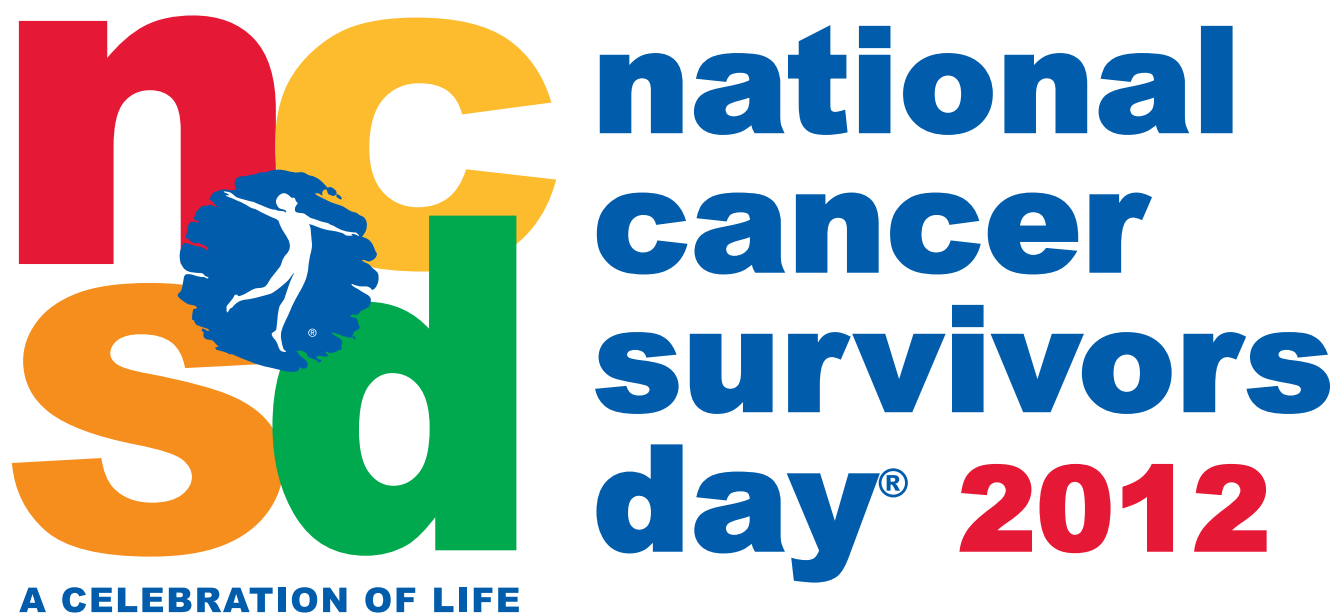


CELEBRATION PLANNING GUIDE



WELCOME TO NATIONAL CANCER SURVIVORS DAY®

Welcome! For millions of people living with cancer, National Cancer Survivors Day® is a treasured Celebration of Life observed annually on the first Sunday in June. As an NCSF event coordinator, you will be participating in a worldwide event held in hundreds of communities throughout the United States, Canada, and other participating countries.

HONOR & RECOGNITION NCSF is the day each year that we pause to honor for their strength and courage all people around the world who are living with a history of cancer. It is also a day to acknowledge the contributions of their families, friends, and healthcare providers, as well as those engaged in cancer research.

CANCER SURVIVOR Anyone living with a history of cancer – from the moment of diagnosis through the remainder of life – is a “cancer survivor,” as defined by the National Cancer Survivors Day Foundation.

OFFICIAL NCSF THEME Celebration of Life

OFFICIAL NCSF COLORS To promote a unified image, the official event colors are PMS #185 red, white, and PMS #286 blue.

NATIONAL CANCER SURVIVORS DAY FOUNDATION The nonprofit NCSF Foundation supports hundreds of local hospitals, support groups, and other cancer-related organizations that host NCSF events by providing free guidance, education, and networking. Through NCSF, the Foundation works to improve the quality of life for cancer survivors by educating the public on the issues of survivorship.

REGISTRATION You must register your organization’s event with the NCSF Foundation each year in order to use the copyrighted “National Cancer Survivors Day®” name and copyrighted NCSF logo (survivor in circle). [Registration](#) is free (see page 4).

VALUABLE PLANNING RESOURCES After registering your event, you can download an exclusive online Speakers Bureau Roster and NCSF logos, and you can order official NCSF merchandise from the [Official Merchandise Catalog](#).

OFFICIAL NCSF MERCHANDISE Mark your celebration as an official National Cancer Survivors Day® event by proudly displaying official NCSF merchandise (see page 8).

DISCLAIMER Nothing in this Celebration Planning Guide, or in any other materials provided by the NCSF Foundation, shall serve to imply that your organization and the Foundation and its sponsors and underwriters are joint venturers or partners in NCSF. Your event is independent of all others, and you assume full responsibility and liability.



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DEADLINES

March 30 – Deadline to Order ...

- ◆ NCSO Official Merchandise (see page 8)
- ◆ Free Welcome Brochures (ordering information included in [Registration form](#))
- ◆ Free Cancer Survivors Resource Guides (ordering information included in [Registration form](#))
- ◆ Free copies of *Coping*® magazine's May/June issue to distribute at your event ([download order form](#) online)

June 11 – Deadline for Publicity

- ◆ Exclusive coverage of NCSO will be published in the July/August issue of *Coping*® magazine. Your event photo could be included, or even appear on the front cover. Selected photos will also appear in *Coping*'s Photo Gallery at copingmag.com/ncsd. See photo submission specifications on page 14.

NATIONAL SPONSORS AND UNDERWRITERS

As of January, 2012

National Cancer Survivors Day® 2012 is Sponsored Nationally by

Coping[®]
WITH CANCER

The magazine for people whose
lives have been touched by cancer™
copingmag.com

National Cancer Survivors Day® 2012 is made possible by the generous support of the national sponsor above.

PLANNING YOUR EVENT

□ Step 1: Register Your Event

Please register your event with the NCSF Foundation so that you can use the copyrighted NCSF name and logo (each year's event must be registered separately). The [Registration Form](#) is online at ncsf.org. There is no cost to register, and doing so has many benefits: You will be eligible to order official [NCSF merchandise](#), you will receive special offers extended only to registered organizations, and the NCSF e-newsletter will automatically be sent to you.

Once you have registered your event, you will have access to exclusive online planning resources, including a searchable Speakers Bureau Roster and digital logos. You will also be able to order free Welcome Brochures, free Cancer Survivor Resource Guides, and free copies of *Coping*[®] magazine's May/June issue to distribute at your event. The ordering information for free materials is at the bottom of the [Registration](#) form.

