



# SHOP DOWNTOWN AMERICAN CANCER SOCIETY TOOLKIT



# **Welcome!**

**Thank you for your support and participation in the Shop Down Discount Card initiative supporting the American Cancer Society. It is great to have you involved in supporting such a good cause while also encouraging our community to support local businesses. In this toolkit, you will find resources and tools to help be successful and get the best possible support and exposure for your business for this initiative. If you have any questions, please feel free to reach out to Daniel Wells at [info@shopdowntown.org](mailto:info@shopdowntown.org)**

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I.

# TOOLS AND TEMPLATES FOR CONSUMER ACTIVATION

AMERICAN CANCER SOCIETY



**CHECKLIST FOR ENGAGING YOUR CUSTOMERS**



**Announce the partnership to your customers in store and via your company website or other consumer-facing communications.**



**Motivate and inspire your customers to participate using tools included in this toolkit.**



**Thank your customers and share results on your website, in store, and through other consumer-facing communications.**

## **IN-STORE PROMOTIONAL MATERIALS**

These materials are designed to be easy for your company to produce, and you can customize them to feature your company logo. Additionally, the American Cancer Society has produced scannable pin-up cards that you can request. Please note that, as a partner, your company agrees to pay all costs and expenses associated with your fundraising efforts, including printing any fundraising materials.

To download the materials, simply click on the titles in red.

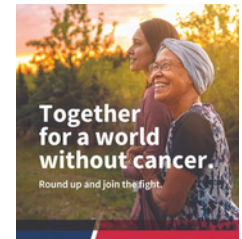
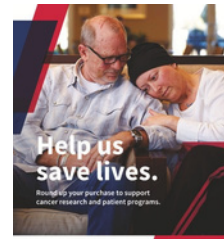
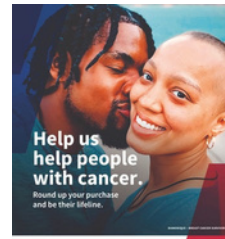
### **At-register Poster**

*Hang these posters at the register to encourage customers to give or round up their purchase.*



### **In-store Poster**

*Hang these posters at the register to promote your partnership with the American Cancer Society and show that your company believes a world without cancer is possible.*



## // TOOLS AND TEMPLATES FOR CONSUMER ACTIVATION

### Scannable Pin-Up Cards

*Stock your stores with these scannable pin-up cards that customers can purchase to support the American Cancer Society. Displayed throughout your store, pin-ups showcase the participation of others and demonstrate impact. Reach out to your American Cancer Society contact to order non-customized pin-ups at no cost to you.*



cancer.org | 1.800.227.2345

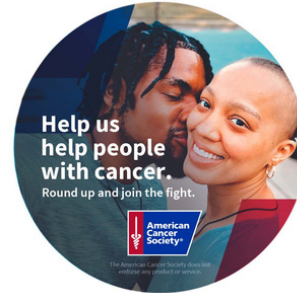


cancer.org | 1.800.227.2345

### Employee Buttons and Stickers

*Encourage your employees to show their enthusiasm for the campaign by wearing one of these buttons or stickers.*

*You can download print-ready artwork to produce buttons or stickers for your employees.*



## // TOOLS AND TEMPLATES FOR CONSUMER ACTIVATION

### Window Cling

*Hang these window clings by the entrance of your retail location to show your support of the American Cancer Society. You can download print-ready artwork to produce window clings for your retail locations.*



## **DIGITAL AND SOCIAL MEDIA RESOURCES**

Promoting your partnership with the American Cancer Society on your website is a powerful way to help spread the word about how consumers can join you in supporting the lifesaving mission of the American Cancer Society.

### **Sample Website/Blog/E-newsletter Copy Announcing Partnership**

Cancer attacks 1 in 3 of us. Beating cancer takes all of us. That's why [Company] is partnering with the American Cancer Society for a world without cancer. We want to make a difference in the fight against cancer, and we invite you join us.

The American Cancer Society is working every day to save lives from cancer by investing in research, improving equitable access to care, urging people to resume cancer screening, and working to reduce long-standing disparities in cancer prevention, diagnosis, and treatment outcomes.

