



OUTREACH TIPS

Coordinating a Colorado Denim Day campaign is easy! We encourage you to consider using some of these tips and customizing them for your team or company. The most effective Colorado Denim Day will be one where everyone participating supports the cause and can help spread the message.

Two-Three Weeks before Colorado Denim Day

- You will receive your Coordinator's Kit!
- Display Colorado Denim Day flyers in public spaces as well as break rooms at your site.
- Post the daily Facebook and Twitter messages provided in your Coordinator's Kit.
- Customize the sample email below to engage and inform your co-workers/team about Colorado Denim Day.
- Announce participation in Colorado Denim Day at meetings and events prior to April 26th.
- Provide information about Colorado Denim Day on your company website...and link to www.ColoradoDenimDay.org!
- Provide information to co-workers/team about your online fundraising page and how to use it to make donations. Contact CCASA at 303-839-9999 or info@ccasa.org for assistance.
- Remind your co-workers/team to wear denim—jeans, jackets, etc.—and to pay online or bring their \$5 on April 26th.

Thank you!

Colorado Denim Day Coordinators play an important role in raising awareness and creating change! Contact us at any time for support: 303-839-9999 or info@ccasa.org.

One Week before Colorado Denim Day

- Send sample email below to re-engage your company/team.
- Continue posting daily Facebook and Twitter messages.
- Review the donation procedures in this Kit to prepare for Colorado Denim Day.
- Confirm that your online fundraising page is established and that your participants know how to use it.

On April 26th, Colorado Denim Day

- Send the sample email below to announce that Colorado Denim Day is here!
- Post on Facebook and Twitter that your company/team is participating in Colorado Denim Day.
- Distribute or set up a table with Colorado Denim Day fact sheets, stickers, and brochures.
- Be sure that anyone who has donated online or in-person has received a sticker to wear that shows their support on Colorado Denim Day.
- Provide receipts to all participants who pay with cash or check (online donations will receive a receipt automatically via email).

Sample Emails for Colorado Denim Day

1) *Sample email #1: Announcing Colorado Denim Day*

[Insert company/team] is excited to be participating in Colorado Denim Day, benefiting the Colorado Coalition Against Sexual Assault (CCASA). Colorado Denim Day is an easy and visible way to be part of positive change! It's simple. Each one of us makes a \$5 donation in exchange for wearing denim on April 26th. The money you help 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.

Making your donation will be easy! I am establishing an online fundraising webpage for [Insert company/team], so that you can pay with a credit card online. Online donations require a minimum of a \$10 donation. You are also welcome to provide me with your cash or check payment made out to "CCASA." I will also provide a sticker for you to wear as well as information explaining what wearing denim symbolizes on this day.

I am your Colorado Denim Day Coordinator, so contact me with any questions: [insert your contact information].

2) *Sample email #2: Maintaining Engagement*

I am so excited for Colorado Denim Day on Wednesday, April 26th, and I hope you are too! Being a part of Colorado Denim Day is a simple way to support survivors and help bring an end to sexual violence in Colorado! As a reminder, [Insert company/team] is participating, and that means that each one of us makes a \$5 donation in exchange for wearing denim on April 26th.

Making your \$5 donation is easy! I have established an online fundraising webpage for [Insert company/team], so that you can pay with a credit card online (min. \$10 donation for online payments). You are also welcome to provide me with your cash or check payment made out to "CCASA."

[insert link to online fundraising webpage]

As your Colorado Denim Day Coordinator, don't hesitate to contact me with any questions: [insert your contact information].

3) *Sample email #3: Today is the day!*

Today is Colorado Denim Day, and by wearing denim you are uniting with Coloradans across the state—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. Today we come together to say that this is a community issue and we can—we must—make a change in Colorado.

Click here to make your donation online with a credit card! Online donation require a minimum of a \$10 donation. [insert link to online fundraising webpage]
OR Visit me [insert location] to make your \$5 donation by cash or check (payable to "CCASA").

I will provide everyone who donates with a sticker to show your support and to explain to others why you are wearing denim today.

You can learn more about Colorado Denim Day online via the website at www.coloradodenimday.org or find our event on Facebook with this link www.coloradodenimday.org/2017.

Thank you for supporting Colorado Denim Day!