□ Step 2: Get Local Sponsors

There are many opportunities for everyone in your community to get involved. Be sure to recognize contributors in all press releases and at the event. Consider enlisting support from the following:

- Healthcare organizations, including hospitals, treatment centers, clinics, social work groups, medical societies, medical lodging facilities, and home healthcare agencies
- Pharmaceutical companies and representatives
- Individual oncologists, nurses, social workers, cancer researchers, and other medical professionals
- Businesses, merchants, and shopping malls
- Libraries, civic and business organizations
- Chamber of commerce, city organizations, volunteer firemen
- Cancer support groups, including local units of the American Cancer Society and other survivor or caregiver groups
- Scout troops and youth groups
- Churches and synagogues
- TV, cable or radio stations, outdoor billboard companies, newspapers, and local magazines
- Schools, PTAs, universities, fraternities and sororities
- Military personnel

Suggestions on how they can participate:

- Extend invitations to clients/patients/members/viewers/listeners/readers.
- Host a display of cancer-related information from support services during the week or month prior to your event.
- Co-sponsor your event by providing financial support, free advertising, editorial coverage, or free public service announcements (see samples on page 13 of this Guide).
- Donate goods or services. If your organization is non-profit, remind businesses that their donations are tax-deductible.
- Lend space to hold an event.
- Help with food service and setup/takedown.
- Provide space for posters/booths/tables to promote your event.
- Provide volunteers.
- Educate students about cancer prevention and invite them to visit survivors in hospitals.
- Churches/synagogues may provide clergy for your event. Clergy can offer recognition of and prayers for the congregation's cancer survivors; some of whom can serve as ushers and greeters for the service. Churches can ring bells at an appointed hour.

□ Step 3: Pick a Location

NCSF events can be held anywhere, such as medical centers, clinics, parks, community centers, support group or doctors' offices, hotels, shopping malls, sporting event venues, retail centers, schools, churches, club houses, and private homes. Before making your decision, consider the following:

- Select a high-visibility locale.
- Select a well-known place in your community.
- Choose a site appropriate for the expected attendance.
- Consider visual impact for the media.
- Consider an outdoor celebration on treatment center grounds (on a lawn or in a tent or garden).
- Provide shade. Order NCSF fans to keep guests cool (see [Official Merchandise Catalog](#)).
- Choose an alternative indoor location in case of bad weather.
- Plan for adequate parking and shuttle service.
- Take advantage of local attractions and interesting locations such as parks, museums, fairgrounds, churches, waterfronts, amusement parks, bowling alleys, sporting event venues, botanical gardens, and zoos. Ask sports teams or racetracks to host cancer survivors. If the attraction normally charges an entrance fee,

ask if cancer survivors and their families can be admitted free or at a discount for the afternoon or evening.

- If your organization is close to a river or ocean, look into having your event aboard a riverboat or cruise ship.
- Make your event an elegant luncheon or dinner in a downtown hotel ballroom, conference center, or country club.
- Preface your event with a fundraising walk/run or race with a registration fee benefiting local cancer support agencies. Design the course to end at your event location.
- Hold a survivors march or parade through a park or down a street where traffic has been blocked. Ask a local school, community, or military marching band to participate. Costumes, clowns, jugglers, and children on decorated bikes can enhance this activity.
- Secure the location and obtain the necessary permits.
- Depending on your location and event, you may be required to have insurance coverage. Check on adding a one-day rider to your existing insurance coverage, or purchase a one-day policy available from most insurance companies.

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□ Step 4: Choose Event Activities

The type of program you choose will determine the necessary preparations. However, as applicable, remember to arrange for a stage, podium, platform, power source, microphone and sound system, lighting, extra bulbs, projector and screen, presentation materials, TV and media player, extension cords, and an educational resource table/exhibit area with information on treatment, support, etc. The following ideas may be helpful in developing your winning program:

- Schedule entertainment and speakers. Consider including local and national celebrities who have been affected in some way by cancer. [Registered](#) events can access a searchable NCSA Speakers Bureau Roster online.
- Choose an emcee. A local news anchor may be willing to serve in this capacity.
- Healthcare providers such as physicians, nurses, and social workers can make good speakers. A local oncologist may be willing to briefly describe new cancer treatments and current research efforts.
- Invite community leaders to participate, particularly those who have been affected by cancer. Possibilities include the governor and/or spouse, mayors, county board chairpersons, city council presidents, local sports heroes, entertainers, and patient advocates.
- NCSA is an ideal event to be supported by local government in the form of a proclamation. Write and call the mayor or governor, asking him or her to designate the first Sunday in June as National Cancer Survivors Day in your city or state (see sample letter and proclamation on pages 10 and 11). A ceremony incorporating the proclamation signing is a good way to attract media attention. Ask the mayor or governor to read and sign the proclamation at the ceremony or to send a representative.
- Ask a musician to write a song honoring cancer survivors and perform it at your NCSA celebration.
- Invite an author of a cancer-related book to speak, and give away autographed copies of the book as door prizes.
- Consider drawing your entertainment from among survivors rather than using professionals.
- Survivors can share messages of hope by telling first-person stories, reading journal entries, reciting poems aloud, or giving a comic monologue about dealing with cancer.
- Instead of, or in addition to, a main speaker, have several survivors briefly share their stories.
- To encourage survivor participation, have the event emcee walk through the crowd with a microphone, allowing survivors to address the audience.
- Create a slideshow featuring photos of past events or of survivors before, during, and after treatment.
- Organize a panel of long-term survivors to discuss cancer survivorship issues and answer the questions of newly diagnosed survivors and their families.
- Use the occasion to honor oncology staff members and other professionals who are retiring.
- Invite local support group leaders to share coping strategies.
- Ask a minister to give an invocation or to speak about the spiritual side of coping.

- Produce a play or drama about dealing with cancer, with survivors and/or healthcare professionals as the actors, or ask a repertory company or acting class to present an appropriate cancer-related drama.
- Ask each participant to bring a bell and conclude the program with a bell ringing ceremony.
- Break the ice with games such as “Dress Up Your Leader,” using items provided in a mystery bag.

