

Jeans for Genes

Hosting a “Jeans for Genes” day at a business or corporate office is a fun and easy way to raise funds for Great Strides. Employees are asked 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. Boost the fundraising success of a “Jeans for Genes” day by creating a competition to see how many employees each departments or branch can get to participate.

If you already have a casual work environment, consider organizing a hat day, jersey day or costume day instead.

If you don't work at a corporate office, think of a team member who does and ask them to help organize a “Jeans for Genes” day at their office!



*Jeans for Genes Day at Lee University,
Cleveland, Tennessee Great Strides*

Tips to Get Started

- Identify someone on your team who can host a “Jeans for Genes” day at their place of employment
- 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 you.
- Plan ahead! Be sure to allow enough time to get your “Jeans for Genes” date secured on the employee activities calendar
- Print “Jeans for Genes” stickers using the template below on Avery 8163 labels.
- Post flyers around your office, send out an email invitation to colleagues and announce Jeans for Genes during a staff meeting to alert all of your colleagues about your event

Letter to Employees – Jeans for Genes Day

Dear Colleagues,

On (date), (Company name) invites you to participate in our Jeans for Genes Day, to raise funds and awareness for Great Strides and the Cystic Fibrosis Foundation.

I am hosting the (Company Name) Jeans for Genes Day to help raise funds Great Strides. I will be participating in Great Strides on (date) at the (walk site location) walk. Great Strides is the Cystic Fibrosis Foundation's largest national fundraising event, raising over \$40 million annually.

Cystic fibrosis is a genetic disease affecting the lungs and digestive system – approximately 30,000 children and adults have cystic fibrosis in the United States. The Cystic Fibrosis Foundation is the world's leader in a search for a cure. Nearly every CF drug available today was made possible because of the Foundation's support.

Join us and take part is Jeans for Genes and Adding Tomorrow for everyone with cystic fibrosis. To participate, a \$5 donation is given in exchange for permission to wear jeans to work.

Cash donations can be given to (enter information)

Online donations can be made at (enter online information)

For more information about our local Great Strides visit greatstrides.cff.org (OR enter team/walk site information information) and for more information about the Cystic Fibrosis Foundation visit www.cff.org.

Thank you for your support,

Letter to Team Members about Jeans for Genes Day

Dear Team Members,

Thank you for joining our Great Strides team this year. We are excited to have you take part of our goal to raise (Enter Goal) for (Team Name). Real progress has been made in the fight against CF, but the lives of young people with the disease are cut far too short. This year we are calling on all of our team members to help us reach out fundraising goal.

There are many fun and creative ways that you can fundraise for Great Strides. One great way to raise funds is to organize a Jeans for Genes day at your place of employment. A Jeans for Genes day takes place when employees give a pre-determined donation (e.g., \$5) to the Cystic Fibrosis Foundation and your Great Strides fundraising efforts. If you're place of employment already has a casual dress code, you could choose to do a hat day or a sports jersey day instead.

The Cystic Fibrosis Foundation provides some great tips, email templates and Jeans for Genes participation stickers for you to use. Check out the Jeans for Genes fundraising information under the [Fundraising Resources](#).

I hope you choose to make Jeans for Genes part of your fundraising efforts for (Team Name) and if you do, please let me know so I can help you have a successful event! Thank you for helping Add Tomorrows for everyone with cystic fibrosis and being part of our Great Strides team!

Sincerely,

Team Captain

GREAT STRIDES

CYSTIC FIBROSIS FOUNDATION



I'm wearing my "Jeans for Genes" in support of Cystic Fibrosis!

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