assist you in planning.

These resources include:

- Ideas for 'Pinking Out' your school
- Recognition as an official 'Pink Out for the Cure' event
- Educational materials and information
- Representation from Komen North Central Alabama at your event

## Why?

Pink Out for the Cure events can help:

- Showcase community involvement and support
- Generate community and media interest in your school
- Spotlight students or teachers who exemplify stewardship
- Honor breast cancer survivors and provide a memorial opportunity for families who have lost loved ones to cancer
- Educate students and your community about the importance of breast health and early detection

**1 in 8**

*Women will be diagnosed with breast cancer in their lifetime*

# Pink Out Ideas from A to Z

## **A**ssembly

Have a "Pink Out" Pep Rally and have everyone deck out in pink. If possible, have a survivor come and speak.

## **B**oys, too!

Men can be affected by breast cancer too, be it by his own diagnosis or a woman he loves getting a diagnosis. This is a chance for boys to get involved in all things pink.

Real Men Wear Pink Beauty Pageant: Have male students and faculty dress up in pink attire and charge a small admission fee to watch the show. Proceeds will go to Komen North Central Alabama and supporting our mission here in north central Alabama.

Powderbuff: Put a fun twist on the homecoming Powderpuff game and have a PowderBUFF game! Male students and faculty can dress up in pink attire and play a volleyball game. Proceeds from admission fees will go to Komen North Central Alabama.

## **C**oins for the Cure

Have a contest between grades or classes on who can raise the most money in change! Put a twist to it by having any money put in that is not coins (dollars) lower the score for the grade. Whoever raises the most money at the end gets a prize or homecoming point.

## **D**ecorate

Deck your school out in all pink! Sell pink ribbons to those who know someone fighting or who has passed away from breast cancer and have the ribbons line the walls of your school to commemorate these strong fighters.

Decorate classroom doors and have a contest!

Sell pink pumpkins if the event is during Halloween!

## **E**at for the Cure

Have a pink bake sale during lunch where students can buy all kinds of pink treats.

**Pink Pig Out Day:** Have a variety of pink treats in the lunchroom and have students pay a fee to eat the sweet treats! All proceeds will go to Komen North Central Alabama.

**Pink Popcorn Party:** Have students pay to participate in a Pink Popcorn party or use the party as a prize for the winning team in your Pink Out competitions

## **F**ashion Show for the Cure

Have students interested in fashion and design or in fashion focused clubs create pink outfits for a fashion show. Charge a small fee to watch the show. Proceeds go to Komen North Central Alabama.

## **G**ames

Pink out one of your football games! Pink jerseys, pink uniforms, have the crowd wear pink, and have a donation table set up for or give half the proceeds from ticket sales to Komen North Central Alabama.

## **H**ave a Pink Field Day

Pink out the field and have various games that involve pink items such as Pink Water balloons! Students can pay \$1 to participate OR have the field day as an incentive and the class that raises the most money gets the field day and a day off school!

## **I**ncentives

Have incentives so students will want to participate such as:

Trophies

Points for Homecoming

Parties (pizza, ice cream, popcorn, etc)

## **J**oin together!

Charge \$1 for students who want to participate in becoming a human breast cancer awareness ribbon. Have all students wanting to participate wear pink and form the ribbon. Make sure to take a photo and photos will be on display at the Race for Cure!

## **K**eep it up all week

Have a week for breast cancer awareness where everyone in school wears pink, each grade raises money in a "donation race", and remember and honor those who are fighting or have lost the battle to breast cancer.

## **L**ove for the teachers!

Have every class or grade donate money and whichever grade/class who donates the most gets to pie their favorite teacher/principal in the face with a pink pie or sell pink tape to "tape" the principal up on the wall for the day until donation goal is met.

## **M**ake something

Have the arts department or entire school make art pertaining to breast cancer and breast cancer awareness to be given to the survivors at the Race for the Cure.

## **N**o school left behind!

Have a "donation race" with rival schools to see who can donate the most money to Komen NC Alabama. Whoever wins gets a trophy or prize!

## **O**bserve the talent

Put on a talent show and spotlight your school's most talented students. Guests to the talent show pay a fee that will go directly to Komen NC Alabama. Set up a donation table at the show!

## **P**ink Costume Contest

Have students/faculty dress up in pink costumes and have a special assembly to show them off. Charge a fee to get in and vote for the best costume!

## **Q**uell breast cancer

Encourage students and faculty to start their own team & sign up for the Race for the Cure.

## **R**ecognition

For the school who raises the most money, there will be a local spotlight written for your support and posted on our website.

## **S**leep for the Cure

Have a PJ party and allow students who pay a dollar to wear pajamas to school for the day.