Pick a Theme

While not absolutely necessary, adding a theme to your event can make it more fun and interesting. While themes are limited only by your imagination, here are some ideas that have proven successful for other NCSA coordinators:

- “Light of Hope” – hold a candle-lighting ceremony or sunrise service
- “Swinging Toward the Cure” – swing band or dance group to entertain, swing dance lessons, garden swings for guests to enjoy
- “Surviving into the Future” – costumed Star Trekkies, discussion of treatment advances, space age décor, futuristic music
- “Joie de Vivre – A Day in Paris” – French-inspired decorations, volunteers in bérêts, sidewalk café serving food donated by area restaurants, flower market, art contest or art displayed on easels
- “Joining Hands in the Fight Against Cancer” – create a mural of handprints labeled with names and years of survivorship; join hands and sing an inspirational song
- “Living in Full Bloom,” “Bloom Where You’re Planted,” “Seeds of Hope,” “Hope Blooms,” or “Garden of Hope” – decorate with flowers, paint flowerpots, create a flower collage with survivors’ names on each petal, plant and dedicate a garden, and give flowers to each survivor and caregiver
- “Survivorship Through the Arts” – hold your event at an art museum and display art created by survivors; serve hors d’oeuvres and have a harpist or guitarist perform
- “Chain of Survival” – have a survivor, a caregiver, a volunteer, and an oncology professional speak about their roles as links in the chain of survival; create a paper chain with names and years of survivorship, or role if not a survivor
- “Laughter Is the Best Medicine” – have a humorous speaker; compile a booklet of cancer-related jokes and distribute copies
- “Celebrate Your Creative Spirit” – invite survivors to perform or display crafts, writing, or artwork they have created
- “Celebrate With a Song in Your Heart” – include performances by various groups and a sing-along for the whole crowd; use musical notes in the décor and give CDs or gift certificates to music stores as door prizes
- Old-fashioned ice cream social – patriotic decorations and a wind band or barbershop quartet
- Hawaiian luau – leis, palm trees, Hawaiian dancers
- Latin American fiesta – mariachis, dancers, conga lines, sombreros, maracas, piñatas, and taco, fajita, and salsa food stations
- African safari – rent large plants; have local zoo bring animals, include African dances and drum circle performance
- Mardi Gras – costumes, balloon hats, music of New Orleans

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- Western – hayrides, country music, bandanas, pony rides, line dancing or square dancing, sheriff’s badges for survivors
- Retro – 50s, 60s, or 70s – sock hop, hula hoop contests, poodle skirts, bell bottoms, music from the era
- Beach or nautical – brightly-colored beach umbrellas, oversized beach towels serve as tablecloths, shells, treasure chests, fishbowl centerpieces, and lighthouses for decorations, participation of local Coast Guard and/or Navy unit; give survivors wooden or plastic boats to label with their names and years of survivorship and float in a hospital or park lake; serve boat-shaped refreshments, “sub” sandwiches; decorate rubber duckies for a duck race or auction them for a hospital fundraiser
- “Rainbow of Hope” – create a rainbow out of colorful ribbons
- “Take Me Out to the Ballgame” – kids in Little League uniforms serving popcorn, peanuts, and cotton candy; professional baseball players participate
- “Choosing a Road to Healing” – workshops and/or information booths can provide information on types of complementary therapy, such as music and art therapy, dance therapy, massage therapy, journal writing, hypnosis, acupuncture, and prayer
- English Garden Tea – host an elegant tea party with live chamber music
- “Under the Big Top” or “The Greatest Life on Earth” – circus theme with a parade, clowns, stilt walkers, jugglers, magicians, face painting, carnival games, cotton candy, and other fun food
- “NASCAR” – checkered flags, NASCAR hats
- “A Day on the Red Carpet,” “Hollywood/Oscars,” or Hollywood Nights” – red carpet entrance, celebrity look-alikes, sidewalk stars, paparazzi, and toast survivors with sparkling cider
- “Las Vegas” – game tables, “win” NCSO merchandise
- “Hope Soars” – have survivors participate in a butterfly or dove release; kite-flying; bubble blowing
- “Walk for Hope” or “Hope in Motion,” or “Remission Run” – have a fundraising walk/run or bike race with a registration fee benefiting local cancer support agencies
- Birthday Theme – party hats, cupcakes, pinning years of survivorship on a giant “birthday cake” display
- “Survivors Got Talent” – show off the talent of survivors in a fun competition

Plan the Entertainment

Incorporating activities into your event can help assure that a good time is had by all. Try a few of these time-tested ideas:

- Set up a craft table as an alternative to physically demanding games. Attendees can create a memento of the event using paint, wood, clay, or other craft supplies. Encourage local businesses to sponsor individual craft tables.
- Celebrations can include games, such as bingo and table tennis, with donated prizes for the winners.
- Carnivals might include pie throwing, pie eating contests, cake walks, pony rides, sack races, water balloon fights, smile contests, dunking booths to dunk treatment center staff, jugglers, fortune tellers, obstacle courses, and egg tosses. The games can be offered free or used as a fundraiser for your cancer-fighting organization.
- Hold your event at an arcade or fun park and encourage survivors to challenge their doctors, nurses, and other healthcare team members at the games.

- Plan age-appropriate activities for children, such as story-telling, games, face painting, skits, pony rides, moonwalks, inflatable slides, a fish pond, kite flying, and puppet shows.
- Ask magicians and local athletic teams’ mascots to entertain.
- Make your games cancer-specific by building a putt-putt golf course using bedpans as “holes,” or by playing “shoot the chemo bag,” “throw the pill bottle,” or win the “wig toss.”
- Offer hot air balloon rides.
- Hold a hat contest or provide materials to create original hats.
- Give out silly props like kazoos and red clown noses to help people loosen up.
- Games such as softball, soccer, volleyball, and golf lend themselves well to celebrity participation and promote team building.
- Major sports teams in your area may agree to sponsor an event at their game. Have a survivor throw the first pitch at a local baseball game, have a survivor hold the flag during the national anthem, offer a moment of silence for those touched by cancer, and distribute NCSO materials to those attending. Recognize and salute NCSO and local cancer survivor heroes on the field and on the scoreboard/message board. Host a picnic at the ballpark before the game; ask team members to have an autograph signing session. Organize a colorful balloon parade around the perimeter of the field during the seventh inning stretch.
- Hold a fashion show. Cancer survivors make wonderful models for clothing, wigs, turbans, and scarves.
- An antique car show is a great visual event that will draw non-survivors, providing a perfect opportunity to raise awareness.
- Concerts and music can enhance your celebration. Performing groups of any genre (jazz, country, blues, classical, barbershop quartets) add flavor. Consider a pianist, harpist, guitarist, string quartet, or high school band to provide background music.
- Sing-alongs and karaoke create camaraderie.
- Hire a disc jockey (or ask one to volunteer his or her time) to play music that goes with your theme.
- Ask a dance school or professional troupe to entertain.

