

# INVINCIBELLE® *Spirit*

GARDEN CENTER CAMPAIGN FOR A CURE



PINK DAY TOOLKIT

# Pink Day

## TOOLKIT

Proven Winners is launching the Invincibelle Spirit Campaign to raise \$1 million for breast cancer research.

Join this national movement by hosting a Pink Day fundraiser at your garden center. This special day will help raise money for the Breast Cancer Research Foundation, while showing your customers you care about a cause close to women. It just might also get your garden center free publicity and increased traffic.

On the following pages you will find all the tools you need to host your own Pink Day.

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**For more information:**

email: [info@InvincibelleSpirit.net](mailto:info@InvincibelleSpirit.net) or call: 616-223-3375

# INVINCIBELLE® *Spirit*

## The Invincibelle® Spirit Campaign

### How It All Began

This seed of this campaign began with the Invincibelle® Spirit Hydrangea. A plant-breeding breakthrough, the Invincibelle Spirit Hydrangea is the first-ever pink Annabelle hydrangea.

We believe this plant will be a sensation among gardeners. But we wanted something greater. And since this is the first pink plant of its kind, the natural choice was to partner with an organization that fights against breast cancer.

The next stage in this fight is finding a cure. Because of this fact, we chose to partner the Breast Cancer Research Foundation (BCRF). This independent, not-for-profit organization is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.

In support of the campaign, we are donating \$1.00 to the Breast Cancer Research Foundation for every Invincibelle Spirit Hydrangea sold.

### Why You Should Get Involved

Breast cancer affects everyone. It threatens our mothers and sisters, friends and daughters, grandmothers and wives. The National Cancer Institute estimates 1 in 8 women will be diagnosed with breast cancer during their lifetime.

By hosting a Pink Day, you're showing your community you care about this very important cause. And you are also raising funds to research a cure. Your local community will value your efforts, even as you help build a national movement.

### Help Us Reach Our Goal

Please join with garden centers across the U.S. and Canada to take a stand against breast cancer by hosting your own Pink Day.

Together we can raise \$1 million to empower the Breast Cancer Research Foundation in its mission of finding a cure within our lifetimes.



Our goal is to raise \$1 million dollars for breast cancer research. \$1.00 from each Invincibelle Spirit sold is donated to The Breast Cancer Research Foundation®. We encourage you to donate as well. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide. Visit [www.InvincibelleSpirit.net](http://www.InvincibelleSpirit.net) to make a donation.

# PINK DAY FUNDRAISER CHECKLIST

## Contact a grower to secure your plants

- List of growers posted on [www.invincibellespirit.net](http://www.invincibellespirit.net)
- List of additional pink Proven Winners plants found on pages 14 and 15

## Set up a staff meeting

- Gather employees to explain importance of cause: how it benefits the company, the BCRF, and your customers
- Organize your staff and designate responsibilities
- Motivate staff throughout fundraiser with incentive prizes

## Set a date

- Suggested date: Saturdays in mid-late June  
*Since traffic dies down over the summer, this is a great way to get people in your store and lower your inventory. Ultimately, choose the date that works best for your company*
- Send an email with your event date to [info@InvincibleSpirit.net](mailto:info@InvincibleSpirit.net) to join our list of Pink Days on the Invincible Spirit website

## Set a goal

- "I will raise \$X amount by this date."
- "I will contact X people in order to reach my goal."  
*For example, we need to raise \$3,000 for the cause. You estimate the average contribution will be \$20. If 50% of the people contribute, you will need to contact 300 people to meet your goal.*
- Determine type of donation: (percentage of sales, specially-marked plants, or amount per plant sold)

## Set a budget

Determine how much will you spend on: products, advertising, promotional materials, prizes, and your donation amount

## Provide some sort of draw

- Discounts
- Entertainment: music, speakers, etc.
- Contests: craziest pink outfit
- Raffle prizes: see page 12

## Get the word out

- Send out press release to local media
- Local advertising: Radio, TV, newspaper, promotional posters, flyers, postcards
- Promote online: Facebook, Twitter, web site, email blasts to mailing list, add BCRF donation widget to your web site
- Promote event through customer newsletter and in store during the spring to get customers back to your garden center in the summer

