

GREAT STRIDES

CYSTIC FIBROSIS FOUNDATION



Jeans for Genes

Hosting a “Jeans for Genes” day at your office is a fun and easy way to raise funds for Great Strides.

Ask employees to make a pre-determined contribution (e.g., \$5) to the Cystic Fibrosis Foundation for the privilege of wearing jeans to the office on specific days. Create a competition to see which department or branch can get the most participants.

If you work in an environment that is already very casual, consider a hat day, shorts day or sports jersey day instead.

There are Jeans for Genes stickers available for download on the Great Strides website. The stickers may be modified if you have chosen to organize a hat day or shorts day instead of a jeans day.



Getting Started

Ask to meet with the person in charge of employee activities, and tell them about your connection to the cystic fibrosis cause. Explain your involvement in Great Strides, and ask them if they would be willing to get the company and its employees involved in a fun, easy fundraising activity to support you. Kick off the event at a staff meeting where you can explain the Jeans for Genes program and say a few words about your involvement with cystic fibrosis.

Key Takeaways

- Jeans for Genes is an easy way to get the whole company involved in fundraising.
- The sticker template is available for download on the Great Strides website.
- Businesses that participate develop a sense of camaraderie among employees while helping to raise vital funds to support the search for a cure.