



THANK YOU FOR MAKING A DIFFERENCE!

Dear 2017 Colorado Denim Day Participant,

Thank you for participating in Colorado Denim Day on April 26, 2017! You are joining an impressive group in Colorado—companies, organizations, and individuals who are committed to taking a stand against sexual violence and supporting the Colorado Coalition Against Sexual Assault (CCASA)!

As you may know, nearly 1 in 4 women living in Colorado have been *raped* in their lifetime. When other sexual crimes are added, that number rises to 1 in 2 women and 1 in 4 men in Colorado who have experienced some form of sexual violence in their lifetime. This is an unacceptable reality facing so many of our family members, friends, neighbors, and co-workers. It is time that we come together to say that this is a community issue and we can—we must—make a change in Colorado.

Colorado Denim Day is an easy and visible way to be part of this change! It's simple. You make a \$5 donation in exchange for wearing your denim on April 26th. We provide a sticker for you to wear explaining what your denim symbolizes on this day and shows that the money you've helped raise benefits CCASA's work to support survivors and eliminate sexual violence in our state! You can learn more about CCASA and how your donations make a difference at ccasa.org.

If you're reading this letter, it means you have generously agreed to be the coordinator for your company, organization, or team's participation in Colorado Denim Day – thank you! In this kit, you will find the following to assist you with your campaign:

1. Campaign posters
2. Donation form and instructions for collection (online credit cards, checks, & cash)
3. Donation receipts for your participants
4. Guidelines for planning your Colorado Denim Day campaign, including outreach ideas, sample email language, and social media posts to help you recruit team members and brag about your campaign!

If you have any questions about this kit or your campaign, please contact us at 303-839-999 or info@ccasa.org. Thank you again for your participation in Colorado Denim Day!

Sincerely,

Rosa Molina

Membership & Outreach Coordinator
Colorado Coalition Against Sexual Assault (CCASA)

Special Thank You To Our Colorado Denim Day 2017 Sponsors!

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