



Pink Day Planning



Guide



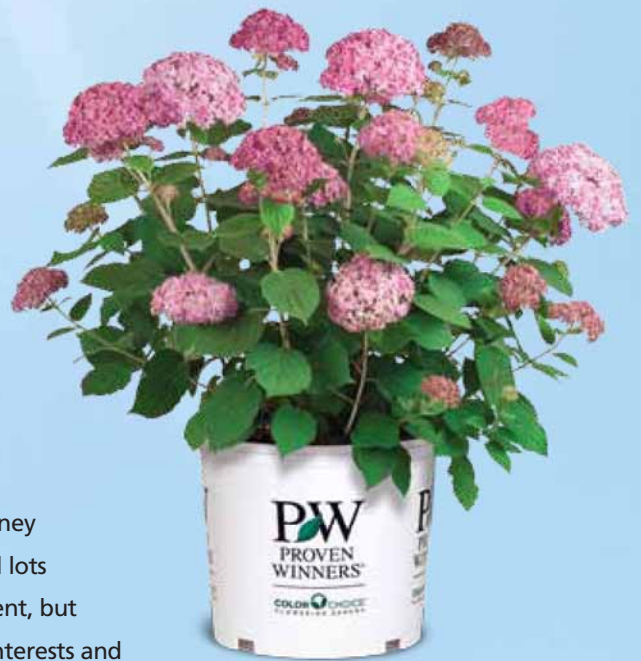
the Invincibelle
spirit
Campaign
for a



INVINCIBELLE®
Spirit

How it began

Extraordinary plants can be extraordinarily powerful. Since Invincibelle Spirit, the first pink 'Annabelle' hydrangea was introduced in 2009, \$1 of every plant sold has been donated to The Breast Cancer Research Foundation®. Independent garden centers have been a key part of reaching our million dollar goal by hosting Pink Days, events to raise money for breast cancer research and keep customers coming back after peak spring sales. Over 160 garden centers across the U.S. and Canada have helped to raise over \$420,000 so far.



Cure

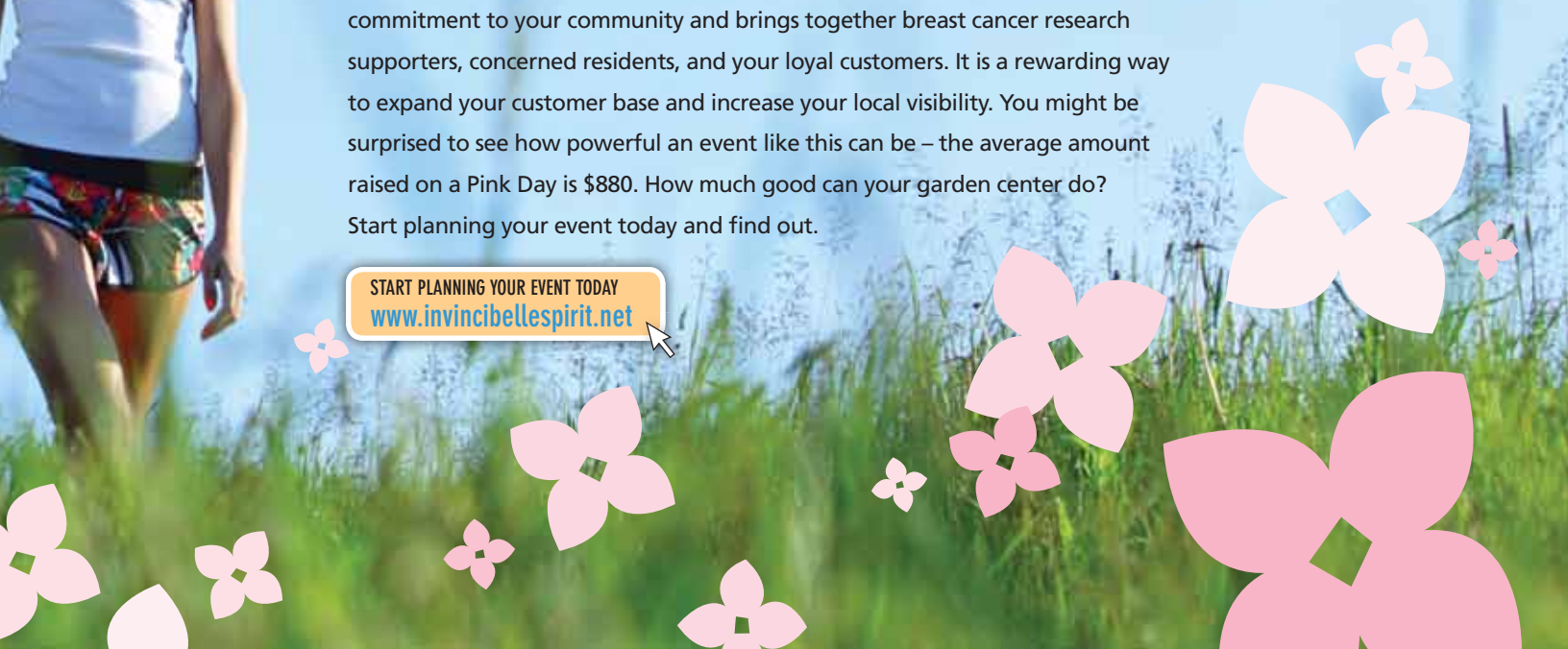
What is a Pink Day?

