

*casual*  
IN MEMORY OF HELEN PHILLIPS

**CASUAL Day  
Team Captain  
Toolkit  
2024**

**NRCI**

Northeast Regional  
Cancer Institute

# Welcome

Thank you for choosing to be a CASUAL (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 21st year of CASUAL 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) 904-8808 or email me at [amanda.marchegiani@cancernepa.org](mailto:amanda.marchegiani@cancernepa.org).

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, X, and Instagram pages, @Northeast Regional Cancer Institute and our website, [www.cancernepa.org](http://www.cancernepa.org). All the best,

*Amanda E. Marchegiani*

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

## Team Captain Responsibilities

- Team captains are in charge of ordering, receiving, and distributing the materials for their team for CASUAL Day as well as collecting payment from team members.

## Best Practices

- Inform your team about what CASUAL Day is and how you will be participating. Ask your peers to suggest how you can contribute. In addition to a t-shirt, hat, and a pair of socks, some teams host 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, CASUAL Day flyer and other methods to keep your team members up-to-date on sales deadlines and education on colon cancer (see CASUAL Day Talking Points).
- Share your involvement on social media. You can share posts from the Cancer Institute's Facebook, X, and Instagram pages on your personal page. You never know who might want to get involved with this campaign.

# Team Captain Procedures

## Ordering Site This Year

You may begin ordering t-shirts, hats, and socks through our partner and products supplier, One Point's online store.

## CASUAL Day Online Store

<https://casual.op1.com/>

**\* The deadline for ordering is Wednesday, March 13, 2024 by 4:00 PM. You can order multiple times up to the deadline.**

**\* All Orders will be delivered by One Point by Wednesday, March 27, 2024.**

If your company has several locations, you can have shirts, hats, and socks delivered directly to that location. **Please contact the Cancer Institute in advance of ordering if this applies to your business.**

## Payment

Payments must be received by the Cancer Institute **Friday, April 12, 2024.**

**Team captains-** Please make one check or checks payable to the Northeast Regional Cancer Institute. Please DO NOT send cash. Mail checks to **312 Adams Avenue, Scranton, PA 18503.** You may also schedule an appointment to drop off payment during our business hours.

Additionally, you have the option to pay by credit card on CASUAL Day Online Store or by calling the Northeast Regional Cancer Institute at (570) 904-8808. We accept Visa/MasterCard/Discover & American Express.

- Collect \$20 donation for a colon cancer awareness t-shirt- short-sleeve or long-sleeve, \$15 donation for hat, and \$12 donation for a pair of socks.

## How to Place An Order

Go to our partner and products supplier, One Point's CASUAL Day Online Store Site <https://casual.op1.com/>

- Click on the item (s) you'd like to order (view product)
- Enter the quantities you need to fill the order and click Add to Cart.
- Click continue shopping or continue to checkout.
- When you are ready to checkout, click continue to Checkout.
- Enter your company, billing and shipping address, click Confirm.
- You can pay by Invoice by NRCI or Credit Card. Please add notes to the order field if you have special delivery notes.
- If ordering by credit card, choose that selection and click Pay Now. A new screen will populate and you will need to fill in your credit card information. When finished, click Pay Now and your order will be processed.
- If ordering and you want an invoice, select Be Invoiced By NRCI, and click Pay Now and your order will be processed.
- You will receive an email confirmation once you have placed your order. Please use this to crosscheck your order upon delivery.
- \*If you have difficulty ordering, please call the Cancer Institute at (570) 904-8808.
- You may record the names and orders on this [order form](#) sheet for easy distribution. Please keep a copy for your records.

# CASUAL Day Frequently Asked Questions

## What is CASUAL Day?

CASUAL (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 pair of socks, hat, and/or custom t-shirt- this year's color is Black, 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 2023, more than 6,000 individuals participated in CASUAL Day. All proceeds stay in northeast Pennsylvania.

## 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 and mortality rates above the U.S. average, 14% and 17% higher, respectively. Over 516 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 Get Involved?

You can begin ordering t-shirts, hats, and socks online. If you do not have Internet access, contact the Cancer Institute at (570) 904-8808.

## Nontraditional ways to get involved

If your business cannot participate on CASUAL Day, you can still participate in this campaign by purchasing a t-shirt, hat or pair of socks. 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 CASUAL Day.

