



How to Run a Successful Tie a Ribbon™ Campaign

for Your Town

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 31st. The trees represent life and the pink ribbons represent action, awareness, survivorship, and the memory of those who have lost their battle.

READY?

- ◇ **Obtain permission from the Mayor’s office.**
- ◇ **Set a date, time, and location for your Tie a Ribbon™ kick-off.**
 - Example: On the steps of city hall at 1:00 PM on Wednesday, October 1st.
 - Invite a family member or friend facing breast cancer to tie the first ribbon.
- ◇ **Reach out to your friends and family.**
 - Use Facebook, Twitter, Instagram, email, or the phone to invite them to join!
 - Encourage friends and family to become Tie a Ribbon™ captains in their communities.
 - Give a brief description of the Tie a Ribbon™ campaign and why it’s important to you.
- ◇ **Work with your schools, local businesses, and homes of worship.**
 - Provide schools with an opportunity for students to earn community service hours.
 - Encourage college sororities, fraternities, and clubs to tie ribbons on campuses.
 - Work with homes of worship to provide information and an opportunity to tie ribbons or make a donation.
 - Encourage local businesses to collect a suggested donation of \$5.00 per pink ribbon.
 - Work with local stores and vendors to provide information about your Tie a Ribbon™ campaign.

SET?

- ◇ **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 corporation 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.**

- 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 with questions regarding your Tie a Ribbon™ campaign.

GO PINK!

◇ **Distribute ribbons to your Tie a Ribbon™ Team.**

- Provide the location where you want the ribbons tied. Example: 10 ribbons to Sheila & Paul to tie on trees on the left side of Main St. and 10 ribbons to Frank & Ashley to tie on trees on the right side of Main St.
- 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.**

- Encourage family and friends to donate \$5.00 per ribbon to tie ribbons on their private property. By placing ribbons at their homes, people are helping to raise awareness and funds to fulfill our promise to save lives and end breast cancer forever.
- You may collect donation 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.

THE FINISH LINE

◇ **Remove the ribbons by October 31st.**

- Please ensure the ribbons are removed by October 31st to honor the campaign and your community guidelines. The town may permit only specific dates the ribbons can be up. Some communities share the month of October with other ribbons campaigns. Please follow the guidelines the town requires.

◇ **After the Tie a Ribbon™ is complete:**

- Twitter, Facebook, or Instagram your experience.
- Share photos to those who participated in the campaign as a remembrance.
- 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."