



PIN-UP PROGRAM TOOL KIT



WHAT IS A PIN-UP CAMPAIGN?

A pin up campaign is a high-impact program that makes it easy for businesses, schools and community groups to raise funds for HEADstrong Foundation. This campaign consists of small sheets of paper, also known as “pin ups,” which individuals can purchase for a minimum \$1 donation. The individual signs their card and then it is proudly displayed, or pinned up, in a highly visible location. As more people participate, the display of support grows and makes an impactful statement.



STEPS FOR A SUCCESSFUL PIN-UP PROGRAM

STEP 1

- ✍ September is designated as the HEADstrong Pin Up Month. A month-long campaign tends to be most successful.
- ✍ This should be the only promotion during the time frame.

STEP 2

- ✍ Educate your staff, students or community on the HEADstrong Foundation.
- ✍ Use the “HEADstrong Foundation” resources for your kick off meetings.

STEP 3

- ✍ Display collateral materials in your business, school or community.
- ✍ HEADstrong Foundation provides Pin Up cards, promotional fliers, goal posters and stickers for employees to wear.
- ✍ Hang up a flyer(s) near the registers. Display the pin ups in highly visible areas

STEP 4

- ✍ Monitor success and supply levels during month-long campaign.
- ✍ Track weekly donations on your goal poster.
- ✍ Contact community@headstrong.org if you need additional materials.

STEP 5

- ✍ Fill out the Pin Up Wrap Up Form and turn in donations. This form needs to accompany the donations raised.
- ✍ Send form, donations, and any unused supplies to the HEADstrong Foundation.
- ✍ For most businesses, it's easiest to track the pin up sales in your own system, and contribute one check to the HEADstrong Foundation at the end of the campaign.



ABOUT US

Our Mission

The HEADstrong Foundation is a 501(c)3 non-profit organization committed to improving lives affected by cancer.

A Family Approach

As a family who has personally endured the financial, emotional and psychological distress associated with cancer, the HEADstrong Foundation is proudly operated by the Colleluori family and supported by those affected by the disease.

Our Promise

To uphold, preserve and expand the vision and final request of HEADstrong founder Nicholas "HEAD" Colleluori, that others will benefit from his life. Learn more about Nick at HEADstrong.org/our-founder.

Get Involved

To Donate, Fundraise, Sponsor or Volunteer visit HEADstrong.org

Direct Assistance for Patients and their Families

NICK'S HOUSE

Nick's House is a guest family home, providing complimentary lodging and support for families displaced while pursuing lifesaving cancer treatments.

HEADtable

HEADTable is a program that serves meals, provides outlets of entertainment, recreational activities and comfort kits to those hospitalized for cancer related treatment.

HEADtoHEAD

HEADtoHEAD is a peer to peer supporting network providing guidance, mentorship and understanding to patients, caregivers and families.

Financial Assistance

The Nicholas E. Colleluori Financial Assistance Program offers financial aid to patients and families who are overwhelmed by the costs of cancer.

PIN-UP WRAP UP FORM

Thank you for your participation in the HEADstrong Foundation September's Pin Up Program!
We appreciate the efforts you and your employees dedicated to this campaign.

Date: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ ZIP Code: _____

Point of Contact Name: _____

Work Phone: _____ Work Fax: _____

Email Address: _____

Total Amount of Donations: \$ _____ # of Pin Ups Sold: _____

Campaign Start Date: _____ Campaign End Date: _____

Has your company ever done a pin up campaign before? YES NO

Comments about your experience with HEADstrong Foundation and this campaign: _____

Will your company match your fundraising total? YES Amount: _____ NO

Please send the completed form, with a donation check, and any unused materials to:
HEADstrong Foundation, Attn: Pin-Up Program - 232 Green Avenue, Holmes, PA 19043.

Questions? Please contact community@headstrong.org

PIN-UP CAMPAIGN AGREEMENT

This Pin Up Campaign Agreement is provided by the HEADstrong Foundation for its September Pin Up Program ("Campaign").

Business Name: _____

Point of Contact Name: _____

Business Address: _____

City: _____ State: _____ ZIP Code: _____

Work Phone: _____ Work Fax: _____

Email Address: _____

Name of Fundraiser or Event: _____

Location of Fundraiser: _____

Campaign Start Date: _____ Campaign End Date: _____

1. Group agrees to use materials provided by HEADstrong Foundation for use in Group's fundraiser.
2. Within 14 days following the end of the Campaign, Group agrees to provide to HEADstrong Foundation the following:
a) completed "Wrap Up Form"; b) donation check for all funds donated during the Campaign; and c) return all unused Campaign materials.
3. HEADstrong Foundation shall retain all ownership and intellectual property rights to the "HEADstrong Foundation" mark and all Campaign materials used by Group during the term of the Campaign. Except as otherwise provided for under this Agreement, any use of the "HEADstrong Foundation" mark, and all other marks and materials owned by HEADstrong Foundation, shall not be used by Group without the prior written consent from HEADstrong Foundation.
4. HEADstrong Foundation shall not be liable to Group for any incidental, consequential, special or other direct or indirect damages, or for any lost profits or lost savings arising out of Group's fundraiser.
5. Group shall include the following statement on all printed materials/internet postings promoting the Campaign, "All funds raised will be donated to HEADstrong Foundation".
6. Group agrees that it will not combine its fundraiser for the Campaign with another organization that has the same mission or same cause as HEADstrong Foundation.
7. Group agrees and acknowledges that it is responsible for complying with applicable laws. Terms and Conditions By signing below, signatory represents and warrants that he/she is authorized to bind his/ her Group to the above terms and conditions and enter into this Agreement.

Group Name _____

Authorized Signature _____ Date _____

Printed Name of Authorized Signature _____