



## How to Run a Successful Tie a Ribbon™ Campaign for Your School

October is National Breast Cancer Awareness Month! “Mammograms Save Lives”



Spread the Komen lifesaving message, “Mammograms Save Lives” and help end breast cancer forever during the month of October, National Breast Cancer Awareness Month, by placing six-foot-long, hot pink ribbons on trees throughout your northern New Jersey town from October 1st through October 21st. The trees represent life and the pink ribbons represent action, awareness, survivorship, and the memory of those who have lost their battle.

### READY?

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- ◇ **Obtain permission from the school administration.**
- ◇ **Set a date, time, and location for your Tie a Ribbon™ kick-off.**
  - Example: Send an invitation to students, staff, and faculty to participate in the campaign on the grounds of the campus.
  - Invite a staff member or parent facing breast cancer to tie the first ribbon.
- ◇ **Reach out to faculty, staff, students, and parents.**
  - Use Facebook, Twitter, Instagram, email, or the phone to invite them to join!
  - Encourage them to participate by tying ribbons on the campus driveway or athletic fields.
  - Show them how to become a Tie a Ribbon™ captain in their community (see included sheet *How to Run a Successful 2014 Tie a Ribbon™ for Your Town*).
  - Give a brief description of the Tie a Ribbon™ campaign and why it's important to you.
- ◇ **Work with the school administration or Volunteer Coordinator.**
  - Provide students with an opportunity to earn community service hours.

### SET?

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- ◇ **Use Facebook, Twitter, & Instagram to spread the message.**
  - Connect with Komen on Facebook ([facebook.com/komennorthjersey](https://www.facebook.com/komennorthjersey)), Twitter ([@komennja](https://twitter.com/komennja)), and Instagram ([@komennorthjersey](https://www.instagram.com/komennorthjersey)), and encourage others to do the same.
  - Post about your Tie a Ribbon™ experience and encourage friends to start their own campaign in their school or community.
  - For help with spreading the Komen Message using social media please see the included sheet titled *Spreading Your Tie a Ribbon™ Campaign via Social Media*.

- ◇ **Notify the local media, newspaper, radio, and TV programs.**
  - Speak with your school administration to feature your campaign in the school newsletter or mailings.
  - Spread awareness of your event and recruit volunteers to help tie ribbons by asking the local newspaper to do a feature on your events using the included *Press Release*.
- ◇ **Keep in touch with the North Jersey Affiliate.**
  - Please contact us at (908) 277-2904 x207 or [tjacobs@komennorthjersey.org](mailto:tjacobs@komennorthjersey.org) with questions regarding your Tie a Ribbon™ campaign.

## GO PINK!

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- ◇ **Distribute ribbons to your Tie a Ribbon™ Team.**
  - Provide the location where you want the ribbons tied. Example: On trees on the main drive of your campus. In the lobby of your school or cafeteria.
  - Tie ribbons on trees in a proper bow at a uniform height, neat and tidy. The ribbons are not to be tied on telephone poles, utility poles, guard rails, etc.
- ◇ **Encourage people you know to donate \$5.00 per ribbon.**
  - For a \$2.00 donation per ribbon, people may place ribbons on their private property to raise awareness and funds to help fulfill Komen's promise.
  - You may collect donations all month and submit to the Komen North Jersey Affiliate the first week of November.
  - Ribbons for individual use may be mailed to homes or picked up at the Komen North Jersey Affiliate located at 44 Middle Avenue (2nd Floor), Summit, NJ. Contact Tina Jacobs at (908) 277-2904 x207 or by email at [tjacobs@komennorthjersey.org](mailto:tjacobs@komennorthjersey.org).

## THE FINISH LINE

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- ◇ **Remove the ribbons by October 31st.**
  - Please ensure the ribbons are removed by October 31st to honor the campaign and school guidelines.
- ◇ **After the Tie a Ribbon™ is complete:**
  - Twitter, Facebook, or Instagram your experience.
  - Submit photos to your school newspaper.
  - Share photos of your Tie a Ribbon™ event to our Facebook page.
  - Invite your team mates to a get together to say "Thank you for your help."