



Program Overview

I'm Dressing Casual for St. Jude Kids is a great way for your company to help further the lifesaving work of St. Jude Children's Research Hospital. Our mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. No child is ever turned away for a family's inability to pay.

What is the *I'm Dressing Casual for St. Jude Kids* program?

The program invites company employees to make a donation in exchange for dressing casual for a set amount of days that fits your corporate culture. September is an especially relevant timeframe, since it coincides with National Childhood Cancer Awareness Month.

How can my company get involved?

- Contact us at employeegiving@stjude.org or 800-894-3592 to let us know your company is interested in participating.
- Select a St. Jude champion within your organization to work directly with your St. Jude representative to plan and implement the program. Your champion will be provided with the necessary tools such as posters, flyers, stickers, bracelets, and an E-mail template to help promote the program. Your champion would also be responsible for collecting donations outside of the on-line donation option and for distributing collateral.
- Decide on the day(s) your employees will participate. Fridays are traditionally "casual" days at most companies; however, you may wish to designate Mondays to change it up a bit and designate Mondays to give your employees an extra perk at the beginning of the work week.

Make the campaign fun!

- Send E-mail blasts announcing the campaign timeline and any goals your company may have established.
- Put posters in employee gathering and/or high traffic areas.
- Include an article about the campaign in your company newsletter or on your Intranet.
- Include facts about St. Jude Children's Research Hospital in your employee correspondence.
- Get management involved – all levels!
- Encourage competition between employees, departments, and management.
- Host a pizza party for the winning team.
- Have an awards ceremony to announce team winners.
- Have your company match the employees' contributions.
- Contact us for additional ideas and best practices.

Thank you !