## **T**ables

Have tables set up in lunchrooms with educational materials

Have tables for students to use their creativity and create gifts for survivors

## **U**se your clubs

If your school has an A/V club, host a competition to create the best video montage of your school's Pink Out events. Whoever wins will have their video posted on the Komen North Central Alabama website!

## **V**isors/Hats for the Cure

Allow students to wear hats to school if they donate \$1 to Komen North Central Alabama.

## **W**ear Pink!

If possible, have everyone wear pink for your events. If your event is a sports event, pink out the uniforms of the players, cheerleaders, and mascots!

## **e X**press your athleticism

Have a student vs staff sports event and charge a fee for students to attend or participate

## **Y**ell for the Cure

Come up with cheers that talk about the fight against breast cancer and use them at your Pink Out sports event or Pink Out Pep Rally!

## **Z**any ideas!

Come up with your own unique ways to raise money and bring awareness to breast cancer. All ideas are welcome!

# Sample 7-Day Schedule

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## Monday

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Introduce Pink Out in a special assembly and invite a survivor to speak.  
Announce Coins for the Cure and the friendly competition between grades

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## Tuesday

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Pink Hat Day  
Pink Pig Out Day at lunch

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## Wednesday

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Host the Pink Fashion Show/Male Fashion Show

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## Thursday

---

Have PowderBUFF game and sell pink 'In Honor Of' and 'In Memory Of' ribbons for those who have fought breast cancer

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## Friday

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Pink Out Pep Rally - The class that raised the most money can  
pick a favorite teacher/principal during pep rally.  
Talent Show - Announce winners from the week and present  
prizes/awards

# Promoting Pink Out

There are many great ways to spread the word and get your community involved with Pink Out:

- Send out a letter to parents/guardians (sample letter included)
- Post on your school website or write something in the school newspaper
- Tweet with the hashtag #PinkOutAL to share events via Twitter
  - Post photos of your event on Instagram with the hashtag #PinkOutAL
  - Post on Facebook about your event and tag North Central Alabama-Susan G. Komen for the Cure
- Add us on Facebook, Twitter, and Instagram to join the fight against breast cancer
- Prepare a press release with the information provided in this toolkit and send it to local media outlets

# Community & Volunteer Outreach

Help us get the whole community involved in supporting our mission to end breast cancer forever!

## Menu of Volunteer Opportunities

### Pre-Event

- Help prep for Pink Out!
- Help decorate school in pink
- Help come up with prizes for fundraising winners

### Event

- Help collect donations at events
- Help judge competitions such as the talent show, fashion show, and/or pageant
- Assist with Pink Out tables in lunchroom
- Bake pink treats if the school is having a Pink Out Bake Sale

### Post Event

- Count money to determine winning students, faculty/staff, and classes
- Help present prizes to the contest winners

# Media Plan

## Two weeks ahead

Write a press release (sample provided) about your upcoming Pink Out event and email it to all local media outlets (radio, newspaper, and TV). You can find their info on their websites.

More  
Early Detection

## One week ahead

Email press release again and follow up with a phone call.

More Hope

## Few Days Prior

Call media outlets again to make sure they received the press release. Politely remind them of your Pink Out event.

More Research

## During Pink Out Week

If reporters come to your school, escort them to the appropriate spokesperson for your event.  
TAKE TONS OF PHOTOS!

More Survivors

## After Pink Out

Thank the community & news outlets for all their help!

# Sample Press Release

FOR IMMEDIATE RELEASE:

[Date]

Contact: [name, phone, address, email, etc.]

[Insert School]

[SCHOOL NAME] PARTNERS WITH KOMEN NORTH CENTRAL ALABAMA FOR  
PINK OUT FOR THE CURE!

[City, State] - [School] is working with Susan G. Komen North Central Alabama to raise awareness and funds with a fun, educational event called Pink Out for the Cure!

Pink Out for the Cure is an outreach event on behalf of Komen North Central Alabama that empowers students to raise breast cancer awareness in their communities and spread the word about the local resources and support offered by Komen North Central Alabama.

[SchoolName] is proud to support Komen North Central Alabama through this Pink Out for the Cure campaign! [Use this paragraph above to describe your upcoming Pink Out Events]

If you would like to volunteer or donate time or money, please contact [school contact person] at [contact phone number or email]. Together with Komen North Central Alabama, our community can fight breast cancer and save lives!

For more information about Komen North Central Alabama and the local resources and support it offers, please contact the Komen Community Office at 205.263.1700.

# Sample PSAs

## **:15 second PSA**

Community members, please help us and Komen North Central Alabama in raising awareness for Pink Out for the Cure, an event dedicated to empowering students to raise breast cancer awareness in their communities and spread the word about the local resources and support offered by Komen North Central Alabama. Please contact [school contact person] at [contact phone number] to see how you can help!

