

*Give Your Staff What They're Asking For!*

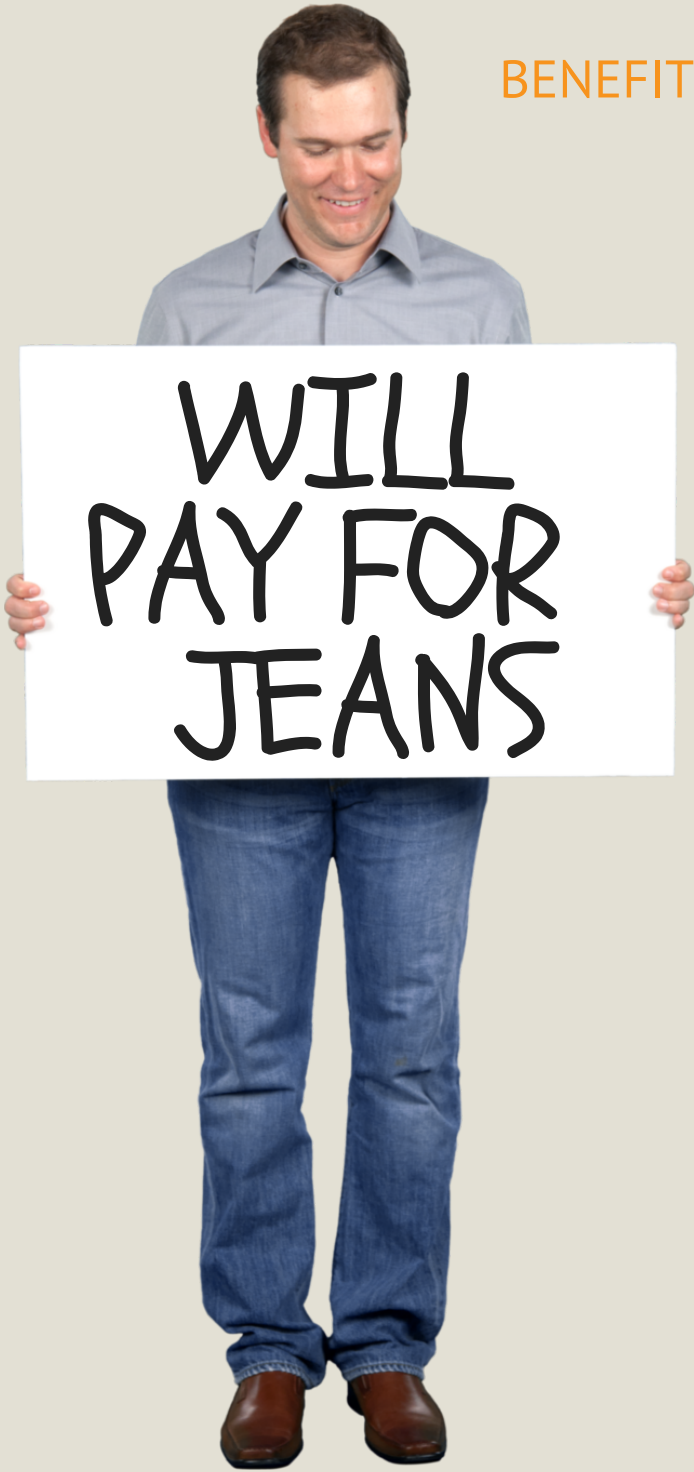
# Casual For A Cure

## BENEFITING THE MAX CURE FOUNDATION

Does your company like to encourage philanthropy among your employees? Do your employees yearn for casual Fridays? With Casual For a Cure your employees can embrace the opportunity to dress down while raising money for childhood cancer causes.

Implementing your own Casual for a Cure Friday program is easy. Here are a few tips to get started.

1. Communicate the program to employees: The goal is to get everyone involved, so send out emails or include it in the company newsletter.
2. Designate an amount for the donation, suggested amount is \$5 per Friday, try it for a month!
3. Your company can match the total amount raised if you want to make a bigger impact.
4. Lead by example with participation from the management team.
5. In addition, consider setting out a change collection jar to capture more contributions.
6. Keep your employees in the loop. At the end of the week or month send out an email letting your employees know how much they raised!



WILL  
PAY FOR  
JEANS



The Max Cure Foundation is a national 501(c)(3) childhood cancer foundation whose mission includes funding research for pediatric cancer, financially assisting low-income and military families battling cancer in their children, and through advocacy, pursuing legislative and regulatory changes seeking to benefit children with cancer. Visit [www.MaxCure.org](http://www.MaxCure.org)