A Pink Day is an event for independent garden centers in the United States and Canada to raise money for breast cancer research. In this planner, you'll find lots of ideas about how to create your own Pink Day event, but consider them guidelines. You and your staff have interests and talents that will make your Pink Day completely unique. Hosting a Pink Day is not about complying with long lists of requirements: It's about building community, spreading the love of gardening, raising money for one of the most widespread forms of cancer, and spending time with your friends, family, and customers.

Why you should get involved

One in eight women will be diagnosed with breast cancer in her lifetime. If this disease has not yet touched your life, chances are, it will. The same goes for your customers: Breast cancer is a cause close to their hearts, and they value contributing to a cure in new and unique ways. Hosting a Pink Day shows your commitment to your community and brings together breast cancer research supporters, concerned residents, and your loyal customers. It is a rewarding way to expand your customer base and increase your local visibility. You might be surprised to see how powerful an event like this can be – the average amount raised on a Pink Day is \$880. How much good can your garden center do? Start planning your event today and find out.

START PLANNING YOUR EVENT TODAY
www.invincibellespirit.net



breast cancer



The statistics make the need for breast cancer research painfully clear:

- The National Cancer Institute estimates that one in eight women will be diagnosed with breast cancer during her life, as will one in one hundred men.
- Breast cancer is the second most deadly cancer in women, after lung cancer.
- Along with skin cancer, breast cancer is the most frequently diagnosed cancer in women.
- A woman dies from breast cancer approximately every 13 minutes.

But there is good news – thanks to increased screening, awareness, and treatment advances, breast cancer death rates have been decreasing since 1990 and there are millions of survivors world-wide. This wouldn't have been possible without the fundraising efforts and donations of concerned people everywhere, but we still have a long way to go before we find a cure. That's why we're hoping that you will join the 160+ garden centers across the U.S. and Canada who have hosted Pink Days and raised money for this crucial research.



The Breast Cancer Research Foundation (BCRF) is an independent, not-for-profit organization whose mission is to achieve prevention and a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide.

LEARN MORE AT:
www.bcrfcure.org

affects everyone

We're proud to support The Breast Cancer Research Foundation® with a \$1 per plant donation on Invincibelle Spirit hydrangea. BCRF-funded research has helped save lives and significantly improved the quality of care and survivorship for tens of thousands of breast cancer patients in the past decade and a half. The research itself has revealed that "cure" is a mosaic made up of as many approaches to diagnosing, treating, preventing, and surviving as there are different types of breast cancer. Please visit www.bcrfcure.org to learn about the discoveries BCRF-funded researchers have made and how they are touching the lives of breast cancer patients around the world.