## Gather all necessary supplies

Resources available on [www.InvincibleSpirit.net](http://www.InvincibleSpirit.net):

- Invincible Spirit Consumer Flyer pdf
- Invincible Spirit PowerPoint presentation
- Invincible Spirit POP kit\*  
Includes: poster, benchcard, benchtape, buttons
- Pink Day Promotional Items\*  
Includes: Invincible Spirit T-shirts, Balloons, and Note Cards  
\*See page 11 for details

## Other items needed:

- Decorations - see page 12 for details
- Chairs
- Food/Drink
- Audio/Visual equipment
- Pink Ribbons/Donation stickers

## Gather support & build partnerships

- Invite family, friends, and customers
- Notify local businesses, hospitals and treatment centers that might be interested in your cause. Ask them to sponsor you and mention them in your ads.
- Get local media to provide air time at 50% off
- Pink cookies, bake sale items (local bakery)
- Pink lemonade, hot dogs, etc. (local grocer)
- Coffee (local coffee shop)
- Gather volunteers from participating local vendors to help sell food at event
- Educate donors on the cause and stress the benefit of contributing. Keep donors updated on your progress.

## After the event

- Announce how much you raised and post results online and in your newsletter
- Send us your photos and video to add to the Invincible Spirit web site and the Proven Winners Facebook Fan Page
- Fill out the attached donation form
- Mail check with total funds raised to the BCRF

## Person Responsible:

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*Pink Day*

Join us Saturday, June 13th for live music, food and drinks, pink contests, giveaways, and great deals all day!  
Your Garden Center will donate 10% of its sales to the Breast Cancer Research Foundation.  
Make a donation and receive 10% off your entire purchase!

The Breast Cancer Research Foundation.

BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.

INVINCIBELLE<sup>®</sup>  
*Spirit*

THE PINK 'ANNABELLE' HYDRANGEA<sup>™</sup>

\$1 will be sent to the Breast Cancer Research Foundation for every Invincibelle Spirit sold.

Your Logo Here

Template available online at: [www.InvincibelleSpirit.net](http://www.InvincibelleSpirit.net) > Pink Day > Templates

**Note:**  
Donation amount and text is completely customizable and determined by you.

RADIO AD TEMPLATE

**“In the Spirit of Pink”**

:30

**MUSIC:**

**ANNCR:** This Saturday, Your Garden Center will host Pink Day, a fundraiser to help raise money for breast cancer research. This event is part of the Invincibelle Spirit Campaign to raise \$1 million for the Breast Cancer Research Foundation. There will be live music, food, giveaways, and great deals on plants all day long.

Be sure to come dressed in pink for the chance to win some great prizes including the new Invincibelle Spirit pink hydrangea, which sends \$1 to the Breast Cancer Research Foundation for every plant sold.

Plus, if you make a donation, you'll receive 10% off your entire purchase.

So come on out to Your Garden Center, located at your address with directions.

For more information, go to [www.yourgardencenter.com](http://www.yourgardencenter.com) or call us at XXX-XXX-XXXX

# Pink Day

Your  
Garden Center  
Logo Here

Address  
Phone Number

**Saturday, June 8th | Starting at 11 a.m.**

Join us at our Pink Day fundraiser to help raise money for breast cancer research. There will be live music, food, giveaways, and great deals on plants all day long.

Be sure to come dressed in pink and look for the new Invincibelle Spirit pink hydrangea! For every plant sold, \$1 is donated to the Breast Cancer Research Foundation. Like the women who have survived breast cancer, this new hydrangea is resilient and can withstand extreme conditions. It blooms from mid-summer to fall, even after harsh winters, making it a wonderful pink addition for your garden.

This event is part of the Invincibelle Spirit Campaign to raise \$1 million for the Breast Cancer Research Foundation.

So come on out and show your support for this great cause!



Present this  
coupon to receive  
10% off your  
entire purchase!