You can help us support this lifesaving work by donating today. We're making it easier to fight cancer – together. [Simply round up your purchase, buy a pin-up at checkout, or donate at cancer.org. Insert company-specific goal of total donations if applicable.]

Join us to fight for a world without cancer.



### Sample Email Announcing Partnership

*Use this sample email to announce your campaign with the American Cancer Society and share the ways consumers can join the fight for a world without cancer.*

Dear [Consumer],

Approximately 1.9M people will be diagnosed with cancer in 2021. In fact, cancer attacks 1 in 3 of us. This is why **beating cancer takes all of us.**

[Company] is joining the fight against cancer by partnering with the American Cancer Society for a world without cancer. We invite you join us.

The American Cancer Society is working every day to save lives from cancer by investing in research, improving equitable access to care, urging people to resume cancer screening, and working to reduce long-standing disparities in cancer prevention, diagnosis, and treatment outcomes.

You can help us support this lifesaving work by donating today. We're making it easier to fight cancer – together. [Simply round up your purchase, buy a pin-up at checkout, or donate at cancer.org. Insert company specific goal of total donations if applicable.]

Join us today as we support the fight for a world without cancer.

Thank you!

Sincerely,  
[Leadership Name]

## **MID-POINT EMAIL TO CONSUMERS**

*Use this sample email to share with consumers progress to-date in the campaign and encourage donations.*

Dear [Name],

At [Company], we always strive to do what we can to support the community. Right now, we are working hard to support American Cancer Society and raising funds for a world without cancer. We are halfway through our campaign and have already raised a total of [\$XX] against our goal of [\$XX].

By donating, you are ensuring that everyone has the support that they need to help prevent and fight cancer. Every donation, no matter how big or small, adds up to incredible impact for the American Cancer Society – and for millions of patients and their families. If you'd like to help with the campaign, please visit [website] or stop in to one of your local [Company] stores to donate.

Together, we can help save lives with the American Cancer Society.

Kind regards,

[Leadership Name]

## **THANK YOU EMAIL TO CONSUMERS**

*Use this sample email to thank consumers for their support of your company's campaign with the American Cancer Society at the end of the campaign period.*

Dear [Name],

Thank you so much for supporting [Insert Company] and the American Cancer Society's efforts to create a world without cancer. Together, we raised a total of [\$XX] for this lifesaving mission.

All of the donations go to the American Cancer Society so everyone can get the support they need to fight cancer.

Your support will help the fight for a world without cancer. Thank you for donating!

Regards,

[Name]

# // TOOLS AND TEMPLATES FOR CONSUMER ACTIVATION

## Banner Ads/Web Buttons

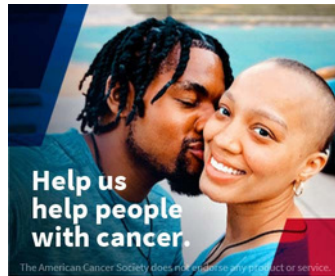
Please hyperlink the banner ads to [cancer.org](https://cancer.org).



A banner ad template featuring a photograph of a man and a woman on the left. The text reads "Help us save lives. Round up and join the fight." Below the text is the American Cancer Society logo and a placeholder box that says "Drop partner logo here and delete". At the bottom right, there is a small disclaimer: "The American Cancer Society does not endorse any product or service."



A banner ad template with a dark blue background. On the left is the American Cancer Society logo and a placeholder box that says "Drop partner logo here and delete". The text reads "Help us save lives. Round up and join the fight." On the right is a photograph of a man and a woman. At the bottom left, there is a small disclaimer: "The American Cancer Society does not endorse any product or service."



A banner ad featuring a photograph of a man and a woman. The text reads "Help us help people with cancer." Below the text is the American Cancer Society logo and a small disclaimer: "The American Cancer Society does not endorse any product or service."



A row of three buttons: the American Cancer Society logo, a "PARTNER LOGO" placeholder, and a red "DONATE" button.



A banner ad featuring a photograph of a man and a woman. The text reads "Help us save lives." Below the text is the American Cancer Society logo and a small disclaimer: "The American Cancer Society does not endorse any product or service."



A row of three buttons: the American Cancer Society logo, a "PARTNER LOGO" placeholder, and a red "DONATE" button.



