



c.a.s.u.a.l. Day Service Project

TIME: 4-5 Weeks

RESOURCES: Table, Chairs, Posterboard, Markers

COST: \$0- \$20

SUMMARY: c.a.s.u.a.l. (Colon cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness about colon cancer, one of the most frequently diagnosed cancers in Northeast PA. The event began in 2003 and takes place annually in memory of Helen Phillips, a local woman who lost her battle with colon cancer. Team Captains at schools, businesses, and organizations throughout our area recruit friends, family, and co-workers to purchase special colon cancer awareness pins and shirts. On the last Thursday in March, everyone is asked to dress casual by wearing their shirts and/or pins and telling their loved ones to make sure to receive their regular screenings. Proceeds from the shirt and pin sales help support programming and research initiatives at the Cancer Institute.

TIMELINE

FOUR WEEKS BEFORE:

- Secure permission from school administrators for your school to participate in CASUAL Day.
- Contact the Cancer Institute to register as a team captain and receive your team captain packet with a sales envelope.

THREE WEEKS BEFORE:

- Begin collecting shirt/pin orders and payment from family, friends, teachers, and administrators.
- With permission, set up a table in your school with a sample shirt and pin and take orders from people passing by. You may want to have information about colon cancer to display at the table as well.
- Ask for permission to hang CASUAL Day posters around your school.

TWO WEEKS BEFORE:

- Follow the instructions in your team captain packet to place your shirt and pin order online or by phone and to pay for the order.

ONE WEEK BEFORE:

- Distribute the shirts and pins to those who ordered them and remind them when to wear them.

CASUAL DAY:

- Take photos of the people who dressed casual, and be sure to send some along to the Cancer Institute.
- Inform anyone who asks about your attire about recommended colon cancer screening guidelines.
- Make an announcement over your school's address system including colon cancer statistics and screening information. This is also a good opportunity to thank everyone who participated and announce how much money was raised by your school to help ease the burden of cancer in our area.

ADDITIONAL IDEAS

Try adding some of these ideas to make your project unique!

- Place donation jars throughout your school or at entrances to a school event
- Distribute colon cancer info (contact the Cancer Institute for materials)
- Make and sell colon cancer awareness ribbons or bracelets
- Get creative to find other ways to fight cancer in NEPA

CONTACT US

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