



# BREAST CANCER AWARENESS MONTH TOOLKIT



/TheRoseBreastHealth



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# What is The Rose?

- [The Rose](#) is the leading breast healthcare organization in Texas whose mission is to reduce deaths from breast cancer by providing access to screening, diagnostics, and treatment services to any woman regardless of her ability to pay.
- Check out these stats from FY 2019:
  - Total patients: 38,944
  - Uninsured patients cared for through one of our many programs: 6,832
  - Patients under the age of 40: 2,906
  - Patients diagnosed with breast cancer: 484
  - Age of youngest diagnosed patient: 22
  - Serve 40+ counties in Southeast Texas



# The Rose - Taking Care of Donations and Patients

The Rose is proud to have the highest ratings from independent charity evaluators:



Additionally our breast health centers and mobile coaches all have the American College of Radiology Breast Imaging Center of Excellence accreditation.

**The Rose is the only freestanding non-hospital based facility to receive this award in Southeast Texas.** Only 13 other facilities in Greater Houston have received this designation.



# Social Media 101

- Facebook, Twitter and Instagram will keep you up to date on our organization and let you know of ways to support us.
- Let's work together! We encourage you to share information about your activities with The Rose on social media to increase awareness and support.
- Use hashtags to make your content searchable. Clicking on a hashtagged word in any social media platform will show you all other content marked with that keyword.
- See something you like and want to share...
  - Twitter: Retweet
  - Facebook: Click share
  - Instagram: Screenshot Photo & Repost (make sure to tag original poster) or use repost app



[TheRoseBreastHealth](https://www.facebook.com/TheRoseBreastHealth)



[@TheRoseHouston](https://twitter.com/TheRoseHouston)



[TheRoseHouston](https://www.instagram.com/TheRoseHouston)



# BREAST CANCER AWARENESS MONTH THEME



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# Breast Cancer Awareness Month Theme



**Not Giving Up:  
on saving lives, on the uninsured,  
on fundraising, on her/him/us**

- Hashtags: #BCAMNotGivingUp #TheRoseHouston #TheRose #BCAM2020
- Website: [www.therose.org/notgivingup](http://www.therose.org/notgivingup)
- Visuals: See page 31



# VIRTUAL EVENTS 101

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# Virtual Events 101

- **Presentation/Interview Tips**

- **Set up your background-** Choose a simple, organized area in your home or office. The less distractions, the better. Some platforms allow you to upload an image as a virtual background, although these may not always look the best.
- **Wear solid colors-** It's always best to wear solid colors rather than prints or stripes.
- **Check your audio-** Explore various audio tools, and if possible use a microphone but make sure you can also hear audio output when using a mic.
- **Make eye contact-** Position your camera at eye level and look directly into the camera not the screen.
- **Keep water nearby-** To avoid interruptions, always keep a glass of water nearby in case you need to hydrate.
- **Eliminate background noise-** Ensure phone and notification services are muted.
- **Ensure strong connection-** If possible, use Google Chrome and plug your ethernet cable directly into your computer
- **Arrive early-** Join the stream 5-10 minutes early for testing, or test before your event is set to begin. You can even do a test run days before.



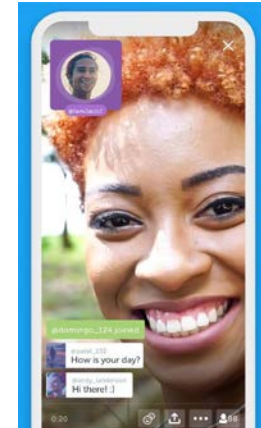
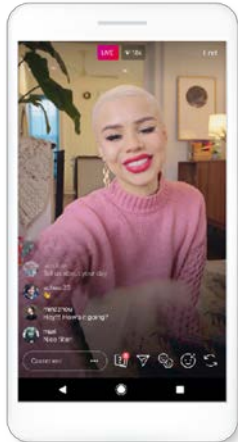
# DIGITAL EVENT STREAMING TOOLS



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# Digital Event Streaming Tools

- Social Media Platforms
  - [Instagram Live](#)
  - [Facebook Live](#)
  - [Youtube Live](#)
  - [Periscope Live](#) (Twitter)



# Digital Event Streaming Tools

- [Zoom](#)- commonly used meeting and video software
  - Free (event time limited) and can be used for a variety of events
- [Microsoft Teams](#) - commonly used meeting and video software
  - Free (event time limited) and can be used for a variety of events. Great to use for co-worker/internal events if your company already uses Teams.