[www.ourgardencenter.com](http://www.ourgardencenter.com) | xxx-xxx-xxxx | Your Address

**Note:**

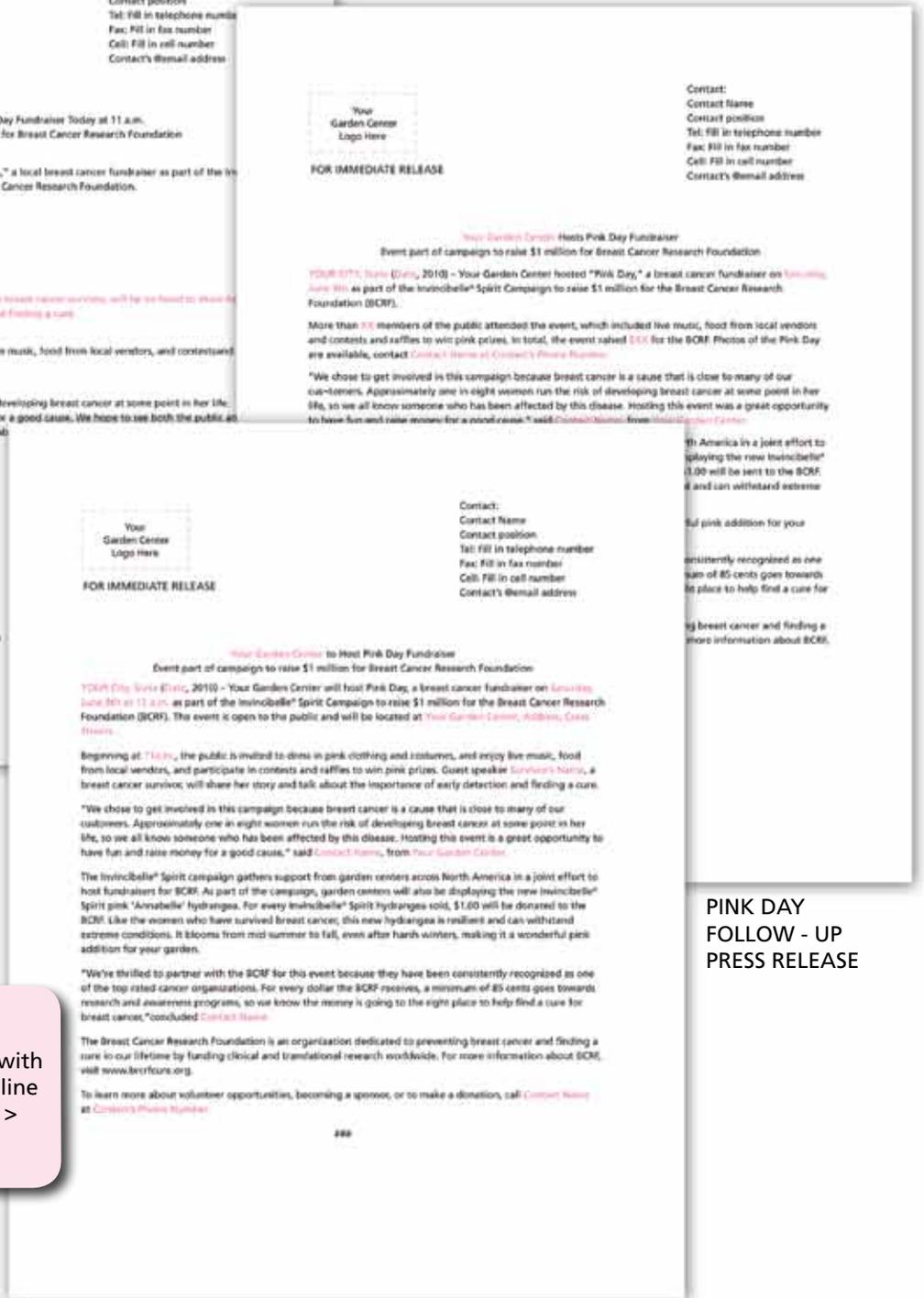
Donation amount and text is completely customizable and determined by you.