INVINCIBELLE®
Spirit

Pink Day Planning, Step by Step:



1. SET A DATE FOR YOUR EVENT

Weekends in June and July are an excellent choice, but it can be any time – please see page 7 for more guidance on choosing a date.

2. SIGN UP

Let us know you're hosting a Pink Day so we can add you to the website and help you start promoting your event.

Use our online sign-up form at <http://invinciblespirit.net/sign-up.htm>, e-mail info@invinciblespirit.net or call 00-633- 59 ext. 1204.

3. SET FUNDRAISING AND OUTREACH GOALS

For example, "We will raise \$x with our event" "We will contact 50 customers to spread the word about our event." Then decide how you'll actually raise the money: raffle ticket sales, percentage of day's receipts donated, etc.

4. SET YOUR BUDGET

Determine how much you'll spend on decorations, advertising, prizes, and the donation your garden center will make. A limited budget does not preclude you from hosting an event! There are lots of ways to raise money without spending much; See our money saving tips on page 11.

5. PLAN ACTIVITIES TO INCLUDE IN YOUR EVENT

Interesting activities attract people to your event and help structure the day. Some time-tested ideas include discounts, entertainment (musicians, jugglers), speakers, contests, door prizes, and raffles. Utilize the talents and interests of your staff and community!

6. SET UP A STAFF MEETING

Let your staff know when you are hosting a Pink Day so they can accurately answer customers' questions. Discuss the benefits to the business, the customers, to BCRF, and the community. Designate responsibilities and let staff know what is expected of them for the event. Invite them to contribute their own ideas for the day as well.

Tip: Capitalize on your spring shop traffic to publicize your event. Put up posters about the day and have a sign-up sheet at the register for customers to receive an official announcement of your event. Then use a site like ping.com to send out free, professional-quality e-invitations.

7. CONTACT A GROWER TO SECURE YOUR INVINCIBELLE SPIRIT HYDRANGEAS

A list of growers is available at invinciblespirit.net. With 12 weeks' notice, your grower may be able to time your plants to be at peak for your event.

8. GATHER SUPPORT AND BUILD PARTNERSHIPS

Local businesses are an excellent resource for spreading the word and for contributing prizes or food for your event. Bakeries, coffee shops, boutiques, and services (spas, salons) are good partners for your Pink Day. Reach out to local breast cancer groups or cancer centers as well. They may be able to provide speakers, educational materials, volunteers to staff your event, and additional promotional opportunities.

9. PUBLICIZE YOUR PINK DAY

A well-attended event is a successful event! See our tips on page 9 for reaching local mass media outlets, but don't neglect more grass-roots efforts, like posters and roadside signs. Include your Pink Day in your e-newsletters before the event. Social media is a highly effective and free way to spread the word (for more on social media, see page 9).

10. CREATE AND ORDER PROMOTIONAL MATERIALS

A variety of free and for-purchase items, including posters, POP, Pink Day shirts, and decorations, are available at InvincibleSpirit.net/retailer_ resources.

THE WEEK OF THE EVENT:

- Stage displays of Invincible Spirit hydrangea, additional pink plants, and pink merchandise around the store.
- Install signs on the road and other appropriate sites (street corners, downtown, etc.) with the date, time, and name of your event.
- Make sure that logistical needs like tables, chairs, audio/visual equipment, eating utensils, etc. are met.
- Review list of participating businesses and coordinate their needs for electrical outlets, extension cords, etc.

DURING THE EVENT:

- Take lots of photographs! Document your event for your newsletter, blog, and your social media entries. Photos are the best way to promote your next event.
- Enjoy yourself and have fun raising money for a great cause.