A banner ad featuring a photograph of two women. The text reads "Together for a world without cancer." Below the text is the American Cancer Society logo and a small disclaimer: "The American Cancer Society does not endorse any product or service."



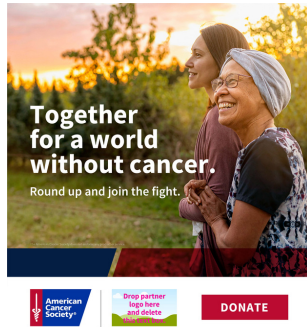
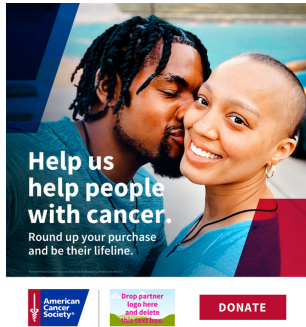
A row of three buttons: the American Cancer Society logo, a "PARTNER LOGO" placeholder, and a red "DONATE" button.

## // TOOLS AND TEMPLATES FOR CONSUMER ACTIVATION

### SOCIAL MEDIA TOOLS

Using social media is a great way to drive support and highlight your company's participation in a point-of-sale campaign. We've provided sample posts below to get you started. Remember to tag the American Cancer Society handles when posting (handles can be found on the next page). To download the tools, simply click on the titles in red.

#### Facebook Badges/Sample Posts



#### Sample tweets

- *Did you know that cancer attacks 1 in 3 of us? We're joining @AmericanCancer to beat cancer together. Visit our retail locations or [\[Insert Company URL\]](#) to learn more.*
- *We proudly support @AmericanCancer as they lead the fight for a world without cancer. Donate today and help us beat cancer together. Visit our retail locations or [\[Insert Company URL\]](#) to learn more.*
- *It takes all of us to beat cancer. Join the fight for a world without cancer with @AmericanCancer. Visit our retail locations or [\[Insert Company URL\]](#) to learn more.*
- *When you come into one of our locations, you can donate at the register to support our efforts in the fight against cancer.*



**Find the American Cancer Society on Social Media:**

- **Twitter:** @AmericanCancer
- **Instagram:** @americancancersociety
- **Facebook:** @AmericanCancerSociety
- **YouTube:** @AmerCancerSociety

**Stories**

Your company may have meaningful cancer stories that you'd like to share throughout the campaign. Stories are powerful vehicles for conveying the impact your company and your consumers' participation can have in fueling the mission of the American Cancer Society. Share stories on your website, in emails, or in other company communications to show how you and your consumers are making a difference in the lives of people with cancer and their families.



## II. TOOLS AND TIPS TO HELP YOUR EMPLOYEES ACTIVATE

AMERICAN CANCER SOCIETY



*These key messages can serve as talking points to explain why your company is partnering with the American Cancer Society.*

## **KEY TALKING POINTS**

### **The Challenge and Opportunity**

Cancer attacks 1 in 3 of us. Beating cancer takes all of us. With your help, our customers can join the fight against cancer by donating to support lifesaving research and cancer patient services. It's that easy to fight cancer. Together.

### **Why partner with the American Cancer Society**

- **Highly trusted source for cancer information**
- **100+ years leading the fight against cancer**
- **\$5 billion invested in cancer research since 1946**
- **3.2 million cancer deaths averted since 1991**
- **Half of all cancer deaths are preventable**
- **Fighting cancer on every front – from developing breakthrough therapies to building supportive communities, from providing empowering resources to deploying activists to raise awareness**





## TOOLS AND TIPS TO HELP YOUR EMPLOYEES ACTIVATE

### Why Your Participation Is Important:

- By supporting the American Cancer Society for a world without cancer, you are ensuring that everyone has the support that they need to help prevent and fight cancer.
- Every donation, no matter how big or small, adds up to incredible impact for the American Cancer Society – and for millions of people facing cancer and their families.
- If applicable: You can [double/increase] your impact. [Company] matches every customer's online or at-register donation up to [\$XX].