**MEDIA ADVISORY TEMPLATE**

\*For Morning of Event

**Note:**  
All templates are customizable with your own text and available online at [www.InvincibleSpirit.net](http://www.InvincibleSpirit.net) > Pink Day > Templates



**PRESS RELEASE TEMPLATE**

**PINK DAY FOLLOW - UP PRESS RELEASE**

## Follow Our Campaign Online:

Share your Pink Day photos, video, and stories with us online, and see what's going on at Pink Days across the country!



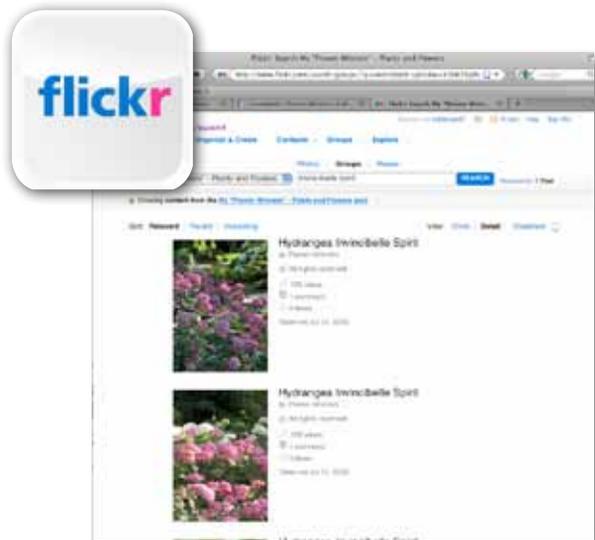
Become a fan of Proven Winners ColorChoice on Facebook: [www.facebook.com/pwcolorchoice](http://www.facebook.com/pwcolorchoice)



Follow the conversation on Twitter: @Proven\_Winners



Upload videos from your Pink Day to our YouTube channel  
[www.youtube.com/invincibellespirit](http://www.youtube.com/invincibellespirit)



Upload your Pink Day photos to our Flickr group: [www.flickr.com/groups/provenwinners](http://www.flickr.com/groups/provenwinners)

## How to Receive (Free) Media Publicity for Your Pink Day

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- With newspapers and local broadcast media (TV & radio), your goal should be to:
- Promote the date of Pink Day in advance to drive attendance, and...
- Get coverage of the actual event to publicize your business and create future sales!
- Look through the newspaper and see if you can locate a “community events calendar” section – find the instructions on how to submit events to the calendar.
- Many websites of local media also have a community calendar where you can submit events via an online form.
- To receive coverage of the actual event, you will need to persuade your paper local & stations to send both a reporter and photographer to attend the Pink Day. Read through your newspaper, watch local TV and listen to local news radio to find reporters covering events similar to your Pink Day.
- Using our template as a guide, write your press release. Two weeks prior to your Pink Day, email over your press release to the news editors or appropriate reporters (reporters usually publicize their email addresses at the bottom of their stories, or their emails are listed on the web).
- Don’t email over the release as an attachment, instead paste your press release in the body of your email. For the subject line of your email, use the headline of your press release.
- A week before your event, call the newsrooms (you can find the number listed on their websites) and ask to speak with the reporters in charge of covering “community fundraisers.” Quickly review the details of your event to whomever answers and ask, “Is this a story you might be interested in covering?”
- Make sure to note opportunities for interesting visuals for photographers or TV. Also, note any special people you expect might be on hand for interviews (breast cancer survivors, etc.) If you are polite and understanding, the reporter will appreciate your call and let you know directly if they can cover your story.
- Don’t forget about your local community newspapers, weekly papers and arts and entertainment magazines, in addition to the larger city newspapers reading your area. Often these smaller publications are receptive to running stories about local fundraising activities.