AFTER THE EVENT:

- Tally up your funds raised – congratulations! See the last page of this booklet for instructions on where to send your donation.



FAQ:

WHEN SHOULD I HOST MY EVENT?

You can schedule your event any time; Pink Day is not a set date. Invincibelle Spirit hydrangea starts flowering in mid-June and continues all season, making this an ideal time to host an event. This also creates an excellent opportunity to get customers back in your garden center and clear unsold merchandise after your spring traffic has died down.

Climate can have a big impact on your event date. If your summers are very hot and dry, plants could be a tough sell, making spring or autumn a more logical choice. October is breast cancer awareness month and is still an excellent planting time in most areas.

Ultimately, the date you choose depends on the type of event you'd like to have, your customers, their shopping habits, local weather patterns, and your own time and staff considerations.



HOW DO WE ACTUALLY RAISE THE MONEY FOR OUR DONATION?

First, set a goal – determine the ideal amount you'd like to raise, then plan how to make it happen. While we

Tip: encourage customers to write checks for their donations. They can make them payable directly to the Breast Cancer Research Foundation so they know exactly where their money is going. You can download printable BCRF donation signage at invincibellespirit.net.

donate \$1 of every Invincibelle Spirit hydrangea sold to BCRF, anything beyond that is up to you. You can donate more of the purchase price of Invincibelle Spirit or a percentage of the day's total sales or the sales on something specific, like pink plants and merchandise. You can put out collection jars and match your customers' donations. Some garden centers will request a donation as an entrance "fee" to the event – this is particularly popular for ladies' nights events. Raffles and silent auctions of donated prizes can help raise a lot of funds. See our fundraising ideas on page 11 for more suggestions.

WHAT TYPE OF EVENT SHOULD I PLAN?

Consider any events that you've held in the past and their attendance. Take into account your customer base and the kinds of events they might enjoy attending. Ladies' nights have been very successful

for many garden centers, as have Saturday events with activities for all members of the family. Many shops have hosted week-long events of increased donations on Invincibelle Spirit that have culminated in a big party on Saturday. You know your customers and your town best, so rely on your creativity, instincts and experience.

WHAT IF I DON'T HAVE A LOT OF MONEY, TIME, OR RESOURCES AVAILABLE? CAN I STILL MAKE A DIFFERENCE?

Absolutely! Every dollar counts. \$25 funds 30 minutes of crucial research through BCRF's Time

Tip: if you are short-staffed, ask for volunteers among your customers and through a local cancer center or charity. They can set up a table for donations, or sell donated food or drink items or raffle tickets.



for Research program. If you are unable to host a big event, simply donate \$5 of every Invincibelle Spirit hydrangea sold on a certain day and publicize the fact in the store, through social media, and through roadside signage. Hosting a Pink Day doesn't have to mean an extravaganza.

CAN I DONATE TO A LOCAL BREAST CANCER CHARITY INSTEAD OF BCRF?

We donate to BCRF because at least 90 cents of every dollar they receive directly funds research. The American Institute of Philanthropy has awarded them an A+ rating and they are the only cancer charity of any kind to hold this rank. However, some Pink Day hosts have donated to a cancer center that cared for them or a loved one, or to a charity that serves their

state or province. If you'd like to donate a portion of your funds to a charity other than BCRF, please research it (charitywatch.org is a good resource) to be sure that you are comfortable with the way your donation will be used.

DOES BCRF BENEFIT BREAST CANCER RESEARCH AND PATIENTS IN CANADA?

Yes! BCRF directly funds international research. For a listing of researchers by country, visit: http://www.bcrfcure.org/action_grantees_geographic.html



Resources:

The key to a successful event is to publicize it as widely as possible. There are several easy, low-cost or free ways to spread the word that you are hosting a Pink Day. Our tools and suggestions will help you draw on the unique local resources that may be available to you.

