

Breast Cancer Awareness Month Is Pink Month and Pink Party Time

PartyLite Leaders and Consultants have been observing Breast Cancer Awareness Month for years, holding Pink Parties and getting involved in community and PartyLite activities to draw attention to and raise funds for our PartyLite charity of focus, the American Cancer Society.

Please choose at least one way that YOU will enjoy participating in this important effort as your entire PartyLite family creates a month of fulfillment and joy working together in the fight against breast cancer.

5 WAYS TO PARTICIPATE

1. Personal donation

Send a check to the Home Office for the Making Strides campaign make check(s) out to American Cancer Society and include **Making Strides Against Breast Cancer** in the memo section.



PARTYLITE®
**CHANGE
THE WORLD**



2. Invite Customers to round up their order price In October,

when Customers round up to the next dollar on an order or add up to \$10, all the change will go to Making Strides. That's the PartyLite Change the World™ program in action, and it's one of the most important ways we gather donations yearlong.

3. Encourage Sales of Wild Strawberry GloLite by PartyLite Jar Candles

During Pink Month, PartyLite will donate \$1 from the sale of every Wild Strawberry GloLite Jar Candle to Making Strides Against Breast Cancer. So please post this October graphic on your Facebook, and invite everyone to purchase multiple jar candles. Suggest they gift them to friends and family members who are breast cancer survivors. Or simply encourage everyone to purchase multiples and feel good about helping donate to a life-changing cause.



**MAKING STRIDES
Against Breast Cancer®**



4. Join a PartyLite Making Strides team or Donate to One

Click here to join a team:

http://makingstrides.acsevents.org/site/TR?company_id=134394&pg=national_company

Click here to donate to a PartyLite team:

http://makingstrides.acsevents.org/site/PageServer?pagename=MSABC_FY13_How_Donations_Save_Lives

5. How to Hold Pink Parties – Starting with Your Own!

Kick off Breast Cancer Awareness Month with your own Pink Party during the last week of September and/or first week of October. This will give Hosts and Customers time to book their own Pink Parties in October.

Use your imagination to make your Pink Party a success in raising funds for the fight against breast cancer. Start planning now. Order supplies, plan refreshments, work on your Guest list, order candles for prize giveaways, gather breast cancer information here – <http://bit.ly/WhyStrideWithPartyLite>

1. Share at Parties how involved PartyLite has been in raising funds for the American Cancer Society: **Since 1997, the PartyLite family of Consultants, Customers and employees has donated more than \$14 million toward the fight against cancer.**
2. Ask who at your Party is or knows a breast cancer survivor. Present them with a **pink** tealight.
3. Contact all Customers you know of who are cancer survivors or have been touched by the disease. Invite them to hold a Party during October and/or to help raise funds for the Making Strides Against Breast Cancer by selling GloLite by PartyLite™ Jar Candles in Wild Strawberry. **A portion of the profits from every jar goes to the fight against cancer.**
4. Have your Wild Strawberry GloLite by PartyLite Jar Candle with you at all times while you are out and about to help start conversations, take orders and book **Pink Parties**.
 - Place it on your desk at work.
 - Place it on your table at a restaurant.
 - Display it at all your Parties even before and after October



MAKING STRIDES
Against Breast Cancer®

American Cancer Society®

Join a Local Making Strides Against Breast Cancer Event Invite everyone to join you in an American Cancer Society Making Strides Against Breast Cancer this fall. Sign up here: PartyLite Making Strides Against Breast Cancer National Team: <http://bit.ly/PLStrides>

5. Make everything **pink**.
- Use pink postcard stock for invitations to your Party and add a pink ribbon sticker in the corner.
 - Create pink e-mails - pink background for your e-mail messages with darker pink font.
 - Have extra invitations with you at all times so that you can invite people to your **Pink Party**.

Hold a VIRTUAL Making Strides Event Online

Even when there is not a Making Strides Against Breast Cancer walk in your area, you can still take part in the journey to end breast cancer! By signing up for a Virtual Event, you will have the same opportunity as others to create a personal fundraising page, form teams and raise dollars to bring a lifetime of change for people facing breast cancer and their families.

<http://bit.ly/PartyLiteVirtualStride>

6. Share your **Pink Party** and other pink ideas on the Consultant Facebook group here - <http://bit.ly/PLUSgroup>. Countdown to your **Pink Party**:
- Voicemail
 - Facebook event, post reminders
 - Cell phone
 - Footer on all e-mail

When Out and About, Give Breast Cancer Awareness a Shout!

