



Easy Tips on Displaying, Selling & Enhancing Relay For Life Sun and Moon Cards

- **Promote it internally!** Be sure to include news about your sun & moon card campaign in your employee newsletters and send an internal e-mail to staff letting them know what you are doing and why it is important to ask people to support the American Cancer Society.
- **Promote it externally!** Be sure to include news about your sun & moon card campaign in your company newsletter and even on your company website. Send a press release out to let the public know you are helping the American Cancer Society and hope they will support your efforts, as well.
- **Provide an incentive!** Is there a way to know which employee or which branch/office sells the most cards? Why not offer an incentive for them to be that top employee or office—perhaps offering a day off, a pizza lunch break, bagel & coffee break, a gift certificate, tickets to an up-coming event or even some logo'd company item (like a golf shirt, cooler or travel bag)?
- **Sign it!** Make it look fun for your customers to get involved. Put up the signs explaining the campaign, then add some purple balloons or streamers. Your local ACS office might have some Relay For Life balloons you can use. Put up a small display explaining what the Relay For Life is all about. Ask your employees to wear purple to promote the campaign on a certain day.
- **Tag it!** Do you already have advertising pre-purchased? Ask if you can add a line at the end asking people to stop by your branches and purchase a sun or moon to help fight cancer! It reminds people you are supporting this important cause and doesn't cost you anything extra.
- **Take some photos!** Take photos of your employees hanging up completed sun & moon cards or filling them out. Then, send it into your local weeklies and other newspapers to promote your sun & moon card sales. Put it on your company website or in your company newsletter, too.

Helpful Tips:

- Don't hesitate to ask customers if they would like to donate to American Cancer Society in honor or in memory of a loved one.
- Be sure to mention to your customers that their donation will help support the local American Cancer Society Relay For Life
- The best way to display your Sun and Moon Cards is to have them next to the register where customers can easily view them.
- Use the 8"x11" color sign provided by the American Cancer Society to help promote the sale throughout the store.