DOWNLOAD TEMPLATES AT:
invincibellespirit.net/retailer-resources

HOW TO RECEIVE FREE PUBLICITY FOR YOUR PINK DAY:

1. Create a list of your local media outlets: newspapers, radio stations, magazines, television, and websites. Look them up on-line and compile their websites, e-mail addresses, and phone numbers. Note that most reporters include their e-mail addresses along with their stories, so look for those who have covered similar content as good contacts for your event.

2. Identify any community calendars hosted through your local paper(s), community centers, cancer centers, public gardens, and online communities like those at Patch.com. As soon as you have set your date, contact these outlets about getting your event added.

3. Download our templates and customize them with your information and event details. We've created templates for you to use for press releases, radio spots, e-mail blasts and for print advertising or direct mail; they are available for free at invincibellespirit.net/retailer-resources.

Tip: be sure to clip, bookmark, print, and save every news article about your event. Share them on your blog or via social media, and post them in the garden center to publicize your next Pink Day.

4. Create a timeline of dates for sending out releases. We suggest the following schedule:

- **Two weeks before your event:** send your first press release and media advisory to as many outlets as possible. If sending by e-mail, do not send the press release as an attachment; rather, copy and paste the document into the body of your message.
- **One week before your event:** follow up by calling the newsrooms, asking to speak with a reporter in charge of covering community events or fundraisers. Briefly review the details of your event with them, being sure to highlight any interesting interview and photo opportunities, and ask if they would be interested in covering the story.

Tip: send out your press releases, etc., on a weekday to make sure they are read promptly.

After your event: Send out our post-event press release to share your success with the community. In addition to informing everyone about your donation, it will increase interest for your next Pink Day.



Our eye-catching weather-proof posters are the perfect addition to a display of Invincibelle Spirit. They are available as part of a POP kit which includes 100' of bench tape and a weather-proof bench card at provenwinners.com



Social Media:

If you haven't yet branched out into social media venues like Twitter and Facebook, your Pink Day is the perfect reason to start. Not only are these sites free and powerful, your customers are already using them regularly. Social media sites can be updated quickly, making it easy to spread the word about the event and to answer questions people have about it.

If you have a Facebook page and/or Twitter account, Proven Winners ColorChoice Shrubs can help promote your event among our friends and fans as well. Join our Pink Days/Invincible Spirit community to see what other garden centers are doing, to ask questions, and to share your stories and images: [Facebook.com/InvincibleSpirit](https://www.facebook.com/InvincibleSpirit) and [Facebook.com/TheBreastCancerResearchFoundation](https://www.facebook.com/TheBreastCancerResearchFoundation)

FOLLOW US ON FACEBOOK:
[Facebook.com/InvincibleSpirit](https://www.facebook.com/InvincibleSpirit)



FOLLOW BCRF ON FACEBOOK:
[Facebook.com/TheBreastCancerResearchFoundation](https://www.facebook.com/TheBreastCancerResearchFoundation)

FIND US ON TWITTER AS:
[@Hydrangea4aCure](https://twitter.com/Hydrangea4aCure)

You can find us on Twitter as @Hydrangea4aCure; We will publicize through @ProvenWinners and @Spring_Meadow as well.

You can also include BCRF in your tweets - @BCRFWorldPink

The hashtag #PinkDay can be used to help promote your event. Putting the “#” symbol in front of a key word makes it a “hashtag” so people can easily search for tweets about Pink Days.



A sample tweet that you might send out about your Pink Day would be:

We're hosting a #PinkDay on July 9! Come dressed in pink and ready to party. All pink plants 50% off, enter to win a \$100 gift certificate!



Tip: For a useful guide on what Twitter is, how it works, and how to use it, please visit: <http://mashable.com/guidebook/twitter/>

POP/ Purchased Items:

We offer a selection of merchandise for your event. Visit invincibellespirit.net/retailer_resources for more information (please note: you must be registered as a professional user on provenwinners.com to order).

Please allow 2-4 weeks for shipping, though expedited service may be available.