## **:30 second PSA**

Community members, please help us and Komen North Central Alabama in raising awareness for Pink Out for the Cure, an event dedicated to empowering students to raise breast cancer awareness in their communities and spread the word about the local resources and support offered by Komen North Central Alabama. Please contact [school contact person] at [contact phone number] to see how you can help! As always, you can donate at [komeenncalabama.org](http://komeenncalabama.org) or bring loose change to our school for the Coins for the Cure coin drive! Let's all help in the local fight against breast cancer!

# Sample Newspaper Ad

## Join [insert school name] for Their Pink Out for the Cure Event and Join Them in the Local Fight Against Breast Cancer!

Help support [insert school name] in helping Komen North Central Alabama fulfill its promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures right here in north central Alabama!

Pink Out for the Cure is an outreach event in partnership with Komen North Central Alabama that empowers students to raise breast cancer awareness in their communities and spread the word about the local resources and support offered by Komen NC Alabama.

[Insert school name] will be participating in the following activities to support the local fight against breast cancer: [insert activities here].

Contact [school contact person] at [contact phone number] to find out how you can volunteer or donate to Pink Out for the Cure!

Save the Date

**Kids**



**FOR THE  
CURE®**

Our Pink Out for the Cure event, benefitting Komen North Central Alabama, will be held:



Thank you in advance for your support of the local fight against breast cancer and dedication to supporting local breast cancer patients and survivors!

[www.komenNCAlabama.org](http://www.komenNCAlabama.org)

# Pink-ed Out Pep Rally

## **Pink Out this school spirit tradition!**

Pink Out your pep rally by asking everyone to wear pink.

If possible, have the spirit and sports teams also wear pink or incorporate it into their uniforms.

Invite a survivor to come speak about the importance of breast health awareness and share their personal story.

Have the cheerleaders make up a special cheer dedicated to the fight against breast cancer to perform at the pep rally!

Charge a dollar to get into the pep rally or have an informational table set up for students, faculty, staff, and community members to make donations.

Come up with your own ideas to make Pink Out your own.

Let attendees know that all proceeds will go to Komen North Central Alabama and the fight to end breast cancer forever.

# Pink-ed Out Pep Rally: Key Messages

- This week we are participating in an event called Pink Out! This event is for a very important cause in our community - the fight against breast cancer.
- Join us in supporting Komen North Central Alabama as part of their Pink Out for the Cure campaign!
- [Insert school name] is proud to support Komen North Central Alabama through this Pink Out for the Cure Event!
- Join us to show your support in the fight against breast cancer!
- Thank you students, faculty, staff, and parents for supporting Komen North Central Alabama and Pink Out for the Cure!
- Komen North Central Alabama and Pink Out for the Cure events raise awareness and funds to fight breast cancer and provide hope to people facing the disease. Together, we can help Komen North Central Alabama save lives in our community and across the state!
- To learn more about how you can help realize a world without breast cancer, call 205.263.1700 or visit [komenNCAlabama.org](http://komenNCAlabama.org)!
- When you support Komen North Central Alabama, you are helping create a world without breast cancer!
- Together with Komen North Central Alabama, you can fight breast cancer and save lives!
- When breast cancer is detected early, the five-year survival rate is 98%.
- Men can get breast cancer too! Over 2,000 new cases of male breast cancer will be diagnosed in the U.S. this year.

# Coins for the Cure

## What?

Coins for the Cure is an opportunity for a bit of friendly competition while raising funds to support Komen North Central Alabama

## Who?

Any students, faculty, and staff who would like to participate

## When?

During your Pink Out for the Cure event!

## Why?

To raise money for Komen North Central Alabama to fight breast cancer and save lives

## How?

Each grade will have its own bucket for coins.

Each student puts coins in their coordinating grades bucket.

To make it more interesting, students may put dollars in the other grades' buckets to lower their score.

At the end of the week, all change will be counted. Whichever grade raises the most CHANGE will be awarded with a prize

## Where Does The Money Go?

The money goes to Komen North Central Alabama to save lives and offer vital assistance to those impacted by breast cancer in north central Alabama

## What is Susan G. Komen North Central Alabama?

The local affiliate of Susan G. Komen, dedicated to fighting breast cancer and supporting breast cancer survivors here in north central Alabama

# Pink Out Male Fashion Show

in 2018, it is estimated that among men in the U.S. there will be:

Did you know?

2,550 new cases of invasive breast cancer  
480 breast cancer deaths

Breast cancer also impacts men when a family member or loved one is diagnosed.

WE WANT TO SEE EVERYONE **PINKED OUT!**  
Introducing the...**PINK OUT MALE FASHION SHOW**

Have male students, faculty, and staff who would like to participate dress up in their silliest pink outfits or costumes and walk the pink runway of your school's auditorium or gym!

Charge a small fee for admission and invite the community to attend.

