

# casual

Colon cancer Awareness Saves Unlimited Adult Lives

IN MEMORY OF HELEN PHILLIPS

## C.A.S.U.A.L. Day Team Captain Toolkit 2020



# Welcome

Thank you for choosing to be a C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day team captain. On behalf of the entire staff at the Northeast Regional Cancer Institute, thank you for embracing our mission of easing the burden of cancer in northeastern Pennsylvania. This year marks the 17th year of C.A.S.U.A.L. Day and we are proud to continue this awareness campaign.

I want to ensure you have an exceptional experience as a team captain.

If you have questions or need materials along the way, please don't hesitate to reach out and ask me. You can call our office (570) 941-7984 or email me at [amanda.marchegiani@scranton.edu](mailto:amanda.marchegiani@scranton.edu).

Without team captains like you, this campaign would not be where it currently is today. A heartfelt thank you.

Please stay connected with us on our Facebook page, Northeast Regional Cancer Institute and our website, [www.cancernepa.org](http://www.cancernepa.org).

All the best,



Amanda E. Marchegiani, MA  
Community Relations Coordinator  
Northeast Regional Cancer Institute

## Team Captain Responsibilities

- Build your team full of co-workers, family and friends.
- Motivate your team members to purchase t-shirts, pins, wrist-bands and educate your team on the importance of early detection and screening for colon cancer.
- Distribute flyers and information to team members and collect payment to submit to NRCI for pins, wrist-bands and shirt sales. **Orders due by Wednesday, March 11, 2020 at 4 p.m.**
- **New and returning team captains must register on our website, [cancernepa.org](http://cancernepa.org) prior to ordering. \* You need a username and password for ordering purposes.**

## Best Practices

- Inform your team about what C.A.S.U.A.L. Day is and how you will be participating. Ask your peers to suggest how you can contribute. In addition to t-shirt, wrist-band and pin sales, some teams host a dress down days or bake sales. Incentivize your team!
- Set a fundraising goal. You can place a visual in your office to help keep your team members informed.
- Utilize email, C.A.S.U.A.L. Day flyer and other methods to keep your team members up-to-date on sales deadlines and education on colon cancer (see C.A.S.U.A.L. Day Talking Points)
- Share your involvement on social media. You can share posts from Cancer Institute's Facebook on your personal page. You never know who might want to get involved with this campaign.

# Team Captain Procedures

Team captains are in charge of ordering, receiving, and distributing the materials for their Team for C.A.S.U.A.L. Day as well as collecting payment from team members.

## Signing Up as a C.A.S.U.A.L. Day Team

- Register at [cancernepa.org](http://cancernepa.org). You will be sent a username and password within 24-48 hours of time after you register.  
**\*You must have a user name to place an order.**
- Record the names and orders on an order form sheet. Please keep a copy for your records.
- Collect \$20 donation for a colon cancer awareness t-shirt- short-sleeve or long-sleeve and \$5 donation for a colon cancer awareness pin or blue silicone wrist-band.
- Place your order. **You can place multiple orders until the deadline on Wednesday, March 11, 2020 by 4:00 PM.**

## Payment

Payments must be received by the Cancer Institute **Friday, April 3, 2020.**

**Team captains-** Please make one check or checks payable to the Northeast Regional Cancer Institute. Please DO NOT send cash. Mail checks to 334 Jefferson Avenue, Scranton, PA 18510. You also have the option to pay by credit card on One Point's ordering system or by calling the Northeast Regional Cancer Institute at (570) 941-7984. We accept Visa/MasterCard/Discover & American Express.

**Individuals ordering or individuals on a team-** You can order your own shirt by using the username and password casual. You must pay with a credit card to complete your transaction and include your company name, **as your t-shirt will be delivered at the same time with any other company orders.**

## Ordering

ALL Team Captains new and returning MUST register through the Cancer Institute's website before placing an order. To register, visit [cancernepa.org](http://cancernepa.org). You will be sent a username and password within 24-48 hours of time after you register.

- You may begin ordering t-shirts, wrist-bands and pins immediately once you have a username and password.
- You can place your order online at [www.cancernepa.org](http://www.cancernepa.org) (click on the blue C.A.S.U.A.L. Day logo on bottom left) or <http://onepoint.onet.net/login3.html>.

**\* The deadline for ordering is Wednesday, March 11, 2020 by 4:00 PM. You can order multiple times up to the deadline.**

**\* All Orders will be delivered by One Point by Wednesday, March 25, 2020.**

If your company has several locations, you can have shirts/pins delivered directly to that location. Please contact the Cancer Institute in advance if this applies to your business.