FOR MORE INFORMATION VISIT:
invincibellespirit.net/retailer_resources

PINK DAY KIT – OUTFIT YOUR STAFF AND DECORATE YOUR SHOP WITH:

- 5 Pink Day t-shirts (available in sizes S-XXL; packages of 5 additional t-shirts available separately)
- 15 pink balloons
- 10 BCRF buttons
- 1 set of Invincibelle Spirit notecards



OUR POP PACKAGE INCLUDES:

- One 24x36" weatherproof corrugated plastic poster
- One 7x11" weatherproof styrene benchcard
- One 100' roll of Invincibelle Spirit benchtape



Ideas & Tips:

DECORATING IDEAS:

Pile on the pink! Assemble furnishings, cut flowers, tools, gloves, seeds, garden décor, gift items – any pink items you carry to make your message loud and clear – it's Pink Day!

There are dozens of additional companies that offer special products to benefit BCRF, and many of them work very well in a garden center.

MORE INFORMATION AT:
bcrcure.org/part_pinkprod.html

Encourage customers and staff to get in the spirit by wearing as much pink as possible. Provide a prize for the best pink outfit, and don't forget to include your employees in the contest!

If Invincible Spirit isn't in bloom for your event, dress your plants up with big pink bows.

Money saving tip: A tempting display of candy like this one at left makes a memorable centerpiece to your Pink Day. Van Putte gardens in Rochester, New York created this gorgeous display for just pennies by asking their employees to bring in a pink-colored or pink-wrapped candy as their contribution to the event!



PUBLICIZING IDEAS:

Tip: It's surprisingly easy to neglect to include crucial details about your event. Everything you send out should include the name of your event, the date and time, the name of your garden center, and your address, phone number, website, e-mail address and social media links.

You never know what your publicizing efforts can lead to. Once Wheatfield Nursery began spreading the word about their Pink Day, a local producer heard about their event and offered to produce a radio announcement for free.



FUNDRAISING IDEAS:

Ask a local winery if they are willing to do a free tasting at your garden center then ask attendees to make a donation in exchange for the tasting. Bonus points if your local winery makes a pretty pink rosé!



Ask your staff or get volunteers to give pink nail polish manicures to customers in exchange for a donation.



Musical entertainment makes your event even more fun and festive. Ask the band to pass the hat for donations.

Match the donation of any customer who is willing to donate to BCRF during your event and make your commitment clear in your ads and signage.



Money saving tip: when you talk to local businesses about participating in your Pink Day, ask if they are willing to donate an item, gift certificate, or service (such as a massage or house cleaning) as a prize for a raffle or silent auction. Then all of the proceeds from sales or auction bids can be donated. English Gardens in Michigan began selling tickets for their Pink Day raffle on Mother's Day weekend. By the time they held their event in mid-July, they had already raised over \$9,000 for their donation!



Host Your Own

pink day challenge

Reach for the stars
with your event for
a chance to win!

We will award prize packages to two garden centers: the one that raises the most money for BCRF with their event and the one that hosts the most creative event.

Most creative event!



2011 winners - For their
lumberjack-themed event
Wheatfield Nursery
Centre Hall, Pennsylvania



Most Money Raised
For BCRF \$6,240

Moneta Farm & Home Center
Moneta, Virginia



1

A Free Pink Day/
Invincibelle Spirit
POP kit

2

A pizza party
for your staff



3

A custom
plaque
honoring your
achievement

Your Garden Center
Pink Day Champion

ing!

4

National press
awareness

The Daily News
Your Garden
Center Named
"Pink Day
Champion"

5

Featured
placement on
the Invincibelle
Spirit website



To be eligible to win, you must send us your donation form documenting your event. To be eligible for "most money raised," you must also donate your funds to BCRF.



Additional Pink Plants

Pump up the pink with these additional pink-flowering varieties from Proven Winners® ColorChoice® Shrubs. Though they don't contribute funds to breast cancer research, they help create a jaw-dropping pink display that generates excitement and sales.

