

# LIVING BEYOND BREAST CANCER®

## Dress Down Day Toolkit

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### DRAFT EMAIL TO EMPLOYEES

**Email Subject:** *Dress Down to Lift Up*

**Email Body:**

This **[Friday / date]**, we're hosting a **Dress Down Day** in honor of Breast Cancer Awareness Month. Donate **\$X** to participate and enjoy dressing casually while supporting people diagnosed with breast cancer.

All donations collected in October will support [Living Beyond Breast Cancer](#), a national nonprofit that provides people diagnosed with breast cancer with trusted information, support services, and connection to others who understand—helping them make informed decisions and feel more in control, every step of the way.

**Make your donation here:** **[ Insert JustGiving URL]**

We're proud to share that Living Beyond Breast Cancer has earned Charity Navigator's highest 4-star rating for 20 years in a row — a distinction held by fewer than 1% of U.S. charities.

Every dollar makes a difference. Thank you for joining your colleagues in showing compassion and support this Breast Cancer Awareness Month.

Thank you,

[Employee Name & Title]

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## INTRANET/SLACK POST

Casual clothes, meaningful impact! Join us this [Friday] for Dress Down Day. Donate \$X and support people diagnosed with breast cancer. [Insert JustGiving URL]

## SOCIAL MEDIA

### 🌟 Tips:

- Use a **photo of staff in their casual clothes at the office** - people love seeing real faces connected to fundraising.
- We love to engage with our friends online. Please **tag us in your posts** so we can show our appreciation!
  - Facebook: <https://www.facebook.com/livingbeyondbreastcancer>
  - Instagram: <https://instagram.com/livingbeyondbc>
  - LinkedIn: <https://www.linkedin.com/company/living-beyond-breast-cancer>

### [FB / IG]

This October, our team went casual for a cause! Together we raised [X] for **Living Beyond Breast Cancer**, supporting their mission to provide trusted information and compassionate connection to people impacted by breast cancer. Proud to turn our casual Friday into something truly meaningful. #MyWhyLBBC #BCAM

### [LinkedIn]

This October, our employees went *casual for a cause*. Together, we raised [X] in support of **Living Beyond Breast Cancer**, a national nonprofit that connects people impacted by breast cancer with trusted information and a supportive community.

We're proud of our team for turning a casual Friday into meaningful impact.  
#BreastCancerAwarenessMonth #CorporateResponsibility #MyWhyLBBC

# LIVING BEYOND BREAST CANCER®

## FLYER

We have created a customizable flyer in Canva for you to personalize your event. You can add:

- dates
- suggested donation amounts
- your Just Giving URL or another donation link
- your logo

[Edit template >>](#)

If you have any issues, please contact Niyata Johnson; Manager, Brand Partnerships  
484-708-1551 or [njohnson@lbbc.org](mailto:njohnson@lbbc.org)

## Breast Cancer awareness month

# Dress down. lift up.

Join us on [Date] for Dress Down  
Day!

Donate \$ to participate.

How to participate:

- Donate at [insert link/QR code]
- Dress casual
- Know your gift is making a difference
- Every \$1000 raised = one grant for someone in treatment for breast cancer.

[company logo]

We're proud to support  
**LIVING BEYOND  
BREAST CANCER®**