Educate While You Celebrate

An NCSO event offers the perfect opportunity to educate your community on cancer prevention, treatment, and research, as well as the issues that confront cancer survivors. Possibilities include:

- Arrange a whole weekend of survivorship activities, including educational workshops and keynote sessions.
- Workshops addressing survivorship issues led by members of an oncology staff might address recurrence, chemotherapy side effects, nutrition, caregiving, communicating with your doctor, alternative therapies, or getting insurance coverage.
- Provide information about screenings and early detection, targeted at attendees other than survivors.
- A cancer survivor workshop or health fair is a great way to make your event truly noteworthy. Consider providing early detection information, health screenings, treatment option literature, massage therapy, makeovers, art therapy, humor therapy, pet therapy, and support group and pain management resources.
- Distribute Welcome Brochures and Cancer Survivors Resource Guides (order when [registering](#) your event online).
- Organize roundtable question-and-answer discussions facilitated by medical professionals or have an “ask the doctor” booth.

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Discussion topics might include job discrimination, fatigue, nutrition, genetics, aromatherapy, art therapy, music therapy, herbs, and acupressure.

- Invite all local cancer-related organizations to set up booths where participants can learn about their services.
- Consider using your event to launch a new support group.

Honor Survivors in Attendance

Take time to acknowledge the strength and courage of cancer survivors, perhaps in one or more of the following ways:

- Invite survivors to come on stage to announce their names and years of survivorship. If your group is small, encourage them to also share lessons they have learned from cancer.
- Have a “survivor roll call” with each survivor standing as his or her name is called. If possible, have a photographer take a picture of each survivor as a remembrance of the moment.
- Caricature artists and photographers may donate their time, providing participants with a lasting memory of your event. Consider taking a group shot or photos of survivors with their caregivers, nurses, or doctors, and send each one a copy.
- Ask survivors to paint ceramic tiles and use them to create a collage for display at your facility.
- Award survivors with certificates of honor or trophies for their strength and courage in fighting cancer (see [Official Merchandise Catalog](#) to order recognition awards).
- Award presentations may include oldest and youngest survivor, longest length of survivorship, and survivor most active in raising awareness of cancer survivorship issues in your community. Recipients should be included in your media kit and post-event news releases.
- Prior to your event, ask cancer survivors to submit photographs that show them working, participating in a sport, or interacting with their families. Make a video or slide show of the photographs to demonstrate that life continues after a cancer diagnosis.
- Create a banner/wall/display with survivors’ signatures, handprints, poems, pictures, letters, essays, drawings, or paintings to display at your event and throughout the year.
- Tie ribbons on trees to represent survivors.
- Flags bearing inspirational messages can be made by survivors and displayed.
- Memory books (containing inspirational stories, photos, and quotes) or cookbooks compiled by survivors are permanent reminders of the day. [Download](#) free NCSD scrapbooking background pages.
- A “tree of life” or “survivors’ tree” can display leaves with survivors’ names and messages of hope.
- Plant trees (perhaps one for each survivor who has reached the five-year mark) or flowers (maybe allowing each survivor to plant his or her own), commemorating the event with a plaque engraved with a special message honoring cancer survivors.
- Add a bench with a dedication plaque to an existing garden, or create a walkway with personalized bricks.
- Dedicate a park or garden to cancer survivors.
- Have each survivor carry a candle in a processional.
- Quilts created by survivors from personalized squares are colorful symbols of the interweaving of survivors’ lives. Consider hanging the quilt in your treatment center to encourage survivors

undergoing treatment.

- Enlist massage therapists, reflexologists, makeup artists, or manicurists to pamper survivors.
- Include hospitalized survivors in the celebration by showing your event live on closed-circuit television or on your website. Have volunteers take gifts to them, or ask the musicians performing at the event to visit and perform for them.
- Order official NCSD merchandise (download [Official Merchandise Catalog](#)) by March 30. Consider assembling a goody bag for each survivor, perhaps including NCSD souvenirs, such as T-shirt, lapel pin, event bottle, and ink pen, plus information on the organization(s) hosting the event.
- Survivors are not the only people worthy of recognition. Be sure to honor dedicated healthcare professionals, caregivers, and volunteers.
- Ask friends, family members, and healthcare professionals to nominate survivors for awards. Ask survivors to do the same for their caregivers and medical professionals.
- Give each participant a lapel flower, using different colors for survivors, family/friends, volunteers, and medical professionals.
- Have a raffle or hourly drawings for door prizes (merchandise or gift certificates) donated by local businesses.

Serve Festive Food

Food is always appreciated by event participants, and does not have to break your budget or become a logistical problem if you plan wisely. For example:

- Request participation from local restaurants and grocery stores. They may be able to provide food and volunteers, and challenge other establishments to become involved.
- Recruit volunteers to help you with setup and food preparation, serving, and then cleanup at the conclusion of your event.
- Have medical professionals help out as “celebrity servers.”
- Gather necessary supplies such as decorations, tables, chairs, table covers, serving utensils, grills, hot plates, centerpieces, tubs, ice, coolers, and paper products.
- Ask hospital food service staff to prepare the food.
- Ask a hospital dietitian to create a menu that includes healthy, cancer-fighting foods.
- Serve hors d’oeuvres, a buffet-style brunch, a barbecue picnic lunch, or ice cream sundaes.
- Ask members of a cancer support group to volunteer to bring assorted desserts.
- Have a bagel/danish breakfast, dessert bake-off, pizza party, or carnival fare (popcorn, peanuts, sno-cones, and cotton candy).
- Provide the meat, but request that participants bring a vegetable or salad for a potluck dinner. Or, provide dessert and drinks, but ask attendees to bring their own picnic lunches.
- Serve a “Celebration of Life” cake with the NCSD logo in red, white, and blue frosting. Light candles for each survivor present.
- For an evening celebration, conclude with hotdogs and marshmallows over a bonfire.

