



Worship in Pink Toolkit

This toolkit is designed to provide faith-based organizations with ideas and resources to help plan, develop, and implement Worship in Pink events. The resources in the toolkit are simple and easy to use!



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423-499-9155

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***Worship in Pink:
Partnering to end
breast cancer forever.***

Worship in Pink is a grassroots effort to partner the Affiliate with places of worship, providing resources to educate the members of their congregations on breast health and cancer. We encourage your congregation to join us in the fight against breast cancer and honor community survivors in October, Breast Cancer Awareness Month.

All congregations are also encouraged to participate in spreading the life-saving message of early detection at any time during the year, not only on Sundays. Many congregations hold events in May around Mother's Day, or near the date of the Komen Chattanooga Affiliate Race for the Cure®. Choose the date best for you and your congregation.

As part of **Worship in Pink**, Komen Chattanooga will provide breast health information materials and/or promotional items to each participating religious organization. Each individual organization is responsible for coordinating the event at their site. ANY religious organization in the Affiliate's 16-county service area is encouraged to participate in spreading the life-saving message of early detection.

We have provided resources to help you plan and execute a successful event:

1. **Registration Form:** Need educational materials for your **Worship in Pink** event? Please send this form by email or fax to the Komen Chattanooga office at least 3 weeks prior to the event.
2. **Planning Your Event/Ideas for Worship in Pink:** Use this document as a starting point for planning your **Worship in Pink** event, large or small. Feel free to create your own unique **Worship in Pink** signature activities.
3. **Talking Points and Bulletin Information for Worship in Pink:** Our talking points and bulletin document give you the information you need to make an impact on your congregation about breast health and cancer awareness. This information can be put in a bulletin insert format or used as a guide for talking about breast cancer awareness during your service or event.
4. **Still have questions?** Call Komen Chattanooga at **423-499-9155**.

Worship in Pink 2015 Registration

If you would like to sign up to participate in **Worship in Pink**, please fill out the following form and fax to 423-531-4373, or email to astewart@komenchattanooga.org, or mail to 6025 Lee Highway, Suite 203, Chattanooga, TN 37421. For questions, please call **423-499-9155**.

Date of Event: _____

Contact Name: _____

Telephone: _____ Email: _____

Name of Your Congregation: _____

Name of Pastor/Congregational Leader: _____

Congregation Address: _____

Congregation City/State/Zip: _____

Congregation Telephone: _____ Congregation Email: _____

Congregation Website: _____

Please provide an alternative contact at your location, in case you cannot be reached. This can be a secretary or minister.

Alternative Congregation Contact: _____

Position at Congregation: _____

Telephone: _____ Email: _____

Will you need breast health educational materials in Spanish? Yes No

Step-by-Step Guide to Planning your Event:

1. **Setting Up Your Committee and Pre-Planning**
2. **Start Planning with Your Committee**
3. **Promoting Your Event**
4. **Implementing Your Event**
5. **Following-Up**

You may contact Susan G. Komen Chattanooga if you need more assistance in planning your event.

1. **Setting Up Your Committee and Pre-Planning**
 - a. Determine who will serve as the co-chairs
 - b. Determine who will be on the committee
 - c. Set meeting dates and times for planning
2. **Start Planning with Your Committee**
 - a. Meet with your committee to decide:
 - i. What type of event do you want?
 - ii. What time and day?
 - iii. What kind of decorations will it require?
 - iv. Do you want to provide food? If so, what kind and how much?
 - v. Do you want speakers for your event? Consider asking a breast cancer survivor to speak.
 1. If you do not have a survivor, but would like to have one speak at your event, Komen Chattanooga can provide one for you.
 - vi. Will you give out goodie bags or roses?
 - vii. Who will be responsible for event setup?
 - viii. Who will be responsible for event cleanup?
 - ix. How many volunteers will you need?
 - b. Delegate tasks
 - c. Set a timeline and due dates for tasks

3. Promoting Your Event

- a. Fliers or posters
- b. Church newsletter or bulletin
- c. Email
- d. Social media
- e. Talking points
- f. Press release

4. Implementing Your Event

- a. Be sure volunteers know their assignments
- b. Ensure that you have all materials to give out to participants
- c. Make sure speaker(s) have been approved and are prepared for your event
- d. Confirm outside partners and their role during your event
- e. Contact media or designate individuals to take photos and document your activities

5. Following-Up

- a. Conducting follow-up is important to assist in evaluating your success and planning for future events
 - i. Determine how the audience felt about the event, how smooth planning went, and what were the most effective activities and materials
- b. Evaluating your event:
 - i. Count the number of individuals attending the event
 - ii. Document the number and titles of materials distributed
 - iii. Collect contact information of your partners and speakers
 - iv. Hold a post event meeting with your leadership and volunteers
 - v. Send event recap and pictures to the Komen Chattanooga office
- c. Keep your organization and leaders motivated and informed throughout the rest of the year

Event Ideas

Ideas for celebrating **Worship in Pink** with your organization

- Ask your organization to wear pink. You may provide pink ribbons, bracelets, or scarves
- Encourage women to take the COMMITMENT CHALLENGE!
- Celebrate survivors in your congregation with pink ribbons, flowers, bracelets, or scarves
- Honor those who have lost their battle with breast cancer with a prayer or a moment of silence
- Create a Wall of Hope with the names of survivors and those who have lost their battle with breast cancer
 - You can also turn this into a fundraising opportunity by allowing your congregation to purchase a ribbon in honor of their friends and family
- Conduct a candlelight prayer service
- Ask a survivor and family to share her/his story during the service so others may benefit from their experience
- Include breast cancer awareness facts in the bulletin or announce throughout the service
- Invite a health educator, radiologist, or medical oncologist to speak to the congregation
- Invite local breast health and/or women's health organizations to set-up an educational booth before or after service
- Host a reception after the service with pink lemonade and pink treats
- Collect a special donation from members of the congregation to be made to Susan G. Komen Chattanooga