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**UNITED IN THE FIGHT  
AGAINST BREAST CANCER**

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**National Football League and American Cancer Society  
2013 *A Crucial Catch* Youth and High School Initiative Tool Kit**





## What is A Crucial Catch?

For the fifth year, the National Football League (NFL) will continue to support National Breast Cancer Awareness Month in October with **A Crucial Catch**, a nationwide campaign to help women stay well. A collaboration with the American Cancer Society, the initiative promotes breast cancer awareness and encourages women 40 and older to get annual mammograms to find breast cancer in the early stages, when treatment is most successful. The partnership has raised more than \$4 million to date in support of the American Cancer Society's mission to finish the fight against cancer.

In 2013, in celebration of the American Cancer Society's 100<sup>th</sup> birthday, **A Crucial Catch** will be even bigger and better. Fans will see pink throughout the month of October, with such elements as:

- Players sporting a special NFL shield/pink ribbon sticker on their helmets.
- Coaches and team executives wearing pink ribbon pins.
- Game officials donning pins and special pink ribbon hats.
- Pink accent sideline hats for players, coaches, and sideline personnel. These hats and other pink campaign items will be sold at NFL stadiums, on NFLSHOP.com and at select retail locations.
- Pink sideline and quarterback towels, gloves, and cleats will be provided for the players.
- Special footballs with pink ribbon logos will be used throughout each game.
- All NFL football fields will feature an **A Crucial Catch** pink ribbon stencil on the 25-yard lines.
- The footballs and other game-worn pink items will be auctioned off on the NFL Auction website accessible via NFL.com/pink, with all proceeds benefiting the American Cancer Society. In 2012, NFL Auction and the sale of pink items made it possible for the NFL to donate more than \$1 million to the American Cancer Society.

In addition, many teams will extend the reach of the NFL's nationwide platform through local grassroots efforts focused on promoting breast cancer screenings, honoring breast cancer survivors, and planning special in-stadium or pregame events in partnership with the American Cancer Society.

The **A Crucial Catch** initiative will also be highlighted on NFL Network and NFL.com – with a special microsite, NFL.com/pink – and will feature stories of women who have benefited from breast cancer programs in their community.

**HIGH SCHOOLS AND YOUTH LEAGUES ARE INVITED TO JOIN THE NFL AND THE AMERICAN CANCER SOCIETY THIS OCTOBER TO FINISH THE FIGHT AGAINST BREAST CANCER!**





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## How You Can Join the Team – Tips and Ideas for Success!

### **A Crucial Catch Game Day**

During the season, your school or youth league can choose one home football game and designate it as a breast cancer awareness game where players and coaching staff can wear school-provided special pink uniforms, wristbands, shoelaces, etc., and help raise funds in support of the American Cancer Society's mission of making this breast cancer's last century. The game can also be named in honor or in memory of someone from the school or community who has successfully fought or been lost to breast cancer.



### **Game Day fundraisers may include:**

**Pledge Donations** – Have athletes, students, and other participants collect donations from their family and friends in support of the American Cancer Society or do a “pledge-a-thon” for the number of touchdowns, sacks, field goals, etc., at the game.

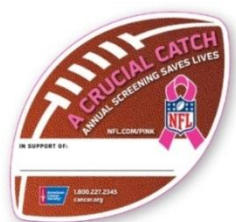
**Pink Out Game** – Ask a local business to purchase customized pink T-shirts and sell in exchange for a donation to the American Cancer Society.

**Sponsorships** – Ask local businesses to sponsor your event by making a donation directly to the American Cancer Society or by matching any funds raised by your team.

**School Rivalry** – Team up with a rival school to host a competition in the weeks leading up to the big game to see who can raise the most money. The winner can be announced at halftime of the game.

**Coin Wars** – Designate a class period on a specific day for team members and cheerleaders to go room-to-room collecting spare change as a fundraiser. Have a challenge between grades or homerooms to see who can collect the most change. Offer the winners a prize.

**Luminaria** – Sell and decorate luminaria bags in honor or memory of those affected by breast cancer, and display them at your game. Hold a special candlelight ceremony during halftime to celebrate and remember loved ones touched by the disease.



**Beat the Clock Challenge** – Put 60 seconds on the clock and have cheerleaders pass buckets collecting donations as the clock counts down. Ask local businesses to match the amount raised.

**Wall of Hope** – Create a Wall of Hope by providing **A Crucial Catch** football-themed donation cards and displaying them in the gym or other common area.



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**Halftime Activities** – During halftime, invite fans to make a donation to the American Cancer Society and participate in a contest such as kicking a field goal or throwing the longest pass.

**Challenge the Team** – Agree to do something embarrassing (such as taking a pie in the face), if every player on your team reaches their fundraising goal.