Decorate with Enthusiasm

Organize a decorating committee and turn your event into a warm and inviting place to celebrate life. Here are some ideas that have been used for past events:

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- Order your official banners and podium drop from the NCSF Foundation (download the [Official Merchandise Catalog](#)).
- Display inspirational photography or other artwork created by volunteers or survivors. Art therapy classes are a good source for cancer-related art.
- Create an ice sculpture of the NCSF logo.
- Post inspirational writings by cancer survivors, such as essays and poems.
- A balloon sculpture makes a colorful display. However, please help protect the environment by not having a balloon release.
- Use bubbles to create a festive environment. Set up a bubble machine or let participants create them with their “breath of life.”
- Create a collage out of photographs from previous NCSF celebrations.
- For an evening celebration, decorate with luminaries. Write the name of each survivor on a luminary bag.

□ Step 5: Order Official NCSF Merchandise

Mark your celebration as an official National Cancer Survivors Day event by proudly displaying the NCSF logo on T-shirts and other official NCSF merchandise. You will also be helping to add visual continuity to the NCSF Foundation’s national promotional efforts.

The non-profit NCSF Foundation helps you avoid the hassle and added expense of trying to find and purchase merchandise by acting as your collective buying agent, supplying you with

quality products at a low price. Here’s how to get what you need:

- Decide on which official NCSF merchandise best suits your event.
- Order merchandise by March 30 (download [Official Merchandise Catalog](#)).
- Promote your event by ordering and having everyone wear an NCSF Commemorative Button several weeks prior to the event.
- Use your Visa, Amex, or MasterCard to simplify ordering.

□ Step 6: Promote Your Event

Generating publicity is the key to any successful event. If cancer survivors in your community don’t know that NCSF is happening, your efforts to honor them will be unsuccessful. Organize your efforts to obtain media coverage, giving yourself deadlines for each task.

National publicity in the U.S.A. will be handled by the NCSF Foundation. Refer national media inquiries to the media hotline at (615) 794-3006 or e-mail info@ncsf.org. Be sure to register your event using the [Registration Form](#). The Foundation will also be responsible for contacting the White House and the National Cancer Institute.

Contacting the Media

If your organization has a marketing/public relations or community affairs department, ask it to handle publicity. If not, ask a local advertising/public relations firm to donate its services. If neither of these resources are available, don’t worry! You can still successfully promote your event.

Identify a single spokesperson who can serve as your main contact with the media, and be sure he or she is available to the media prior to and the day of the event. He or she should be knowledgeable about cancer-related issues and about the details of your local event.

See if local media directories are available or ask a public relations agency to help you compile media contact information. Be sure to keep the list updated from year to year with correct contact information.

Create colorful, organized media kits that include press releases, profiles of local cancer survivors, story ideas, sample public service announcements, cancer fact sheets, photos, and a convincing cover (pitch) letter (see samples starting on page 10).

Be sure to highlight photo opportunities for newspaper editors and promote the visual aspects of the event for television station news directors. It is also a good idea to provide contact information for people who have agreed to be available for interviews (for example, survivors, cancer center directors, or local celebrities). Prepare these people for interviews by arming them with information packets that include cancer fact sheets and details about your event.

When contacting the media, make it clear that NCSF is more than a party; it is a time to call attention to the issues of survivorship. In addition to coverage of your event as part of the world’s largest cancer survivor celebration, suggest story ideas and angles such as the difficulty survivors face in accessing cancer specialists and promising new treatments, inadequate insurance, financial hardships, employment problems, and psychological struggles. Recent discoveries, announcements, and statistics have news value that will encourage the media to cover your event, so stay up-to-date on such developments. For recent statistics, request a Cancer Facts and Figures booklet from your local American Cancer Society office, or download the booklet from cancer.org/statistics.

Send media kits a few weeks before your event to the managing editor, city editor, feature editor, medical/health editor, and/or reporter of local newspapers, including weeklies and other neighboring community papers and newsletters. Send the kits to the public affairs director of local publications of civic, business, professional, religious, and health organizations, and request coverage in their newsletters and bulletins. Mail, fax, and/or e-mail your event information to the news director, assignment editor, and health reporter of local television news shows as well as to the producer, host, and community affairs director of local interview/talk shows. Don’t forget to contact local cable TV stations and

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public stations. Local magazines should be contacted early, since they have a longer lead time than newspapers.

Contact the news directors of local radio stations and secure on-air involvement of disc jockeys. Work with a radio station to plan a live “remote” from your local event. You can also call local radio and TV stations and ask if they have a forum such as talk shows where callers can discuss any subject with the host. If so, call during the program to tell the audience about your NCSD event and issues facing cancer survivors.

Submit a Public Service Announcement (PSA) to media public service directors and local civic, professional, religious, and health organizations (use copy on page 13). Include a start and stop date after which the PSA should not be published or aired.

Request to be included in community event calendars. Send media kits or e-mail information to producers of local websites, your city or county government, chamber of commerce, local tourism offices, or area treatment centers.

Ask your NCSD chairperson or a well-known local survivor to write a letter to the editors of local newspapers (see sample letter on page 11). Be sure to utilize your organization’s mailing lists, publications, websites, intranet, blogs, social media, mobile messaging, and listserves to help promote your event.

Share on Facebook: You can live a fulfilling life after a cancer diagnosis. Just ask the millions of people who have survived it. Come celebrate National Cancer Survivors Day with our community’s cancer survivors on [DATE] at [LOCATION]. Visit [WEBSITE] for details.

Share on Twitter: Join us in honoring cancer survivors on National Cancer Survivors Day, [DATE] at [LOCATION]. [URL]

Share on Website and E-Mail: The courage and determination of cancer survivors is an inspiration to all. On National Cancer Survivors Day, [DATE], we will honor survivors who are living with and beyond cancer and will also recognize those professionals who are helping to fight the battle against cancer. Come celebrate life at [LOCATION] on [DATE]. Activities, including [LOCAL ACTIVITIES], will begin at [TIME]. For more information, [contact E-MAIL ADDRESS, visit WEBSITE, or call PHONE NUMBER].

Get Results

The media plays a powerful role, so do everything you can to make it easy for the media to cover your event. When contacting the media, check to see if it is a convenient time or whether you should call back later. Always respond quickly to any requests they make and be courteous and appreciative.

The success of your efforts to get the word out may depend on your determination and willingness to follow up on every contact you make. Take notes on each conversation you have. Keep track of all contacts and make follow-up calls to help ensure that your media kit is not overlooked.

Find out what type of photos each media outlet prefers (color/black and white prints or digital photos). Ask if they will send a photographer or if they would print photos you submit. Try to find a professional photographer willing to donate time for the event. Always include a caption with photos you submit, identifying photo subjects (left to right), place, and action.

