



Think **Pink on Purpose** Program for Retail Shops

Want to boost sales, increase patronage all while supporting a great cause and your community? We have the answer; **Pink on Purpose** for Alight.

Ways you can give back:

- Percentage of sales for a predetermined day or month.
- All proceeds of a particular item for a predetermined month.

Get Started – once you've decided how your business will show support:

- Nail down the date of the event (time frame – day, month).
- Decide how you are going to give back (what are the terms of the promotion).
- Designate someone on your team to be in charge of promotional materials.
- Fill out the Alight event form and return to Jennifer Shoffner at jennifers@alightfoundation.com
- Start promoting!

Additional ideas to do during the promotion:

- Have wait staff wear pink or a pink ribbon on the day of the event.
- Display information about Alight and the promotion prior to the event.

What will Alight do:

- Promote the event and your establishment on our website
- Promote the event and your establishment on our Facebook page.
- Promote the event at the Cone Health Cancer Center.
- We can have someone come out and talk to your staff about the organization and what we do.

Donations:

We encourage donations to be sent as soon as they are collected.

Mail checks to:
Alight Program at Cone Health Cancer Center
c/o Office of Institutional Advancement
1200 N. Elm Street • Greensboro, NC 27401