

Volley for the Cure-2009

Getting the word out...especially to Students!

1. Hang signs- Use hot pink paper and spray paint a big white “breast cancer ribbon” on each and write different things on each one.

For example:

- Help find the cure
- Game @ 7!
- Wear pink Monday (the day of the game)!

Hang signs in classrooms, cafeterias, gyms, offices, libraries, and anywhere people will see them!

Also hang signs out side of school (grocery stores and popular places)! Recycle old “political” signs by covering them up with white paper and writing volley for the cure information!

2. Announcements- A few times a week have the school make PA/video announcements to remind students to buy raffle tickets, wear pink, or mark their calendars for the big game!

3. Word of Mouth- This is the easiest and most successful way to get the word out about something!! Make sure everyone on the team is talking the event up to friends, classmates, teachers, family members, anyone and everyone!

4. Table during lunch- Set up a table in the middle of the cafeteria a couple weeks prior to the event.

At the table provide information and promote the event:

- bake sale
- stickers
- bracelets
- pamphlets on breast cancer
- ribbons
- Anything!

5. Contact Schools Public Relationships Director- These are the people who are in charge of publicity for your school. They can help get the event into the newspaper and on TV.

Getting the word out...especially to Students! (Continued)

6. E-mail, Internet, Cell phones- Use technology!

- Send emails and text anyone in your address books or contact list about the event.
- Send emails out to any influential people in the community (mayors, athletes, businesses, doctors)
- If your school has a web page ask if they can put a graphic on the front page to advertise. Also bring it up with your school newspaper!
- Encourage a team member who has face book to make a group for “Volley for the Cure” or an event!
- Put reminders and announcements in your profile on AIM.

7. Bracelets- The day of the game pass out hot pink paper bracelets at school (like the ones at amusement parks)! Beforehand write little messages on each bracelet like: “Game at 7!”, “Volley for the cure tonight!”

8. Candy- The day of the game distribute lollipops! Print out labels that say “volley for the cure!” “Game at 7, etc. On each lollipop place the label around the stem and create a flag with the saying.

9. WEAR PINK!!- The day of the game go to school decked out in PINK! Wear game jerseys, and accessorize with long pink velvet gloves, pink beads and pink boas! Also make sure to advertise for everyone to wear their “Volley for the Cure” t-shirts the day of the game to school.

10. Chalk- In the school parking lot advertise for the game with pink chalk!

11. Balloons- The day of the game have pink balloons throughout the school.