Place last-minute reminder calls and submit online or e-mail a Media Advisory (see page 13) to all media contacts one or two days prior to your event. Obtain weekend telephone numbers, as switchboards may be closed.

Don’t forget to bring extra media kits and press releases to distribute to members of the media who attend your event.

Follow Up

A day or two after your event, distribute event photos and a news release listing award recipients, the number attending, and local reaction. Send “thank you” notes to all who made the event possible, including the media.

Send your best digital photos to *Coping*[®] magazine by June 11 to be considered for the official coverage of NCSD in the July/August Issue (more information and tips for good photos are on page 14).

Look Beyond the Media

Using the media is not the only way to promote your event. Here are some other ideas:

- Order your official posters, banners, and podium drop from the NCSD Foundation (download the [Official Merchandise Catalog](#)).
- Cover your town with fliers and posters. Ask all committee members and volunteers to distribute them to all community support organizations and businesses. Hang them on bulletin boards and in health clubs, stores, and offices.
- If you work with an organization or treatment center, provide your staff with buttons, T-shirts, and fliers prior to your NCSD event. Send periodic e-mail updates to all staff members in the months and weeks before the event, and include information on closed-circuit television, social media, and on websites.
- Create an NCSD display at your treatment center entrance and on elevators, and include photos of previous years’ activities and what is planned for the current event.
- Treatment centers can use table tents or placemats on patients’ food trays or on cafeteria trays announcing NCSD activities.
- Ask your hospital/cancer treatment center/clinic library, public library, and local health fair to consider a display case or bulletin board about cancer survivorship issues and NCSD.
- Ask large employers to print NCSD messages on employees’ paycheck stubs or distribute fliers you provide.
- Ask grocery store managers if you may place a stack of fliers at each checkout counter.
- Appoint someone to be responsible for placing banners, flags, and signage.
- Advertise your event on a billboard. Ask the billboard company to allow you to use it for free or give you a discounted rate.
- Include the NCSD logo in all signage ([register](#) your event to access free downloadable logos).
- Make sure signs leading to the event location and parking are in place prior to the arrival of the first participant.
- Ask local companies to print and/or distribute information about your NCSD event on milk cartons, shopping bags, billboards, cash register receipts, restaurant placemats/tray liners, and in monthly bills sent to their customers.
- Have an NCSD information table/booth at local shopping malls, grocery stores, and bookstores.

SAMPLE LETTER REQUESTING SUPPORT

Updated January 2012

NOTE: Do not use in present form. You can create personalized letters to key people who can help with your NCSO event by replacing the bracketed material in the template below with data about your event. Be sure to match the numbered entries in the salutation and the body of the letter. Also make follow-up phone calls, especially one week after sending the letters.

- [1. Dear MAYOR/GOVERNOR/COUNTY EXECUTIVE/PRESIDENT OF CITY COUNCIL]
- [2. Dear HOSPITAL PR DIRECTOR/CANCER UNIT DIRECTOR/SUPPORT GROUP LEADER]
- [3. Dear CLERGY]
- [4. Dear MERCHANT]
- [5. Dear MEDIA CONTACT]

On National Cancer Survivors Day[®], Sunday, June 3, 2012, [CITY/ TOWN] will honor our citizens who are living with and beyond cancer. NCSO is an annual celebration of life. Cancer survivors, caregivers, family members, friends, and healthcare professionals will unite in this symbolic event to show the world that having an active, productive life after a cancer diagnosis can be a reality.

We will join hundreds of communities worldwide in celebrating life as part of the 25th annual National Cancer Survivors Day. A “survivor” is anyone living with a history of cancer – from the moment of diagnosis through the remainder of life, according to the National Cancer Survivors Day Foundation.

NCSO is a treasured annual celebration as well as a time to bring attention to the issues cancer survivors face. Major advances in cancer prevention, early detection, and treatment have resulted in longer survival. However, a cancer diagnosis can leave a host of problems in its wake.

As the organizers of this local event, we are encouraging everyone to attend the celebration to show his or her support for our community’s cancer survivors, their families, friends, and healthcare providers. The event is a cooperative effort of [ORGANIZATION NAME] and the National Cancer Survivors Day Foundation, and is sponsored nationally by *Coping*[®] magazine.

- [1. By proclaiming June 3 National Cancer Survivors Day in CITY/STATE,]
- [2. By joining our celebration through sponsoring a survivors’ reunion, providing a hospital official to act as spokesperson, and/or rallying volunteers to participate in the event,]
- [3. By discussing NCSO in your services during the week prior to June 3, delivering a spiritually uplifting message to inspire the members of your congregation whose lives have been touched by cancer, offering a special prayer at TIME and ringing your bells at TIME, and by using cancer survivors as ushers and greeters for this day,]
- [4. By providing your support through DESCRIBE YOUR NEEDS (PAPER GOODS, FOOD, VOLUNTEERS, MONETARY SUPPORT, PRINTING, ETC.),]
- [5. By making your READERS/VIEWERS/LISTENERS aware of this event (details enclosed),]

you will become an important part of our community’s celebration of life on National Cancer Survivors Day. This day is a victorious milestone for cancer survivors.

I have enclosed

- [1. a sample proclamation and detailed information on our event.]
- [2, 3, 4. detailed information on our event.]
- [5. a press release, fact sheets, logos, and PSAs.]

For more information on how we can all work together to celebrate life and raise awareness of cancer survivorship issues, please call me at [PHONE], or e-mail [E-MAIL ADDRESS]. Thank you for your consideration.

Sincerely,

[NAME]

Chairperson, National Cancer Survivors Day
[ORGANIZATION’S NAME]

Caution:

- *Do not use in present form.*
- *Replace bracketed material with local names and data.*

SAMPLE PROCLAMATION

Updated January 2012

NOTE: To help promote National Cancer Survivors Day, try to obtain a proclamation from your mayor or governor. Sometimes the mayor or governor is willing to attend the event and read the proclamation. If not, he or she may be willing to send a representative. This sample proclamation may be used as a guide for drafting a proclamation declaring June 3, 2012, National Cancer Survivors Day in your area. This sample proclamation should be sent with the letter on page 10.