**Silent or Live Auction** – During the game, auction off homemade meals or desserts, a prime parking space, student artwork, or items donated from local businesses in the community.

**Admission and Concession Sales** – If there is a charge to watch the game, add \$1-2 to the fee and/or donate a portion of concession sales to the American Cancer Society. Be sure to consult with your American Cancer Society staff partner to ensure compliance with any applicable regulations.

**Additional activities may include:**

- \* Have fans or family members of players create pink posters to be displayed at the game.
- \* Honor breast cancer survivors on the field during the national anthem.
- \* Be creative – buy a pink marker and color in elements of your team’s uniforms.
- \* Set up a table where fans can pick up information from the American Cancer Society or sign up to participate in an American Cancer Society Making Strides Against Breast Cancer® walk in your area.
- \* Contact your local coaches’ association to help spread the word and work together on a project.
- \* Visit NFLSHOP.com to get ideas about incorporating pink into different aspects of the team’s gear and into fan wardrobes.



**A Crucial Catch  
Resources Available**

- Promotional flyers and posters
- A-Z fundraising ideas
- Wall of Hope flyers
- Football donation cards
- Football helmet decals
- Stickers for donation buckets
- Breast cancer survivor invitation
- Luminaria Ceremony flyer
- Letter to local businesses
- Letter to the editor
- Information about Society programs and services in your community



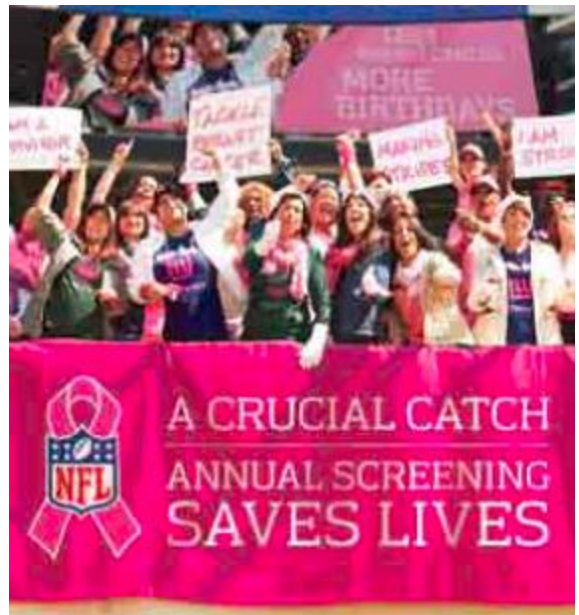
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## Other Ways to Get Involved

### The coach is the key player!

**A Crucial Catch** presents an excellent opportunity for you, as a community leader and role model for youth and adults alike, to involve your community and create a positive image for the coaching staff, your school or league, and your football program. Whenever possible, all **A Crucial Catch** activities should be promoted through various media outlets in advance of the event. Listed below are suggestions that will help you successfully plan and stage your **A Crucial Catch** events:

- \* Share your personal commitment to the fight against breast cancer with your school's or league's athletic department, coaching staff, and your team.
- \* Designate a student or parent as a team leader, who in turn, can engage others (e.g., the student body council or business class students) to help promote and raise funds for **A Crucial Catch**.
- \* Communicate to fans, supporters, players, and the student body that you are personally committed to making a difference in the community by supporting the American Cancer Society through **A Crucial Catch**. Encourage others to participate in the effort to help finish the fight against breast cancer.
- \* Promote the program and your involvement at every opportunity, including through school or league newsletters; local newspapers, television, and radio stations; at meetings; and over the public address system at school; and during events. Use our customizable poster and flyer templates to help spread the word around campus and the community. We also can provide a sample media release to use when contacting local news outlets.
- \* Encourage the visiting coach to support **A Crucial Catch** with a fundraising challenge between fans from both teams prior to your regular-season game.
- \* Form an American Cancer Society Making Strides Against Breast Cancer® team to support your local NFL team's efforts. To search for an event near you, visit [MakingStridesWalk.org](http://MakingStridesWalk.org).





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## Sample Event Planning Timeline

### Spring and Summer

- \* Designate a date for your school's or league's **A Crucial Catch** game to be held in the fall.
- \* Form a committee comprised of students, parents, boosters and others to help plan and organize activities leading up to and at the game. Set a fundraising goal. Aim high!
- \* Hold a kickoff meeting to decide which fundraisers and awareness activities you want to focus on and assign each task to members of the planning committee.
- \* Reach out to the coach of your game's opposing team and try to engage them as well.
- \* Recruit local businesses in the community to commit to becoming a sponsor of your game.
- \* Plan fundraising activities that may be held during the summer and/or leading up to the game.
- \* Engage faculty and administration to gain support for your efforts throughout the school.

