



**Campaign Description**

Held during October's Breast Cancer Awareness Month, the **Purchase 4 Pink LSCRF Campaign** brings retailers and service providers "retailers" from all across Chicagoland together to raise funds to benefit the Lynn Sage Cancer Research Foundation.

**Ways for Retailers to Participate**

Retailers are encouraged to participate in a manner that best works for their business, including:

- Donating a portion of October sales;
- Donating a portion of sales from a specific day (in-house event), weekend, or timeframe;
- Donating a portion of proceeds from a specific product or item.

**What Donations Support**

Funds raised from the Lynn Sage Cancer Research Foundation **Purchase 4 Pink LSCRF Campaign** will directly support breast cancer research and education programs.

**About Lynn Sage Cancer Research Foundation**

Since its inception in 1985, LSCRF has raised over \$34 million toward advancing the understanding of breast cancer. Research initiatives focus on advancing treatments, education and early detection of breast cancer. LSCRF also proudly funds fellowships in breast surgery, breast imaging, pathology and hematology/oncology at Northwestern Memorial Hospital to ensure that more patients have access to professionals with advanced training in the treatment of breast cancer. For more information about the Lynn Sage Cancer Research Foundation or to make a donation, visit [www.lynnsage.org](http://www.lynnsage.org).

**How Lynn Sage Cancer Research Foundation Will Promote Our Retailer Partners**

	<b>Retailers Committed to Raise \$1,000 - \$2,500</b>	<b>Retailers Committed to Raise \$2,501 - \$4,999</b>	<b>Retailers Committed to Raise \$5,000+</b>
<i>Listing and Hyperlink on Campaign Website</i>	X	X	X
<i>Social Media Promotion</i>	2 FB and 2 IG Posts with link to Campaign Website	2 FB and 2 IG Posts with link to Campaign Website AND 1 individual FB & IG Post w/logo	2 FB and 2 IG Posts with link to Campaign Website AND 1 individual FB & IG Post w/logo
<i>Promotion and Listing in e-blast (sent to 5,000+)</i>	1 email inclusion	2 email inclusions	3 email inclusions
<i>Campaign Collateral and Bracelets for Promotion</i>	X	X	X
<i>Direct and Regular Promotion to our 100+ BOD Members</i>	X	X	X
<i>Post-Event Listing in Thank You E-Blast (sent to 5,000+)</i>	X	X	X
<i>Feature in Sponsor Video Loop at Oct 25 Annual Luncheon</i>		Group Listing (with \$2,500 commitment)	Individual Listing (with \$5,000 commitment)
<i>Attendance at In-Store Event by LSCRF Leadership</i>			X

**For more information or questions, please contact the campaign chairs:**

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