## At the online ordering screen:

- Enter your Username, which will be sent to you upon registering. (NOTE: You must register before placing orders online.) Enter casual (lowercase) at the password prompt.
- Click the "LOGIN" button.
- Click the "NEW ORDER" link at the top right of the screen.
- Your shipping information will automatically be entered. **\*Please ensure it is correct. For updates to your address, please contact Amanda from the Cancer Institute by email or phone.**
- Click on the "CASUAL DAY ITEMS" link on the left side of your screen.
- Order the items and quantities you need to fill the Team's order.
- Click "FINISH ORDER" to display and confirm your order. "PrePaid amount" indicates amount due to the Cancer Institute.
- Scroll down and click the "SEND" button after verifying your order
- **\*If you have difficulty signing in, please call the Cancer Institute.**

# C.A.S.U.A.L. Day Frequently Asked Questions

## **What is C.A.S.U.A.L. Day?**

C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day is a program to raise awareness about the importance of screening and early detection for colon cancer in northeast Pennsylvania. The event takes place each year at the end of March -Colorectal Cancer Awareness Month. On the last Thursday of the month of March, participants dress casual while wearing a specially designed pin, wrist-band and/or custom t-shirt- this year's color is Texas Orange, to promote awareness and have a casual conversation about colon cancer.

## **How Did This Campaign Evolve?**

In February of 2002, Helen Phillips was diagnosed with colon cancer. Less than six months later, the cancer took her life. In 2003, Helen's family and friends approached the Cancer Institute to undertake a community awareness initiative to promote colorectal cancer screening - a preventative act which might have saved Helen's life. In 2019, more than 6,000 individuals participated in C.A.S.U.A.L. Day. All proceeds stay in northeast Pennsylvania. 2020 marks 17 years of this program.

## **Why is it important to bring awareness to this?**

Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of northeast Pennsylvania with incidence rates about 12% higher than the United States average. Over 515 new cases are diagnosed, and nearly 200 patients die from colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.

## **How are proceeds utilized?**

Proceeds from the event benefit Northeast Regional Cancer Institute efforts to raise colorectal cancer awareness and support colorectal cancer screenings for low income, un/underinsured individuals.

## **How Do I Know if I'm officially a team captain?**

To become a Team Captain, please register online at [www.cancernepa.org](http://www.cancernepa.org). Scroll down and click on the blue "C.A.S.U.A.L. Day" link. Fill out the "Team Captain Registration" form. Your username will be sent to the e-mail address you provide. Once you receive your username, you can begin ordering t-shirts and pins online. If you do not have Internet access, contact the Cancer Institute at (570) 941-7984.

## **Nontraditional ways to get involved**

If your business cannot participate on C.A.S.U.A.L. Day, you can still participate in this campaign by purchasing a t-shirt, wrist-band, or pin as an individual. Additional ways to participate include, but are not limited to hosting dress down days, jean days, bake sale or making a personal donation to benefit C.A.S.U.A.L. Day.

# Sample Marketing Messages

## Save the Date for C.A.S.U.A.L. Day (Facebook and Twitter)

The 17th C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day will take place on Thursday, March 26, 2020. This annual awareness campaign helps to support colorectal cancer screening awareness, education and outreach efforts. This awareness campaign is hosted by the Northeast Regional Cancer Institute.

### Email template

Dear (co-workers, family and friends),

I'm serving as a team captain for the Northeast Regional Cancer Institute's 17th C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day. This annual awareness campaign helps to support colorectal cancer screening awareness, education and outreach efforts.

By purchasing a specially designed Texas Orange CASUAL Day t-shirt, long or short sleeve option (\$20) and/or pin/ silicone wrist-band (\$5), you are helping the Cancer Institute fulfill their mission of easing the burden of cancer.

Please contact me directly to place an order.

Thanks,

(Your Name)

### Social media posts

- 2020 marks the 17th anniversary of C.A.S.U.A.L. Day. Interested in getting involved? Reach out to me for more information on how to support this campaign.
- C.A.S.U.A.L. Day is March 26th. **The deadline to order your t-shirt, wrist-band or pin is March 11th by 4:00PM.**
- By purchasing a specially designed CASUAL Day t-shirt (\$20) and/or pin, or silicone wrist-band (\$5), you are helping the Cancer Institute fulfill their mission of easing the burden of cancer.

### About Colorectal Cancer:

- Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of Northeast Pennsylvania with incidence rates about 10% higher and mortality rates 12% above the U.S. average.
- Over 515 new cases are diagnosed, and nearly 200 patients die from colon cancer each year in Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne, and Wyoming counties combined.
- Colon cancer is preventable.

### About the Northeast Regional Cancer Institute:

The Northeast Regional Cancer Institute is a local nonprofit organization that has been easing the burden of cancer in Northeastern Pennsylvania for over 28 years. Focusing on the areas of surveillance, community and patient services, and survivorship; the Cancer Institute invests 100% of its resources in this region.