WHEREAS, a “cancer survivor” is defined as anyone living with a history of cancer – from the moment of diagnosis through the remainder of life, and there are nearly 12 million cancer survivors in America; and

WHEREAS, since over 1.5 million new cancer cases will be diagnosed in the United States this year, increased access to quality cancer care, screening, and prevention – especially among minorities and the medically underserved – must be a top priority in our community; and

WHEREAS, the great [TOWN/CITY/STATE OF _____] has an active, productive cancer survivor population, demonstrating that life can be meaningful after a cancer diagnosis; and

WHEREAS, hundreds of communities worldwide will be celebrating life on Sunday, June 3, National Cancer Survivors Day; and

WHEREAS, on behalf of the people of [TOWN/CITY/STATE], I salute all cancer survivors and those that support them;

NOW, THEREFORE, I, [NAME OF MAYOR/GOVERNOR/COUNTY EXECUTIVE/PRESIDENT OF CITY COUNCIL] of [TOWN/CITY/STATE], do hereby proclaim observance of

NATIONAL CANCER SURVIVORS DAY® Sunday, June 3, 2012

in [TOWN/CITY/STATE], and urge all citizens to join in this joyous celebration of life.

WITNESS MY HAND and the official Seal of [TOWN/CITY/STATE],
[MAYOR’S/GOVERNOR’S/COUNTY EXECUTIVE’S/PRESIDENT OF CITY COUNCIL’S SIGNATURE]

Caution:

- *Do not use in present form. Replace bracketed material with local names and data.*
- *Contact the appropriate office to determine the time frame and preferred procedures for requesting the proclamation.*
- *Be sure to place a follow-up call to confirm receipt of request and encourage action.*
- *Send a written letter of appreciation following the event.*

SAMPLE LETTER TO THE EDITOR

Updated January 2012

Dear [NAME OF EDITOR]:

National Cancer Survivors Day® is Sunday, June 3, 2012. On this day, [CITY/ TOWN] will honor our citizens who are living with and beyond cancer. We will join hundreds of communities worldwide in celebrating life as part of the 25th annual NCSD. Celebrations will be held throughout the United States, Canada, and other participating countries, including the [EVENT] organized by [ORGANIZATION] here in [CITY/TOWN]. We want to invite everyone to our community’s celebration.

A “survivor” is anyone living with a history of cancer – from the moment of diagnosis through the remainder of life, according to the National Cancer Survivors Day Foundation. In the United States, there are nearly 12 million people living with a history of cancer.

Major advances in cancer prevention, early detection, and treatment have resulted in longer survival. However, a cancer diagnosis can leave a host of problems in its wake. Physical, financial, and emotional hardships often persist after diagnosis and treatment. Survivors may face many challenges such as hindered access to cancer specialists and promising new treatments, inadequate insurance, financial hardships, employment problems, and psychological struggles. Despite these difficulties, cancer survivors can live active, productive lives.

To improve the quality of life of cancer survivors, more resources and research are needed. The National Cancer Survivors Day Foundation, along with national sponsor, *Coping*® magazine, encourages a greater commitment to resolving the issues of cancer survivorship.

As the organizers of this local event, we are encouraging everyone to attend the celebration to show his or her support for our community’s cancer survivors, their families, friends, and healthcare providers. For more information, call [LOCAL NUMBER], or visit [WEB SITE].

Sincerely,

[NAME]

Chairperson, National Cancer Survivors Day

[ORGANIZATION NAME]

[CONTACT INFORMATION]

- Caution:**
- *Do not use in present form.*
 - *Replace bracketed material with local names and data.*

SAMPLE PRESS RELEASE

Updated January 2012

FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION, CONTACT:

[NAME]

[ORGANIZATION]

[PHONE]

[E-MAIL]

National Cancer Survivors Day® Observed Sunday, June 3

[CITY, STATE] –National Cancer Survivors Day® is Sunday, June 3, 2012. This 25th annual celebration of life will be held in hundreds of communities worldwide. Cancer survivors, caregivers, family members, friends and healthcare professionals will unite to show that life after a cancer diagnosis can be meaningful and productive.

[ORGANIZATION] is hosting [BRIEF DESCRIPTION OF EVENT; DATE/PLACE/TIME] to commemorate NCSD and you're invited.

“Come learn how surviving cancer is an attitude about life and living each day to the fullest,” says [NAME], NCSD coordinator for [ORGANIZATION]. “You will find our community’s NCSD event filled with joy, camaraderie, hope, compassion, faith, and love as we honor cancer survivors for their strength and courage. We will also recognize the contributions of their families, friends, and healthcare providers and discuss the issues of cancer survivorship.”

Here in [TOWN/CITY], we will celebrate with [DESCRIPTION OF LOCAL ACTIVITIES]. This local event is part of a worldwide celebration coordinated by the National Cancer Survivors Day Foundation and sponsored nationally by *Coping*® magazine.

Anyone living with a history of cancer – from the moment of diagnosis through the remainder of life, is a cancer survivor, according to the NCSD Foundation. Nearly 12 million Americans are now living with and beyond a diagnosis of cancer. In the United States, men have a slightly less than a 1 in 2 lifetime risk of developing cancer; for women, the risk is a little more than 1 in 3. Learning about this disease is crucial, because many forms of cancer can be prevented and most cured if detected early.

Major advances in cancer prevention, early detection, and treatment have resulted in longer survival, and therefore, a growing number of cancer survivors. However, a cancer diagnosis can leave a host of problems in its wake. Physical, financial, and emotional hardships often persist after diagnosis and treatment. Survivors may face many challenges such as hindered access to cancer specialists and promising new treatments, inadequate insurance, financial hardships, employment problems, and psychological struggles. In light of these difficulties, our community needs to focus on improving the quality of life for cancer survivors.

“Despite the adversities, cancer survivors face each day with courage and dignity and serve as an inspiration to all of us,” says [NAME OF NCSD COORDINATOR].

This year’s local National Cancer Survivors Day celebration of life will be held in our community at
WHERE: [SPECIFY EXACTLY WHERE YOUR LOCAL CELEBRATION WILL TAKE PLACE] on
WHEN: [DATE, TIME, SCHEDULE OF EVENTS INCLUDING DESCRIPTION OF KEY SPEAKERS]
PHOTO OPPORTUNITY: [LIST SPECIFIC IDEAS]

Visit ncsd.org for more information about National Cancer Survivors Day.

Caution:

- Do not use in present form.
- Replace bracketed material with local names and data.

SAMPLE MEDIA ADVISORY

Updated January 2012

MEDIA ADVISORY
[DATE]

FOR MORE INFORMATION, CONTACT:

[NAME]
[ORGANIZATION]
[PHONE]
[E-MAIL]

[ORGANIZATION] Hosts National Cancer Survivors Day® Event

WHO: Everyone is invited to join our community's cancer survivors and their family members, friends, oncology professionals, and volunteer workers in celebrating National Cancer Survivors Day®. According to the National Cancer Survivors Day Foundation, a "survivor" is anyone living with a history of cancer – from the moment of diagnosis through the remainder of life.