## Retail Locations

### DePietro's Pharmacy

617 3rd Street, Dunmore

### Gerrity's Supermarkets

100 Old Lackawanna Trail, Clarks Summit

4015 Birney Ave, Moosic

1782 N Keyser Ave, Scranton

320 Meadow Ave, Scranton

2280 Sans Souci Parkway, Hanover Township

### Harrold's Pharmacy

250 Old River Road, Wilkes-Barre

### Northeast Regional Cancer Institute

312 Adams Ave, Scranton

### Stephens Pharmacy

1101 Main Street, Honesdale

# Sample Marketing Messages

## Save the Date for CASUAL Day (Facebook, X, and Instagram)

The 21st CASUAL (Colon Cancer Awareness Saves Unlimited Adult Lives) Day will take place on Thursday, March 28, 2024. 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 21st Annual CASUAL (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 Black CASUAL Day t-shirt, long or short sleeve option (\$20), hat (\$15) or a pair of socks (\$12), 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

- 2024 marks the 21st anniversary of CASUAL Day. Interested in getting involved? Reach out to me for more information on how to support this campaign.
- CASUAL Day is March 28. **The deadline to order your t-shirts, hats, and socks is March 13th by 4:00PM.**
- The ordering deadline has passed. Please visit a retail location to purchase a t-shirt.
- By purchasing a specially designed CASUAL Day t-shirt (\$20), CASUAL Hat (\$15) or \$12 pair of socks, 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 and mortality rates above the U.S. average, 14% and 17% higher, respectively.
- Over 516 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 more than 30 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/>

[https://www.cdc.gov/cancer/colorectal/basic\\_info/screening/index.htm](https://www.cdc.gov/cancer/colorectal/basic_info/screening/index.htm)

# Checklist Reminders

## February 2024

- Send your team an email with more information about CASUAL Day. You can utilize the [CASUAL Day Talking Points](#).
- Post a CASUAL Day flyer at your work-in a breakroom, at your desk, at your company gym locker room.
- Post the CASUAL Day flyer on social media platforms you have- Facebook, X, and Instagram. \*Ensure if you can share information on your company's social media pages.
- Display a previous year's t-shirt and CASUAL 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 CASUAL 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 CASUAL Day to your staff to engage them in this campaign.
- Finalize how your company or team will participate in CASUAL Day. In addition to our t-shirt, hat and socks, teams may host a bake sale or other nontraditional events to support CASUAL Day.
- Order your items through One Point's online CASUAL Day Store, <https://casual.op1.com/>

## March 2024

- Tell your friends, family and co-workers the last call for ordering t-shirts, hats, and socks is Wednesday, March 13th at 4:00 PM.
- Encourage your team to dress casual with their t-shirts, hats, and socks on Thursday, March 28, 2024 and have a casual conversation about the importance of early detection and screening for colorectal cancer.

## Week of CASUAL Day

- Distribute t-shirts, hats, and socks to your teammates.
- Inform your team of time and location for a group photo on CASUAL Day.

## On CASUAL Day

- Encourage your team to wear their t-shirts, hats, and socks 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.
- Collect donations from your team for their t-shirts, hats, and socks if you haven't collected them.
- Attend the Wrap-Up Celebration. Please see our [website](#) for details.

## After CASUAL Day

- Continue to collect remaining money from your team. Submit money to the Cancer Institute. You may pay by credit card over the phone or mail in a check or checks at our office. \*Please do not mail cash. You can make an appointment to drop off cash donations.
- Submit a press release with CASUAL Day group photo to the local newspaper.  
**(\*see the sample template below)**
- Post photos on your company's website, social media pages or in your company newsletter. Please tag the Cancer Institute on Facebook, Instagram and X.
- Thank your team for their contributions to CASUAL 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 21st Annual CASUAL Day**

**SCRANTON, PA** – (Company) participated in the Northeast Regional Cancer Institute’s 21st Annual CASUAL (Colon Cancer Awareness Saves Unlimited Adult Lives) Day on Thursday, March 28, 2024.

Participants dressed “casual” while wearing a specially designed pair of socks, hats, 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 individuals through their Community-Based Cancer Screening 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 for more than 30 years. Focusing on surveillance, community and patient services, and hospital and practice support services, the Cancer Institute invests 100% of its resources locally.

**PHOTO ATTACHED:** CASUAL Day Photo

From left to right:

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