



What It's All About...

What is a Komen Pink Tie Guy (PTG) An influential leader on a mission to end breast cancer forever by raising awareness and funds through their role in the community, their organizations and through their personal involvement; willing to create a buzz and a focus by wearing a pink tie.

What: We are partnering with 24 influential leaders like you throughout the 41-county Susan G. Komen Central Tennessee Affiliate area---all who agree to help mobilize, energize and engage audiences in the breast cancer movement. Through your role in the community, your organizations and your personal involvement, we're asking you to raise a minimum of \$1000 each (great if it's more). We'll have a fun silent auction at the **Pink Tie Guy (PTG)** Party and we're also recruiting event sponsors.

As a Komen(**PTG**), through your own engagement and support of Komen Central Tennessee, you're honoring those touched by the disease that knows no boundaries. You bring an important male voice to the urgency of finding breast cancer causes and cures to help women in your lives and beyond that you know, love and support. You are a strong partner in the Komen vision to live in a world without breast cancer.

When: The fun begins Friday, March 1, 2019 through Thursday, March 28, 2019 with the **Pink Tie Guy** on March 28

How: As a Komen **Pink Tie Guy**, you'll network with your friends, associates, colleagues and the public to raise awareness and make the ask to contribute to Susan G. Komen Central Tennessee. We recommend you do this by: personal ask; email; personal notes; social media

Suggested gift increments include:

- \$25 provides transportation to treatment
- \$50 provides life-saving medication
- \$125 funds an uninsured woman's mammogram
- \$250 funds mammograms for two uninsured women
- \$350 sponsors a breast health educational program in an underserved area,
- \$1000 makes possible eight mammograms via the traveling mobile unit in rural areas or with women who find it difficult to schedule a mammogram. We go to them.

What is a PTG's responsibility?

- **Recommendation:** Make a Great Start by making your own contribution first--- gives you a strong platform to ask others to give

- Make the commitment to raise, collect and turn in contributions or pledges by the campaign deadline
- Promote your involvement continuously during the campaign period (we will provide you with a promotional plan and tools!)
- Become knowledgeable about how Susan G. Komen funds are used throughout the 41-county Susan G. Komen Central Tennessee Affiliate area; share this information frequently (we'll help you with ideas!). As a **Pink Tie Guy**, you're an Ambassador for Susan G. Komen Central Tennessee!
- Attend two events annually

What is Susan G. Komen Central Tennessee's responsibility?

- Take introductory photo and video and provide to you to use to promote your involvement and begin the ask
- In-person meeting with each **Pink Tie Guy**
- Provide **Pink Tie Guys** with promotional plan and tools to help you spread the word
- Check in with **Pink Tie Guys** frequently to answer questions and provide support
- We will promote the campaign as well and tag **Pink Tie Guys** throughout
- Help celebrate your success!

Promotional Kit that we are providing will include:

- Introductory photo and video
- Handbook (recommendations for you for the month-long campaign)
- Timeline (strong start, checklist, strong finish)
- Social media posts and graphics
- Personal Web page

After the Campaign:

- You'll receive a thank-you remembrance to commemorate your involvement and support for Susan G. Komen Central Tennessee
- Awards for...
 - Most \$\$\$ Raised
 - First to Hit Goal
 - Double Down (match the amount you raise from company or sponsor)
 - Largest number of individual donations to your **Pink Tie Guys** webpage
- You'll be a distinguished alumnus of the Susan G. Komen Central Tennessee **Pink Tie Guys**