

# Kay Yow Cancer Fund

## *Proposed Marketing Plan for High Schools*

### **Mission Statement**

The Kay Yow Cancer Fund™ is a 501 c(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause.

### **Donations**

Donations to the Kay Yow Cancer Fund can be mailed to the following address: Kay Yow Cancer Fund / PO Box 3369 / Cary, NC 27519-3369 or by visiting, [www.jimmyv.org](http://www.jimmyv.org) and selecting Kay Yow Foundation as your gift designation. All donations are tax deductible.

Our new website, [www.kayyow.com](http://www.kayyow.com), is COMING SOON! Tentative launch date is mid-November 2011.

### **4Kay Fun-Raisers**

#### *Dance 4Kay*

- ❖ Hold a Dance-a-Thon and/or Sock Hop following a Friday night game. Students will wear pink, pay an admission rate determined by the administration to attend, and will dance all night in the gym.
- ❖ Profits will be made from selling concessions. This is a good time to sell baked goods, glow sticks, wristbands, etc.
- ❖ This dance could coincide with Valentine's weekend.
- ❖ Have a DJ - if your athletic events are broadcasted on the radio, perhaps the local station will provide the DJ and host the event live. Mix in performances by various clubs and teams from your student body and/or local community.
- ❖ For \$1 donations, students can purchase "shout-out" slips (e.g. "This shout-out is from Emma in memory of her mom, Frances"). Each teacher should be given a couple of shout-out slips during the week prior to the Friday night event to distribute to deserving students. This will generate interest in the shout-out slips building enthusiasm throughout the week leading up to the main event on Friday. May incorporate a challenge amongst classes to see which class can sell the most shout-out slips.
- ❖ Local businesses may wish to sponsor this event as it provides plenty of visibility (E.g. Energy drink companies, local restaurants, etc.).

#### *Halftime Contests*

- ❖ Sell raffle tickets to fans in attendance for the chance to participate in a halftime contest. Halftime contest ideas may include but are not limited to the following: kicking a field goal from

a certain distance at a football game, counting the number of successful serves to a pre-determined target during a volleyball match, hitting a shot from half-court at a basketball game, or a base running competition at a softball/baseball game.

- ❖ Select a certain number of people to participate as contestants.
- ❖ Give hats, t-shirts, and other prizes away to winners. These items can be determined by the athletic department or donated by local businesses (free car wash, restaurant gift cards, etc.).

#### *Home Game Collections*

- ❖ Have members of the student body, perhaps alternating class representatives or clubs, take a “4Kay Bucket” through the stands at halftime of each game.
- ❖ Announce the result of the season’s fundraising efforts at the final home game or senior night.
- ❖ To show appreciation to the fans that contribute to the 4Kay Bucket reward them with a breast cancer ribbon to be worn throughout the season.

#### *4Kay Clinic*

- ❖ Coaches and their teams host a clinic for middle and elementary school students within their respective local communities.
- ❖ Veteran’s Day is often a good time to host a clinic because basketball season is just underway and schools are closed in honor of the national holiday.
- ❖ Official Kay Yow Cancer Fund t-shirts may be sold in conjunction with the event. If your volunteers are interested in donning the Nike Kay Yow t-shirt please contact Brenda Keene with the Kay Yow Cancer Fund at [Brenda.Keene@kayyow.com](mailto:Brenda.Keene@kayyow.com).
- ❖ This is a great way to meet community service requirements for your kids and provide positive community exposure for your school.

#### *Bake Sale*

- ❖ Culinary and/or Home Economic classes provide baked goods to sell during lunch periods or at the concession stand during sporting events.
- ❖ Get your PTA involved by asking each parent to bring baked goods to the designated sporting event.
- ❖ To raise breast cancer awareness incorporate pink as well as the breast cancer ribbon into your baking.

#### *Miles 4Kay*

- ❖ Compete amongst classes or varsity teams to see who can log the most miles on the treadmill and/or track during a designated time period.
- ❖ Participating students will collect pledges for each mile completed on the treadmill and/or track.
- ❖ Recognize the winning class and/or team during that week’s pep rally, preferably on a Friday.

- ❖ If your school is interested in purchasing a Cybex 750T pink treadmill for \$5,000.00 with a market value of \$8,000.00 please visit the following website: <http://www.cybexintl.com/promotions/KayYow/Default.aspx>. Since this is not feasible for many high school athletic departments, we suggest a fundraising campaign through your athletic booster club.

### *Honor/Memorial Signs*

- ❖ Display “In Honor Of” and “In Memory Of” signs within your gymnasium and/or cafeteria.
- ❖ Ask the student body council to sell the “In Honor Of” and “In Memory Of” signs during the lunch period throughout the week to “Pink Out” your gymnasium and/or cafeteria.
- ❖ Ask the school’s cafeteria employees to wear pink gloves while serving lunch to raise breast cancer awareness.
- ❖ For each student that donates \$1 for an “In Honor Of” and/or “In Memory Of” sign, they will receive a complimentary breast cancer ribbon for their support.
- ❖ Faculty and staff along with the student body council can purchase Nike Kay Yow t-shirts from Brenda Keene, Coordinator of Merchandise for the Kay Yow Cancer Fund ([Brenda.Keene@kayyow.com](mailto:Brenda.Keene@kayyow.com)), to set an example for the rest of the student body.

### *3-Pointers 4Kay*

- ❖ Have local businesses or the booster club sponsor a three-point shooting contest at halftime of a designated basketball game. Each contestant is sponsored for each 3-pointer made out of a set number taken. Contestants can be selected from the crowd or selected to represent each class.
- ❖ A variation of this idea for other sports is to have fans make pledges for a specific stat (3-pointers, sacks, strike-outs, home-runs, aces, kills, goals, etc.). Fans can make pledges for a designated game or for an entire season.
- ❖ Hold a “Pledges 4Kay” event between two rival schools to see which school can raise the most amount of money for the Kay Yow Cancer Fund and receive bragging rights for the superior statistical performance.

### *Pink vs. White Game*

- ❖ Host a powder puff football game and sell tickets to the student body and local community. A \$5 donation to the Kay Yow Cancer Fund is recommended. This is another event that has the potential to be highly visible in the community, which provides a great opportunity for sponsors.
- ❖ Ask members of the school’s football team to serve as coaches and wear pink on the sidelines. Fun slogan to incorporate is “Real Men Wear Pink”.
- ❖ Allow the females of the student body to take over the football stadium for one night only. Sell pink popcorn, wear pink mouth guards, use pink field paint for the sidelines, etc.
- ❖ For comic relief ask the males of the student body to serve as the cheerleading squad in full pink attire. Or you can ask a juvenile cheerleading squad from the local community to shine in the pink spotlight.