get pink.
PINK ON PURPOSE

American Institute for Cancer Research
Raise awareness
Support survivors
Fund research
Have fun
Be a leader
Know that you are making a real difference in the fight against breast cancer by bringing breast cancer awareness to your campus. You may have a lasting impact on the health of your friends and their families — that's real leadership!

Pick your day
Pick any day that works for you and your friends to get PINK ON PURPOSE.

Get pink
Get Pink! Pink dresses, pink shoes, pink scarves and bags … the pinker the better! Decorate your space pink, have a pink pot-luck, make all your promotional materials pink, designate a wall of recognition to honor survivors or come up with something new and creative!

Educate
Raise awareness about breast health and breast cancer prevention by distributing AICR educational materials.

Promote your day
Put up posters and flyers, send e-vites, set out table tents, send e-mails, put an advertisement in your campus newspaper, send a press release and invite local businesses to sponsor your event. (See the complimentary items in your Purpose Kit and online at www.aicr.org/pinkonpurpose.)

Document your day
Take pictures! The second best thing to the day itself is remembering it in pictures. Share your pictures with everyone who participated.

Show your appreciation
Give a PINK ON PURPOSE button to everyone who participates, send a thank you e-mail or download and print thank you cards from the Web site.
Cash
Some individuals will want to give you cash. Simply collect the money and store it in a safe place. Afterward, exchange the cash for a money order made payable to “American Institute for Cancer Research” and be sure to include “Pink on Purpose at (school or group)” on the memo line of the check.

Check
If an individual prefers to write a personal check, have them make the check out to “American Institute for Cancer Research” and be sure they include “Pink on Purpose at (your organization or group name)” on the memo line of the check. Collect the personal checks and mail them in with the money order at one time to:

American Institute for Cancer Research
Attn: Pink on Purpose at (school or group)
1759 R Street, NW
Washington DC 20009

Donations made in support of an event to benefit AICR are generally tax deductible within the current IRS tax laws and regulations. However, checks must be made payable to “AICR” or “American Institute for Cancer Research” for supporters to receive receipts or acknowledgments for tax purposes. Individual supporters with questions about charitable tax deductions should consult with their personal tax attorney or tax preparer.
Promotional materials
Post slick posters around your campus to get people interested in your event. Fill in your event date and location in the space provided on the poster. More promotional materials can be found on the Web site and are listed below.

Your Pink on Purpose web page
Contact AICR to promote your event and help collect donations.

Decorations
Use the pink balloons and streamers included in the kit to make your event pink!

Breast health and cancer prevention facts
We’ve provided you with breast health and cancer prevention brochures that can be distributed at your event. These brochures can also be downloaded from the Web site.

Self-examination materials
Keep in touch with yourself! We’ve provided you with a how-to card, self-exam shower cards and peel-off reminder stickers.

Web site www.aicr.org/pinkonpurpose
• Breast cancer research information
• Breast health information
• Breast cancer survivor resources
• Healthy pink recipes
• Download promotional materials — posters, flyers, a newsletter advertisement, a sample e-mail, a sample press release and thank you cards
The staff at the American Institute for Cancer Research will do everything we can to help make your Pink on Purpose event a success. While AICR is very appreciative of the support that comes from such events, AICR cannot be held responsible for anything that may occur before, during or after any event not directly conducted by AICR itself.

Also, keep in mind that any use of AICR’s name in print (flyers, posters, invitations, etc.) or in the media must be approved by AICR. (This applies only to new materials you may create for your event.)

Feel free to contact us with any questions at 1-800-843-8114 or at pop@aicr.org. And thank you for getting Pink on Purpose!
We fund research that reveals how people can make choices that reduce their chances of developing cancer.
Thank you for getting pink!