- Contact the ob/gyn offices in your area – tell them about the Wild Strawberry GloLite by PartyLite Jar Candle to see if they will take orders for this great cause.
- Encourage purchases of the Wild Strawberry GloLite by PartyLite Jar Candle in honor of or in memory of someone who has had or has breast cancer. They can then give the candle to the survivor or to a family member or loved one who has lost someone to breast cancer.
- Encourage or participate in events in your community with raffles, door prizes, special survival or local American Cancer Society speakers.
- Make it personal! Set a goal to donate to Making Strides Against Breast Cancer.

Ideas for Pinking Up Your Parties

- Have a welcome sign in the yard or on the front door to proclaim you are entering a PartyLite - **Making Strides Against Breast Cancer fundraising PINK zone**. Sign needs to be in pink, of course.

PARTY IN PINK IN OCTOBER

- Ask everyone to wear pink to the Party.
- Greet everyone with a pink ribbon as they arrive.
- Give a ticket for every pink item a Guest wears, including earrings, bracelets, other jewelry, clothing and shoes; and have a drawing for a PartyLite product.
- Have pink ribbons made that you and your guests can put loved ones names on – living and deceased – hang on the wall or tack to board and then let them take home at the end of the Party.
- Offer prizes on invitations
 - **Wear pink...get a gift (tealight)**
 - **Bring a Guest...get a gift (votive)**
 - **Book a Party... get a gift (discontinued item)**
 - **Join PartyLite...get a more substantial gift. (Gift for booking or starting the business will be presented to them at their Party.)**
- Have breast cancer awareness items to complement the Party - paper tickets for drawings, mints packaged in ribbon designs, stickers for reminder cards and order receipts, prayer cards.
- Have breast cancer awareness facts available - <http://bit.ly/WhyStrideWithPartyLite>
- Award a PartyLite Customer brochure with coupon or a \$15 PartyLite Product Certificate to the person who brings the most Guests who purchase or for the person who spends "X" amount of money.
- Have a special inexpensive gift for every Guest who rounds up their order to the next dollar or more.
- Raffle off a gift and give all money raised to Making Strides.
- Let everyone order out of the regular catalogs and donate a portion of your commission to Making Strides.
- Wax for Racks Party – wear your bra on the outside of your shirt. Have a contest for different categories: most supportive, most creative, oldest, newest, etc.

Food Ideas – Keep It Simple, Sweetie!

- Serve cancer prevention food. Ideas here - <http://bit.ly/Food2FightCancer>
- Have all pink utensils, plates, cups, napkins, etc.
- Pink M&Ms and other pink candies in PartyLite glass holders on your display.
- Pink cookies with pink icing
- Strawberry cream cheese on bagel chips.
- Salmon dips
- Shrimp on cocktail sticks.
- Pink kabobs by skewering chunks of pink grapefruit, papaya and watermelon onto wooden sticks.
- Ambrosia salad using strawberry whipped topping and pink marshmallows.
- Pink jelly beans, M&M candies and taffy in decorative bowls.
- Pink strawberry cheesecake. Top with fresh sliced strawberries and a chocolate drizzle.

PARTY IN PINK IN OCTOBER

- Dip pretzel rods into pink chocolate melts (available at craft and baking stores) and roll them in pink sugar crystals.
- Pink up many drinks: milkshakes, Cherry 7-Up or pink lemonade, pink sparkling water or non-alcoholic sparkling juice. Have a Strawberry Yogurt Sundae Bar. For garnishes, try pink sugar crystals around daiquiri glasses or add a slice of pink grapefruit on the edge of a glass of a non-alcoholic beverage.

Selling Ideas

- For every product purchased in pink, red or white (since red and white make pink), give Guests a ticket for a drawing to win something of your choosing.
- Create baskets with the Wild Strawberry GloLite by PartyLite Jar Candle and breast cancer information, and ask to place them in salons, doctors' offices, tanning salons. When someone gathers \$250 in orders, give them the basket as your thank-you gift.

THANK YOU!

Since 1997, the PartyLite family of Consultants, Customers and employees has donated more than \$14 million toward the fight against cancer. Thanks in advance for what YOU will do in 2014!