### How You Can Help:

You can support the American Cancer Society:

- Asking customers to round up their purchases to the nearest dollar at the register or during online checkout
- Asking customers to donate by purchasing pin-up cards during in-store checkout
- Encouraging customers to donate to the American Cancer Society at [cancer.org](https://cancer.org)

## **SAMPLE ANNOUNCEMENT FROM LEADERSHIP TO EMPLOYEES**

*Use this sample email to tell your employees about your company's commitment to the American Cancer Society campaign and the vital role they will play in its success by engaging your customers to donate or round up their purchase.*

Dear [Name],

Cancer attacks 1 in 3 of us. Beating cancer takes all of us. That's why we are proud to announce our partnership with the American Cancer Society for a world without cancer. This initiative will give our staff and customers the opportunity to join the fight against cancer by donating or rounding up their purchases.

The American Cancer Society is working every day to save lives from cancer by investing in research, improving equitable access to care, urging people to resume cancer screening, and working to reduce long-standing disparities in cancer prevention, diagnosis, and treatment outcomes.

As a [Company] [employee, partner, associate], you can play a key role in the fight against cancer. Using the tools and tips we provide, you can tell our customers about this important campaign and how their donation or purchase can help save lives.

Join us in supporting the American Cancer Society's lifesaving mission by fighting cancer at work. For more information, go to [cancer.org](https://cancer.org).

Thank you!  
[Leadership Name]

## **MID-POINT EMAIL TO EMPLOYEES**

*Use this sample email to thank and update your employees on progress to-date for the campaign.*

Dear [Name],

We are so proud of all of your efforts to support American Cancer Society. It is my great pleasure to share that in [XX] short weeks you have helped to raise a total of [\$XX]. That's simply incredible.

The funds we are raising will empower millions of Americans to get the support they need to help prevent and fight cancer — from free rides to treatment to free lodging near hospitals to a 24/7 cancer helpline.

Keep up the great work and continue to ask our loyal customers to support our efforts. For more information, go to [link].

Thank you!

[Leadership Name]

## **THANK YOU MESSAGE TO EMPLOYEES FROM LEADERSHIP**

*Use this sample email to thank your employees for their help in making the campaign a success.*

Dear [Name],

Thank you! Together, we raised [\$XX] and joined the American Cancer Society in their fight for a world without cancer. Thanks to your enthusiasm and participation, our customers were inspired to join us in the fight by giving to the American Cancer Society.

The money we raised together will help the American Cancer Society continue to fight cancer on all fronts. And that means more lives saved. Thank you!

[Company] is proud to be an American Cancer Society partner and is so grateful to our [employees, partners, associates] who made it such a success. Thank you for fighting cancer at work!

Thank you,  
[Your Name]

## TOOLS AND TIPS TO HELP YOUR EMPLOYEES ACTIVATE

### TIPS FOR MOTIVATING EMPLOYEES

- Identify internal champions such as store managers or regional directors, engage them in the mission of the campaign, and host a training session for distributing tools.
- Incentivize employees to ask every customer, every time, to round up their purchase or purchase a pin-up. Even if a customer does not donate, it will create positive brand perception for your company and raise awareness about the work of the American Cancer Society. Use the suggested scripts provided in this toolkit to make asking easy for your employees.
- Encourage employees to celebrate every time a customer donates. For example, give employees a cowbell to ring when they receive a donation. Fellow employees can cheer, too.
- Inspire your employees by announcing your company's partnership with the American Cancer Society at a free company/store-wide luncheon.

## // TOOLS AND TIPS TO HELP YOUR EMPLOYEES ACTIVATE

### SAMPLE SCRIPTS FOR EMPLOYEES MAKING AN ASK

*Place these brief messages at registers for employees to reference. Even if the customer does not make a donation, employees are spreading awareness about the American Cancer Society.*

- [Insert Company] is partnering with the American Cancer Society for a world without cancer. Would you like to help us by rounding up your bill to \$[insert amount]?
- Would you like to be a part of the campaign? If you round your purchase up to the nearest dollar, the American Cancer Society will use those funds in their fight against cancer.
- Would you like to buy a pin-up to support the American Cancer Society? They need our support to help save lives from cancer.
- Would you like to donate to the American Cancer Society today?



## **THANK YOU SCRIPT FOR EMPLOYEES TO CONSUMERS**

If a customer makes a donation, employees can express their gratitude for supporting the American Cancer Society. Please use these talking points to show your thanks.

