



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

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?

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- ◇ **Obtain permission to host a Tie a Ribbon™ Campaign.**
  - ◇ **Set a date, time, and location for your Tie a Ribbon™ kick-off.**
    - Example: Email an invitation to co-workers to participate in the Tie a Ribbon™ campaign in the lobby of your building or on the grounds of the office complex.
    - Invite co-worker/workers facing breast cancer to tie the first ribbon.
  - ◇ **Reach out to your employer and co-workers.**
    - Use Facebook, Twitter, Instagram, email, or the phone to invite them to join!
    - Encourage colleagues to participate by tying ribbons on the complex and in the building lobby.
    - 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 your Community Relations Department.**
    - Provide co-workers with an opportunity to earn community service hours.
    - Help co-workers have fun while raising awareness & funds to help fight breast cancer. Have a Passionately Pink Day! Wear pink, donate \$5.00 to tie a ribbon on a tree, and make a donation to the Susan G. Komen North Jersey Affiliate.

### 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), and Instagram (@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.**

- Speak with your Community Relations Manager to feature your campaign in the office newsletter or local newspaper.
- Spread awareness of your event and recruit volunteers to help tie ribbons 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. We're all in this together!

### 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 complex. In the lobby of your building, cafeteria, or cubicles.
- 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 colleagues 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](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 office guidelines.

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

- Twitter, Facebook, or Instagram your experience.
- Submit photos to your Community Relations Department.
- 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."