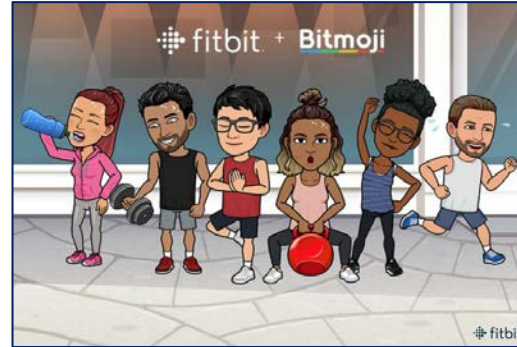
# VIRTUAL EVENT IDEAS AND OPTIONS

# Ideas and Options

Past Events	Virtual Option
Walk/run to raise funds	Virtual Walk/Run Challenge over a weekend using a tools and apps like Nike Run Club or FitBit
Fashion show	Pre-recorded videos compiled into a show, Streamyard studio show featuring several participants
Restaurant fundraisers	To-go/Delivery with discount drive through events for promotion, virtual "Toast The Rose" happy hour and cross-marketing Virtual Cooking or Wine tasting classes
Shopping fundraisers	Online/Delivery shopping, virtual market or collection event, virtual shopping event with outfit tips and "how to wear," cross-marketing
Fitness events	Create designated at home fitness events, with a call for people to sign up to support The Rose
Employee fundraiser	Incorporate a virtual background promoting breast cancer awareness to use in October, Facebook Fundraising challenges
Blue Jean Day	Pink PJ days for remote working staff. Flood your Zoom or Teams meetings with pink
Employee/Friend gathering	Set up virtual Bingo Game or Scavenger Hunts for prizes. Donation to The Rose in order to play

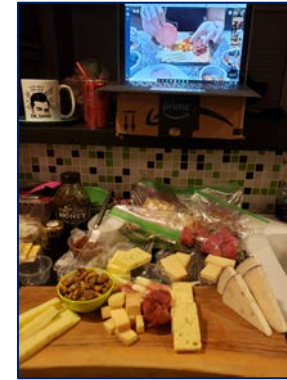
# Virtual Fitness Event

- Virtual Walk, Run, Ride, Yoga
  - Using step tracker or other fitness app invite family, friends and co-workers to join a virtual fitness event challenge
  - Participation fee is donation to The Rose
  - Use Zoom for checking in or to attend a work out
  - Design t-shirt or other prize for winners
- Ask how we can help set up a Registration Page to track participants



# Additional Ideas and Options

- Virtual/Socially Distanced - Painting & Craft Classes
  - Have your friends join you and ask them to make a donation to The Rose to participate
  - Painting with a Twist offers virtual class options
  - Clay Cup Studios offers virtual classes
    - <https://www.facebook.com/claycupstudios1/>
    - <http://www.claycupstudios.com/>
- Sell tickets to Virtual Cooking or Wine Tasting Class
  - Sell tickets and host through Zoom or Facebook Live
- Ask how we can help set up a Registration Page to track participants



Feel free to reach out to [events@therose.org](mailto:events@therose.org) for questions or how we can help with your event



# Additional Ideas and Options

- Digital Bingo Games
  - myfreebingocards.com and others
  - Donate to play, offer prizes for each game winner
  - Use Zoom for players to interact
- Digital Scavenger Hunt
  - Scavify App - scavify.com
- Virtual Poker Game (Live Or Silent)
  - Set up a private home club on free no payout site like PokerStars.bet
  - Buy-in to play can be donated to The Rose
  - Use Zoom for players
- Online Raffle
- Online Shopping Parties
- Design a special t-shirt with proceeds to The Rose
- Pink PJs Day – instead of Jean Days for work at home staff