### Summer and Early Fall

- \* Hold pre-event fundraisers, such as car washes, pump gas for tips, bottle drives, and bake sales.
- \* Meet with the committee to solidify your plan for fundraising strategies when school resumes.



### Beginning of School through Game Day

- \* Promote your event! Have team members and the planning committee post event details on social media, include in school newsletters, on school or league Web sites; hang posters all over the community; and send a news release to local media.
- \* Hold pre-event fundraisers and other activities to promote awareness during the week leading up to the game (e.g., pledge drive, T-shirts, Wall of Hope, etc.).

### Post-event

- \* Collect all funds raised with checks made payable to the American Cancer Society.
- \* Return the **A Crucial Catch** post-event participation form at the end of this tool kit, along with all contributions, to the American Cancer Society.
- \* Celebrate your success with helping finish the fight against breast cancer!



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## About the American Cancer Society

One hundred years ago, the American Cancer Society began the fight of a lifetime – the fight against cancer. After 100 years of saving lives and creating more birthdays, we’re leading the way in helping transform cancer from deadly to treatable and from treatable to preventable. Today, there are nearly 14 million cancer survivors – 2.9 million of them breast cancer survivors – alive in the U.S.

Together with millions of supporters, the American Cancer Society is saving more lives from breast cancer by:

- \* **Helping women stay well and get well:** One in every two women newly diagnosed with breast cancer reaches out to the American Cancer Society for help and support. The Society is in every community, providing free information and services when and where people need it.
- \* **Finding breast cancer’s causes and cures:** Since 1946, the American Cancer Society has invested more than \$3.9 billion in cancer research. As a result, the Society has played a role in nearly every major cancer research breakthrough in recent history, including establishing mammography as the standard for breast cancer screening, discovering lifesaving treatments, and better understanding factors that can reduce the risk of getting breast cancer.
- \* **Fighting for all women:** We know that finding breast cancer early, when it is easiest to treat, can save lives. The Society provides screening guidelines, educates the public and health care professionals, and helps ensure access to mammograms for women who need them.

For more information about breast cancer, how to find it early, and ways to help end the disease, visit [cancer.org/fightbreastcancer](https://www.cancer.org/fightbreastcancer) or contact the American Cancer Society at 1-800-227-2345 anytime, day or night.







## Public Address Announcements

- Tonight, the [HOME TEAM] will take on the [VISITING TEAM] on the field and a very important cause off the field – the fight against breast cancer! Join us in supporting the American Cancer Society as part of the NFL's **A Crucial Catch** campaign. The players, coaches, and fans can all get involved – we hope to see you tonight at [HOME TEAM FIELD].
- The [HOME TEAM] are proud to celebrate the American Cancer Society's 100<sup>th</sup> birthday through the NFL's **A Crucial Catch** campaign. Join the [HOME TEAM] on [GAME DAY] to show your support and help finish the fight against breast cancer.
- Thank you to the coaches, players, and fans for supporting the American Cancer Society and the National Football League's **A Crucial Catch** campaign!
- Together with the National Football League and the American Cancer Society, you can help save more lives from breast cancer. For more information, visit [NFL.com/pink](http://NFL.com/pink) or contact your American Cancer Society at 1-800-227-2345.
- When you support the American Cancer Society, you are helping finish the fight against breast cancer. Thank you for supporting the American Cancer Society!
- The American Cancer Society and the NFL's **A Crucial Catch** campaign raise funds and awareness to fight breast cancer and provide hope to people facing the disease. Together, we'll help the American Cancer Society save more lives. To learn more about how you can help finish the fight against breast cancer, call 1-800-227-2345 or visit [cancer.org/fightbreastcancer](http://cancer.org/fightbreastcancer).
- For more information about breast cancer, how to find it early and join the fight to end the disease forever, contact your American Cancer Society at 1-800-227-2345 or visit [cancer.org](http://cancer.org).
- The American Cancer Society saves lives by helping people stay well and take steps to reduce their risk of breast cancer – and all types of cancer – or find it early. Learn how important lifestyle behaviors can help reduce your cancer risk at [cancer.org](http://cancer.org).



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## A Crucial Catch Post-event Participation Form

*Please return this form with your donations. You can also submit donations online at [cancer.org/NFL](http://cancer.org/NFL).*

Contact Name: \_\_\_\_\_

School/Organization or League Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

We helped finish the fight against breast cancer by holding an event in support of **A Crucial Catch!**

Date of event: \_\_\_\_\_

Description of event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Amount raised: \_\_\_\_\_

Other comments or suggestions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Please complete and mail this form, along with any event photos and donations, to:**

American Cancer Society, Inc.

Attn: Chris Falzarano

75 Davids Dr.

Hauppauge, NY 11788

Thank you! Please contact Chris Falzarano at 631-300-3145 or [Chris.Falzarano@cancer.org](mailto:Chris.Falzarano@cancer.org) with any questions.