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## During and After the Event

- Take plenty photos using your own camera. These will come in handy even if the media doesn’t make an appearance.
- Don’t be despondent if the media doesn’t turn up to your event! Reporters are under a lot of pressure and at the mercy of accidents, crimes and other local and world events requiring immediate headlines.
- If the media doesn’t come out to cover the actual event, consider sending out another news release (with a photo or two) after the event to report on the results of your Pink Day. Be sure to include final figures for the amount raised and number of participants. It is very possible you will still get a story, even if the reporter wasn’t there in person to report on it.
- Capture any news clippings of the event to post in your store to share with your customers.



# Pink Day

## CHALLENGE



We want to encourage garden centers to raise as much money as they can and have fun doing it. So we created the Pink Day Challenge to foster some friendly competition and direct your goals.

### Contest Details:

Two winners will be selected by the Proven Winners staff and announced near the end of September. One garden center will be awarded with raising the most money, and another will be awarded with hosting the most creative event.

\* Be sure to check [www.invincibellespirit.net](http://www.invincibellespirit.net) for updates.

### To enter:

- Fill out the donation form attached in this booklet.
- Send us pictures and video that highlight your Pink Day.
- Upload a video from your Pink Day as a response video to our Pink Day Challenge video on our YouTube channel: [www.youtube.com/invincibellespirit](http://www.youtube.com/invincibellespirit)
- Entries must be submitted by Friday, September 10th 2010 in order to be considered

### Prizes:



A pizza party to reward your staff for their efforts – compliments of Proven Winners ColorChoice



A custom plaque for your garden center to honor your achievement



National press awareness



Featured placement on [www.InvincibleSpirit.net](http://www.InvincibleSpirit.net) for one year

Invincibelle Spirit P.O.P. Kit



Customizable  
24" x 34" Poster

7"x11" Bench Card



3" Round Button



Benchtape (100' Roll)

Item Code: SM33704

Price: \$38.00

Shipping: \$20.00

The Invincibelle Spirit P.O.P. kit includes:

- One 24 x 36 weatherproof coroplast poster
- One 7 x 11 weatherproof styrene benchcard
- One 100' roll of Invincibelle Spirit benchtape
- Ten Invincibelle Spirit buttons

There is an extra freight charge to Canada.

Available online:

[www.InvincibelleSpirit.net](http://www.InvincibelleSpirit.net) > Pink Day page

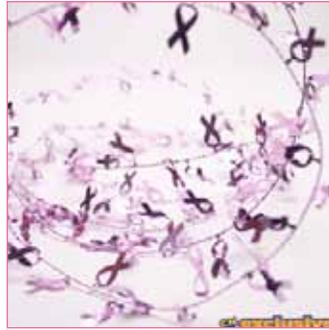


All items available online: [www.InvincibelleSpirit.net](http://www.InvincibelleSpirit.net) > Pink Day > Promotional Items

## PINK DAY DECORATIONS



Pink Tissue Ball



Pink Ribbon Garland



9" Pink Dots Plates



Pink Plastic Cups



Pink Ribbon Caution Tape



Pink Double Raffle Ticket Roll



100 yds. Hot Pink Curling Ribbon



Pink Ribbon Buttermints

## PINK DAY RAFFLE PRIZES



Breast Cancer Awareness Reusable Bag



Pink Ribbon 2010-2011 Pocket Planner



Pink Ribbon Drink Koozie



Pink Ribbon Flip Flops



Breast Cancer Awareness Rubber Bracelet



Pink Ribbon Notebook & Pen Set



\*Streamlight Pink Nano Light  
\$1 donated to the Breast Cancer Research Foundation for each light sold  
[www.streamlight.com](http://www.streamlight.com)



\*FreeFingers by Nina Wexler  
100% of profits go directly to the Breast Cancer Research Foundation  
[www.freefingersbynina.com](http://www.freefingersbynina.com)



