



## Think **Pink on Purpose** Program for Schools

Want to teach your students the importance of giving back to their community. We have the answer; **Pink on Purpose** for Alight. This is an easy way for schools to get the students involved in fundraising for a cause.

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### **Event – pick an athletic event to host your “pink game”/scrimmage:**

- Dig Pink – Volleyball
- Hoops for Hope – Basketball
- Kicking it in the net for breast cancer – Soccer
- In the “Pink” Zone – Football

### **What to do during the game:**

- Wear pink – shoelaces, special t-shirt jerseys, socks

### **Raise the money:**

- Host a bake sale at the sporting event (families donate baked items to sell).
- Sell pink lemonade at the sporting event.
- Create a Memory Train – sell strips of paper for \$1 where someone can write the name of who they want to honor/memory. Link the strips together and display in the gym or prominent area.
- If your school has a uniform sell “pink or jean days” to students for \$1.
- Have an **ALL PINK** or **SILLY PINK** day where everyone tries to get as pink as possible from pink fingernails to clothing – sell participation tickets for \$1. You can use those tickets as a drawing for an item (kind of like a raffle).
- Sell homework passes (with agreement from teachers of course).
- Sell special tickets to the game and get an item donated to giveaway to the winning ticket number drawn at halftime.
- Have the team do a car wash.

### **Get Started – once you’ve decided how you will show support:**

- Nail down the date of the event.
- Decide how you are going to give back (what are the terms of the promotion).
- Fill out the Alight event form and return to Jennifer Shoffner at [jennifers@alightfoundation.com](mailto:jennifers@alightfoundation.com)
- Start promoting!

### **Donations:**

We encourage donations to be sent as soon as they are collected.

Mail checks to:  
Alight Program at Cone Health Cancer Center  
c/o Office of Institutional Advancement  
1200 N. Elm Street • Greensboro, NC 27401