The proceeds will go directly to Komen North Central Alabama and help support local breast cancer survivors and the fight to end breast cancer forever in north central Alabama!

**So put on your best pink and get your walking shoes on, fellas!**

# Pink Out Pie in the Face Challenge

## Throw a pie for a great cause!

Have each grade or classroom raise money for Komen North Central Alabama for a predetermined amount of time...

The class or grade that raises the most money gets to choose a teacher or principal to pie in the face at your Pink-ed Out Pep Rally or another time of your choosing.

This will give students a fun incentive to raise as much money as possible during the fundraising period!

You may put any type of spin you would like on this challenge and make it your own!

Proceeds will go directly to Komen North Central Alabama to provide support to local survivors and help fight breast cancer in north central Alabama.

# Sample Parent Letter

Dear Parent/Guardian,

This year, we will be participating in an event called Pink Out for the Cure and are proud to announce our partnership with Susan G. Komen North Central Alabama!

Pink Out for the Cure is an outreach event for Komen North Central Alabama that empowers students to raise breast cancer awareness in their communities and spread the word about the local resources and support offered by Komen NC Alabama.

We will be hosting various breast cancer awareness events throughout this week to help Komen North Central Alabama raise awareness and funds for their local outreach and resource programs, grants program, and to fund breast cancer research. Some of these events will require a small fee to participate - with all proceeds being donated to Komen North Central Alabama.

Pink Out for the Cure events raise awareness and funds to fight breast cancer and provide hope and support to breast cancer patients, survivors, and their loved ones. Together, we can help Komen North Central Alabama save lives in our community and across north central Alabama.

To learn more about how you can get involved with Komen North Central Alabama, contact the Komen Community Office at 205.263.1700 or visit [komenNCAlabama.org](http://komenNCAlabama.org)

Thank you in advance for supporting our Pink Out for the Cure events and Susan G. Komen North Central Alabama!

Sincerely,

[Insert principal's name]

# Sample Coins for the Cure Parent Letter

Hello Parents!

We are sending home a letter to inform you of an event we will be having to benefit Susan G. Komen North Central Alabama.

As you know, we are currently participating in a fun, educational breast cancer awareness program called Pink Out for the Cure.

One of the activities we are planning is called Coins for the Cure. For this activity, students are asked to donate any loose change they may have in their pockets or lying around at home to Komen North Central Alabama and the fight to end breast cancer forever.

Coins for the Cure will be a friendly competition among grades so if you would like to support the competition while also helping the local fight against breast cancer, please send any loose change you may have with your child between [competition dates].

Thank you in advance for your participation in this activity and your support of Komen North Central Alabama's mission to support our local survivors and end breast cancer forever.

Sincerely,  
[Principal's Name]

# Resources

## **Komen North Central Alabama Community Office**

*www.komenNCAlabama.org 205.263.1700*

*1909 27th Avenue South Homewood, AL 35209*

The Komen North Central Alabama Community Office was established to serve as a community resource center for breast cancer survivors, co-survivors, and the general public seeking breast health and breast cancer resources and information.

## **Komen.Org**

The Komen global website provides a wealth of safe, accurate, current and evidence-based breast cancer information that has been developed by breast cancer experts. If you want to know more about anything from understanding a diagnosis to treatments to types of assistance and support, you'll find it here.

## **The Komen Breast Care Helpline**

1-877 KOMEN (1-877-465-6636) or [helpline@koemn.org](mailto:helpline@koemn.org)

The Komen Breast Care Helpline offers free breast cancer support and counseling to anyone with questions or concerns.

All calls and emails are answered by trained and caring staff Monday-Friday, from 9 AM-10 P.M. EST.

# Pink Out for the Cure Registration

School/Group Name: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Pink Out for the Cure Date(s): \_\_\_\_\_

Pink Out for the Cure Activity(ies): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Komen Representative Requested? \_\_\_\_\_

Email form to Deanna Fowler, Director - Outreach and Grants, at  
dfowler@komenNCalabama.org or mail to  
1909 27th Avenue South Homewood, AL 35209



## About Komen North Central Alabama

Our mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Pink Out for the Cure is an outreach program coordinated by Komen North Central Alabama that aims to empower students to help raise awareness in their communities.

Komen North Central Alabama is dedicated to combating breast cancer at every front. 75% of the Affiliate's net income goes toward funding local grants to state agencies, hospitals, and community organizations throughout north central Alabama that provide breast health education, breast cancer screening and treatment programs for medically underserved women, and resources and support services for breast cancer survivors and their families.

The remaining income supports the national Komen Grants program, which funds groundbreaking breast cancer research, meritorious awards, and educational and scientific programs around the world. Local grantees include researchers at the University of Alabama-Birmingham and HudsonAlpha in Huntsville.