Hot Pink Feather Boa



Pink Feather Boa



Pink Ribbon Tattoos



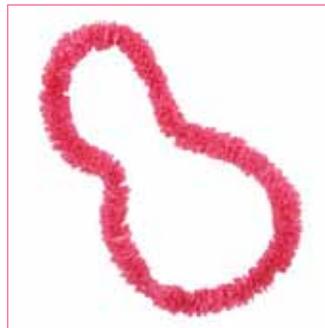
Pink Ribbon Terrycloth Wristband



Hot Pink Felt Top Hat



Pink Bandana



Pink Poly Lei



Pink Costume Wig

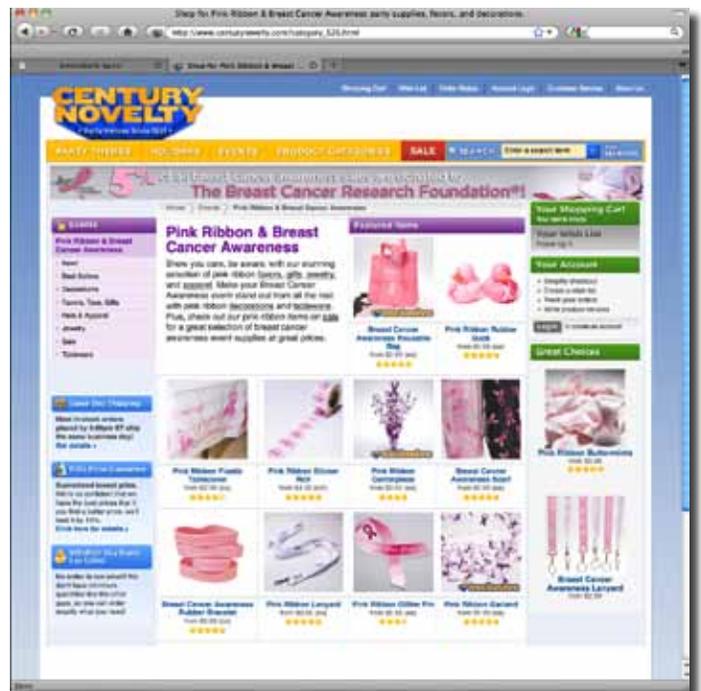
All items available at [www.centurnovelty.com](http://www.centurnovelty.com)

Located under: Events > Pink Ribbon & Breast Cancer Awareness

\*5% of all breast cancer awareness sales are donated to the Breast Cancer Research Foundation

Other raffle prize ideas:

- Spa gift certificate
- Gift certificates to local businesses



## ADDITIONAL PINK PLANTS

The plants listed below are not affiliated with the BCRF but will make for a great pink display.  
Plant resources available on [www.colorchoiceplants.com](http://www.colorchoiceplants.com)



Quick Fire® Hydrangea



Double Play® Artist Spiraea



Double Play® Gold Spiraea



Pinky Winky™ Hydrangea



Oso Easy™ Strawberry Crush Rose



Brandywine™ Viburnum



Rose Satin® Hibiscus



Sugar Tip™ Hibiscus



Let's Dance® Moonlight Hydrangea



Cityline® Paris Hydrangea



Cityline® Vienna Hydrangea



Edgy™ Hearts Hydrangea



Let's Dance® Starlight Hydrangea



'Miss Ruby' Buddleia



My Monet™ Weigela



Edgy™ Orbits Hydrangea

The plants listed below are not affiliated with the BCRF but will make for a great pink display.  
Plant resources available on [www.provenwinners.com](http://www.provenwinners.com)



Angelface Pink



Molimba Pink



Superbells Pink



Flirtation Pink



Rockapulco Rose



Rockapulco Orchid



Rockapulco Appleblossom



Infinity Pink



Daredevil Orchid



Supertunia Cotton Candy



Supertunia Mini Appleblossom



Supertunia Vista Bubblegum



Supertunia Vista Fuschia



Intensia Neon Pink



Superbena Pink Parfait



Babylon Deep Pink



## The hero always wears white.

Fast selling plants can save the day. That's the whole idea behind Proven Winners® line of ColorChoice® flowering shrubs. They're carefully selected and bred for season-long colour and superior performance. They're thoroughly marketed to sell quickly and at higher margins. So give your customers the brand they're looking for – the one in white. You'll be a hero too.

To learn more and to find a Proven Winners ColorChoice grower, visit [colorchoiceplants.com](http://colorchoiceplants.com) or call 800-633-8859.