WHAT: The NCSO local event is part of a treasured annual celebration of life held in hundreds of communities worldwide on the first Sunday in June. Participants unite in a symbolic event honoring the millions of people who are living with and beyond cancer.

WHEN: [DATE AND TIME]

WHERE: [LOCATION OF LOCAL EVENT, INCLUDING ADDRESS AND DIRECTIONS]

LOCAL SPONSORS: [PARTICIPATING ORGANIZATIONS AND SPONSORS]

NATIONAL CONTACT: National Media Hotline (615) 791-3834, fax (615) 794-0179, e-mail info@ncsd.org

NATIONAL SPONSOR: *Coping*® – the magazine for people whose lives have been touched by cancer

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

Updated January 2012

FOR MORE INFORMATION, CONTACT:

[NAME]
[ORGANIZATION]
[PHONE]
[E-MAIL]

PUBLIC SERVICE ANNOUNCEMENTS FOR NATIONAL CANCER SURVIVORS DAY® [DATE THE ANNOUNCEMENT CAN START] through [DATE THE ANNOUNCEMENT SHOULD STOP]

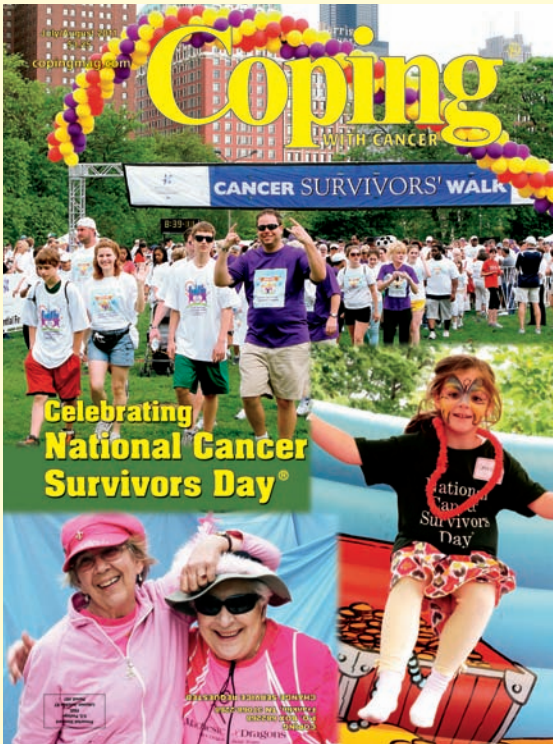
Approximate running time :15 seconds You can live a fulfilling life after a cancer diagnosis – just ask the millions of people who have survived it. Come celebrate National Cancer Survivors Day with our community's cancer survivors on Sunday, June 3. Call [ORGANIZATION NAME] at [LOCAL PHONE NUMBER] or visit [WEB SITE] for details.

Approximate running time :30 seconds The courage and determination of cancer survivors is an inspiration to all. On National Cancer Survivors Day, Sunday, June 3, 2012, [CITY/ TOWN] will honor cancer survivors who are living with and beyond cancer and will also recognize those professionals who are helping to fight the battle against cancer. Come celebrate life at [LOCATION] on June 3. Activities, including [LOCAL ACTIVITIES], will begin at [TIME]. For more information, call [LOCAL NUMBER] or visit [WEB SITE].

Approximate running time :60 seconds During this announcement, someone will be diagnosed with cancer. From the moment of diagnosis, every cancer patient is a survivor. Survivors are people of all races and income levels; they're little boys, moms, and grandparents; they're our coworkers, friends, and loved ones. National Cancer Survivors Day, June 3, is their day to come together to celebrate life, and to honor those caregivers and medical professionals who are helping in the battle against cancer. It's also a day to call attention to the issues and challenges of being a survivor, from choosing treatments to obtaining affordable insurance and encouraging survivor-friendly legislation. Come celebrate National Cancer Survivors Day on Sunday, June 3, at [LOCATION]. Activities begin at [TIME] and include [BRIEF DESCRIPTION OF LOCAL ACTIVITIES]. This message is brought to you by [ORGANIZATION NAME] and/or [STATION CALL LETTERS].

Caution:

- Do not use in present form. Replace bracketed material with local names and data.
- Include contact name and phone number on each page.
- Include start and stop dates.



2011

Coping Needs Your NCSD Event Photos!

You could be part of the official coverage of National Cancer Survivors Day® published in the July/August issue of *Coping*® magazine and online at copingmag.com. Your photo could even be chosen to appear on the front cover.

URGENT!
Photos must be received by
***Coping*® on or before JUNE 11**
to be considered for publication.

1994



1998



2010

WHAT TO SEND

- **Format:** Close up, candid shots are preferred. Front cover candidates should have a vertical format and space left at the top for the *Coping*® logo. Inside coverage candidates can be vertical or horizontal.
- **Photo Description:** Provide a short description of each photo submitted; list people from left to right.
- **Digital Camera:** Set your camera for the highest possible resolution (quality). Submit via e-mail; or for very large files, via FTP.
- **Film Camera:** *Coping* no longer accepts prints. Only digital photos will be considered.
- **Event Information:** Please provide the name of the event host (sponsor), event name, location (treatment center, park, etc.), city and state. Also provide your contact information, including your name, organization, phone, and e-mail.

HOW TO SEND

- **E-mail to:** photos@copingmag.com. Send digital photos only at a minimum resolution of 300dpi (preferred method).
- **Overnight digital photos to:** Coping NCSD Issue, 1107 Lakeview Drive, Suite C-2, Franklin, TN 37067.
- **Mail digital photos to:** Coping NCSD Issue, P.O. Box 682268, Franklin, TN 37068-2268.
- **To send digital photos by FTP:** contact photos@copingmag.com.

NEED HELP?

- **E-mail:** photos@copingmag.com
- **Call:** (615) 790-2400, ext. 24

Note: Due to the high volume received, materials, including but not limited to event information, photos and computer disks, will not be returned. Coping® is not responsible for lost, damaged or unreturned materials.

By submitting your photos, you and your sponsoring organization/s agree to allow Coping and the National Cancer Survivors Day Foundation to use submitted materials for future publicity for National Cancer Survivors Day®.

Proud sponsor of National Cancer Survivors Day®

copingmag.com • photos@copingmag.com