# OTHER WAYS TO SUPPORT THE ROSE

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# Additional Ideas and Options – Chemo Care and PPE items

- In-Kind Donation of “Chemo Care Kits” for our diagnosed patients are always needed
  - Soft Socks
  - Lip blam
  - Hand sanitizer
  - Lotion
  - Small/medium bags to carry items in
  - Scarves/head wraps
  - Crossword puzzle or Sudoku books
- PPE\* Supply Drive
  - Order vital items from our Amazon Wish List
  - [https://www.amazon.com/hz/wishlist/ls/1M5OY6AKPRCPR/ref=hz\\_ls\\_biz\\_ex](https://www.amazon.com/hz/wishlist/ls/1M5OY6AKPRCPR/ref=hz_ls_biz_ex)



*\*We can only accept PPE items on this approved list to insure our PPE is medically appropriate for our staff and patient safety*

## Additional Ideas and Options – Pink Ribbon Sales

- We have pink ribbons for you to post around your lobby areas. Customers make a small donation and fill out the ribbon with messages to help your lobby go pink for The Rose!
- **COMING SOON** - Virtual Pink Ribbons!



# Additional Ideas and Options – Shop The Rose Store

## COMING SOON

Visit our online store for Rose  
branded shirts and masks.

All proceeds benefit our mission.



# Additional Ideas and Options – Facebook Fundraising



## Facebook Fundraisers

These are easy to set up and you can honor your survivorship or a survivor in your life. *Facebook donates 100% of funds donated to the charity.*

To create a fundraiser for a charitable organization follow these steps:

1. Click Fundraisers 🏆 in the left menu of your News Feed. You may need to click “See More”
2. Click + Raise Money.
3. Select Nonprofit or Charity.
4. Select The Rose Houston as your nonprofit, fill in the fundraiser details and choose a cover photo.
5. Click Create.
6. Create post, make it personal. Why The Rose and its mission is important to you. Check out our Patient Stories to add video link to your post so your friends will understand our mission: [www.therose.org/about-us/patient-stories](http://www.therose.org/about-us/patient-stories)

# Virtual Raffle and Silent Auction Platforms

Platform	Website	Main Features	Notes, Pros/Cons	Cost
Rally Up	<a href="https://rallyup.com/">https://rallyup.com/</a>	Platform for building and hosting raffles, auctions, a-thons	Custom branding and tools to link directly into databases and/or existing credit card processing	Free - 7.9%; there's a charge fee for credit card transactions and tips from donors
Bidr	<a href="https://bidr.co">https://bidr.co</a>	Platform for silent auction, text raffle and text to donate, among other tools	Some technical glitches and slow response of tech support have been noted	Percentage pricing - 3% or maximum \$3,000 per event
AccelEvents	<a href="https://www.accelevents.com/">https://www.accelevents.com/</a>	Event management platform with silent auction and raffle ticket sales capability	Offers text-to-give features and texting to bid and buy raffle tickets	\$249 activation fee per raffle/auction/event plus \$1 per participant; other rates apply for other solutions offered
BetterUnite	<a href="https://www.betterunite.com/">https://www.betterunite.com/</a>	Platform for hybrid fundraiser events tailored for organizations	Offers virtual event setup, livestream, online auction (LIVE & silent), In-Event Fundraising options, Event ticketing, and ability to manage guests	Free



# GRAPHICS



# Suggested Breast Cancer Awareness Graphics

Here are some examples. Please make you use our correct logo (below) and name **The Rose** (for example not: Rose Foundation). Our logo and some key graphics are available for download at: [www.therose.org/notgivingup](http://www.therose.org/notgivingup)





# Thank You For Your Support!

Visit us at [www.therose.org/notgivingup](http://www.therose.org/notgivingup) to find other ways to get involved.

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#BCAMnotgivingup