- Thank you so much for supporting [Insert Company] and the American Cancer Society's efforts to create a world without cancer.
- All of the donations go to the American Cancer Society so everyone can get the support they need to fight cancer.
- Your support will help save lives. Thank you for donating!



**III.**

# **GUIDELINES AND BRAND STANDARDS**

AMERICAN CANCER SOCIETY





**BRAND AND STYLE GUIDELINES**

Just as we strive to simplify our brand at its core, we must also simplify the way we communicate. The following writing and visual guidelines help to ensure we engage our audience as simply and effectively as possible.

**Our Brand**

Our brand is more than a logo. It's a feeling, an experience, a purpose. It's a belief that you bring to life every single day. You help shape it and enhance it. And through you, our brand will grow and succeed.

**Our Mission**

Our mission is simple.

**Save lives, celebrate lives, and lead the fight *For A World Without Cancer.***



## // GUIDELINES AND BRAND STANDARDS

### AMERICAN CANCER SOCIETY LOGO

The American Cancer Society masterbrand (the corporate logo) serves as our organization's primary visual identity mark. It is also a primary component within the logos of the Society's various branded properties.

Our logo is our most valuable asset. Give it pride of place, and present with clarity and consistency.

Always ensure the color values used are appropriate for the intended end use. For example, a CMYK file should not be used for a digital project; an RGB logo is the correct choice. When reproduction methods allow, use of full-color logos is always preferred.



PMS	286
CMYK	100, 75, 0, 0
RGB	0, 51, 160
HEX	#0033A0

PMS	200
CMYK	3, 100, 70, 12
RGB	186, 12, 47
HEX	#BA0C2F

## TYPOGRAPHY

### Source Sans Pro

Source Sans Pro is an open source typeface family designed by Paul D. Hunt. It is a sans serif typeface and works well in digital executions as well as in print. It is inspired by some of American Type Founder's classic fonts such as News Gothic, Sightline Gothic, and Franklin Gothic, modified with a larger x-height and character width.

The typeface has wide language support for Latin script, including Western and Eastern European languages, Vietnamese, Pinyin Romanization of Chinese, and Navajo. Source Sans Pro is completely free for all uses; however, it is not installed on most Windows or Mac computers by default, and must be installed before use.

Source Sans Pro can be downloaded from Google Fonts.

[www.google.com/fonts/specimen/Source+Sans+Pro](http://www.google.com/fonts/specimen/Source+Sans+Pro)

Aa

Source Sans Pro  
Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Source Sans Pro  
Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

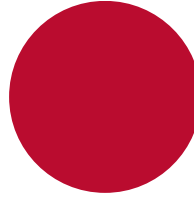
Source Sans Pro  
Light  
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## // GUIDELINES AND BRAND STANDARDS

### COLORS

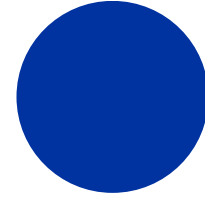
The primary color palette for the American Cancer Society is blue, red, and dark gray, including mid-tones and tints, and thoughtful use of whitespace.

A minimal palette, clear hierarchy, good information design, and ample whitespace will ensure a voice of trust and expertise in communication.



#### ACS RED

PMS 200  
CMYK 3, 100, 70, 12  
RGB 186, 12, 47  
HEX #BA0C2F



#### ACS BLUE

PMS 286  
CMYK 100, 75, 0, 0  
RGB 0, 51 160  
HEX #0033A0

## // GUIDELINES AND BRAND STANDARDS

### PHOTOGRAPHY

Photography is an important tool that helps us relate to our audience, communicate empathy, and build trust. American Cancer Society images should preserve aesthetic integrity.

Full color photographs should never be stretched and they should be free of special effects. Images should be relatable, natural, shot in a real location, and include people (preferably diverse representations) whenever possible.

#### Style

Photos should have a clear focal point, proper lighting, and dynamic composition. They should not be staged, unrealistic, or use still life images to illustrate concepts. Image manipulation should be limited to adjusting levels, contrast, and natural color balance.



A woman wearing a purple headscarf and a purple t-shirt is hugging a man from behind. The man is wearing a purple t-shirt. They are outdoors in a park-like setting with trees and a grassy area in the background. The woman is smiling and looking towards the man.

# THANK YOU