### Colorectal Cancer Resources

<http://www.cdc.gov/cancer/colorectal/sfl/>

[http://www.cdc.gov/cancer/colorectal/sfl/publications/fact\\_sheets.htm](http://www.cdc.gov/cancer/colorectal/sfl/publications/fact_sheets.htm)

# Checklist Reminders

## February 2020

- Register as a team captain at Cancer Institute's website, [cancernepa.org](http://cancernepa.org). Receive a username and password for ordering and begin to place your orders.
- Send your team an email with more information about C.A.S.U.A.L. Day. You can utilize the C.A.S.U.A.L. Day Talking Points.
- Post a C.A.S.U.A.L. Day flyer at your work-in a breakroom, at your desk, at your company gym locker room.
- Post the C.A.S.U.A.L. Day flyer on social media platforms you have- Facebook, Twitter, Instagram. \*Ensure if you can share information on your company's social media pages.
- Display a previous year's t-shirt and C.A.S.U.A.L. Day flyer in a display case. Use the t-shirt as an example for ordering sizes and the feel of the t-shirt.
- Use the C.A.S.U.A.L. Day and Northeast Regional Cancer Institute logos where appropriate.
- Create an internal competition within your company on sales of shirts and funds raised.
- Reach out to Cancer Institute with additional questions or materials you might find helpful as a team captain.
- Host a meeting or mention C.A.S.U.A.L. Day to your staff to engage them in this campaign.
- Finalize how your company or team will participate in C.A.S.U.A.L. Day. In addition to our t-shirt, wrist-bands and pins, teams often host a bake sale or other nontraditional events to support C.A.S.U.A.L. Day.

## March 2020

- Tell your friends, family and co-workers the last call for ordering t-shirts, wrist-bands and pins is Wednesday, March 11th at 4:00 PM.
- Encourage your team to dress casual with their t-shirts, silicone wrist-bands and pins on Thursday, March 26, 2020 and have a casual conversation about the importance of early detection and screening for colorectal cancer.

## Week of CASUAL Day

- Distribute t-shirts, wrist-bands and pins to your teammates.
- Inform your team of time and location for a group photo on C.A.S.U.A.L. Day.
- Invite your team to attend the Wrap-Up Party which occurs in the evening of C.A.S.U.A.L. Day.

## On CASUAL Day

- Encourage your team to wear their t-shirts, wrist-bands and pins and post photos and information about the importance of early detection and screening on their social media platforms.
- Take a photo of your group, share it with the Cancer Institute and promote on your social media platforms.
- Attend the C.A.S.U.A.L. Day Wrap-Up Party.
- Collect donations from your team for their t-shirts, wrist-bands and pins.

## Retail Locations (Open late February)

### -Gay's True Value

189 E Tioga St., Tunkhannock

### -Gerrity's Supermarkets

320 Meadow Avenue, Scranton

702 S. Main Avenue, Scranton

1720 Keyser Avenue, Scranton

2020 Wyoming Avenue, Wyoming

100 Old Lackawanna Trail, Clarks Summit

2280 San Souci Parkway, Hanover Township

4015 Birney Avenue, Moosic

552 Union Street, Luzerne

801 Wyoming Avenue, West Pittston

### -Harrold's Pharmacy

250 Old River Road, Wilkes Barre

### -DePietro's Pharmacy

617 3rd St., Dunmore

### -Medicap Pharmacy

518 Burke Bypass, Olyphant

### -Mick's Barber Shop

511 Main St., Honesdale

### -Northeast Regional Cancer Institute

334 Jefferson Avenue, Scranton

### -On the Fringe Hair Studio

1 Highland Blvd, Suite #102, Archbald

### -Wilkes-Barre Chamber of Commerce

2 Public Square, Wilkes-Barre

## **After C.A.S.U.A.L. Day**

- Continue to collect remaining money from your team. Submit money to the Cancer Institute. You may drop it off, pay by credit card over the phone or drop off check or cash at our office. \*Please do not mail cash.
- Submit press release with C.A.S.U.A.L. Day group photo to the local newspaper. (\*see the sample template.)
- Post photos on your company's website, social media pages. Please tag the Cancer Institute on Facebook and Twitter.
- Thank your team for their contributions to C.A.S.U.A.L. Day. Celebrate your success.
- Host a debriefing meeting to see how you can improve your team next year.
- Write thank yous to your teammates for their support of this campaign and how it has impacted the Cancer Institute and your organization too.
- Complete our team captain survey to help provide feedback on your experience and we can continue to provide an exceptional experience for years to come.

## **Press Release**

Contact Info: Name, Title, Email, Phone

FOR IMMEDIATE RELEASE

PHOTO ATTACHED

Date

### **(Company Name) Supports 17th Annual C.A.S.U.A.L. Day**

SCRANTON, PA – (Company) participated in the Northeast Regional Cancer Institute's 17th Annual C.A.S.U.A.L. (Colon cancer Awareness Saves Unlimited Adult Lives) Day on Thursday, March 26, 2020.

Participants dressed "casual" while wearing a specially designed pin, silicone wrist-band and/or t-shirt. The focus of this awareness campaign is to have a casual conversation about colon cancer. All proceeds from the event stay in NEPA and go towards the Cancer Institute efforts to raise awareness and support colorectal cancer screenings for low income, un/underinsured individuals through their Patient Navigation Program.

#### **About The Northeast Regional Cancer Institute**

The Northeast Regional Cancer Institute is a nonprofit community-based agency serving seven counties in northeast Pennsylvania with offices located in Scranton and Wilkes-Barre. Focusing on surveillance, community and patient services, and hospital and practice support services, the Cancer Institute invests 100% of its resources locally.

**PHOTO ATTACHED:** C.A.S.U.A.L. Day Photo

From left to right:

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