



Ways to Engage

with Paint the Town Pink

www.MakingStridesWalk.org/WichitaKS

WHEN: October 1-31, 2024

WHY: To create awareness for American Cancer Society's Making Strides Against Breast Cancer event, be part of Making Strides on the event day and event month, and raise funds for the American Cancer Society patient research and services.

HOW:

- Place the enclosed Paint the Town Pink poster in your business window.
- "Pink Out" your business with balloons, window décor, flowers, chalk art, storefront displays, window paint, pink lighting, breast cancer ribbons, etc.
- Fundraise within your business by engaging in any way and timeframe that works best for you (*ideas shared below but possibilities are endless*).
- Share the cause and photos of your efforts on social media throughout October, 2024.

IDEAS:

- Sell a month of casual Fridays to employees.
- Donate a percentage of your company's profits or sales through "Give Back Days".
- Ask patrons to round-up their purchase to the next dollar or invoice to the next hundred.
- Ask patrons for donations in support of breast cancer by donation or \$1 support cards.
- Start or join a walk team and invite employees and patrons to join or donate to the team.
- Coordinate an in-house employee fundraising luncheon.
- Schedule in-house "wear pink" days.
- Organize an internal company-wide auction for the employees.
- Have a window, cubical or office decorating contest.

FUNDRAISING CAN BE FUN!

With all the creative minds in Wichita, we can't wait to see what businesses come up with for fundraising and decorating their storefronts and windows for this event that will drive traffic up and down Douglas Avenue from Delano through Old Town and into the Douglas Design District.

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