Pink Day Proven Winners

New 2013 Pinky Bells *Aelia*

'Miss Molly' *Uddleia*

'Miss Ruby' *Uddleia*

Double Take® 'Pink Storm' *Chaenomeles*

Blush Satin® *Discus*

New 2013 Pink Chiffon *Discus*

Rose Satin® *Discus*

Sugar Tip *Discus*

Cityline® Mars *Ydrangea*

Cityline® Vienna *Ydrangea*

Let's Dance® Moonlight *Ydrangea*

Let's Dance® Starlight *Ydrangea*

Let's Dance® Big Easy *Ydrangea*

Pink Shira® *Ydrangea*

Pinky Winky® *Ydrangea*

New 2013 Tuff Stuff *Ydrangea*

Pink Home Run® *Ose*

New 2013 Bloom-A-Thon® Pink Double *Hododendron*

Double Play® Big Bang *Piraea*

Double Play® Gold *Piraea*

Brandywine *Urnum*

My Monet® *Weigela*

Fine Wine *Weigela*

Spilled Wine *Weigela*

New 2013 Sonic Bloom Pink *Weigela*

Midnight Wine® *Weigela*

Wine Roses® *Weigela*



Oso Easy® Strawberry Crush *Ose*



Pink Home Run® *Ose*



Quick Fire® *Ydrangea*



Edgy Hearts *Ydrangea*



Sugar Tip® *Ose of Haron*



Brandywine *Urnum*



Let's Dance® Moonlight *Ydrangea*



'Miss Ruby' *Uddleia*



My Monet® *Weigela*



Double Play® Gold *Piraea*



Pinky Winky® *Ydrangea*



Cityline® Vienna *Ydrangea*

Pink Proven Winners Annuals

For a complete listing of pink annuals and perennials in the Proven Winners line, please visit <http://www.provenwinners.com/plants/search> and type in "pink".



Angelface Pink



Molimba Pink



Superbells Pink



Flirtation Pink



Rockapulco Rose



Rockapulco Orchid



Rockapulco Appleblossom



Inifinity Pink



Daredevil Orchid



Supertunia Cotton Candy



Supertunia Mini Appleblossom



Supertunia Vista Bubblegum



Supertunia Vista Fuchsia



Intensia Neon Pink



Superbena Pink Parfait



Babylon Deep Pink

Donation Form

Thank you for hosting a Pink Day to help find a cure! We appreciate your participation and your donation to BCRF. You can make your check payable to the Breast Cancer Research Foundation; Please put "Invincibelle Spirit" in the notes. Send your donation to:

The Breast Cancer Research Foundation
Attn. Lori Shapiro, Marketing Associate
60 East 56th St
8th Floor
New York, NY 10022

Fill out the donation form below and send it to us, along with a copy of your check. We would greatly appreciate hearing about your event, so please pass along any photos, descriptions, ideas, flyers, or comments when you send in the form. You may also email them to info@invincibellespirit.net and/or share them at www.facebook.com/InvincibelleSpirit

Send your completed form to:

Proven Winners ColorChoice Shrubs
Attn. Stacey Hirvela
12601 120th Ave
Grand Haven, MI 49417

Garden Center Name: _____

Contact Person: _____ Phone Number: _____

Email Address: _____

Twitter handle and Facebook page: _____

Event name or theme: _____

Event Date: _____ Description: _____

Attendance: _____ Amount Raised: _____

Please email any additional details or comments to info@invincibellespirit.net

the
Invincibelle
Spirit
Campaign
for a Cure



Advertising

Gardeners will be looking for Invincibelle Spirit! To help you anticipate demand for the plant and interest in Pink Days, here are our plans for 2012:



sample advertisement

March 2012: Better Homes & Gardens, Carolina Gardener, Georgia Gardener, Kentucky Gardener, Louisiana Gardener, Mississippi Gardener, Northern Gardener, Oklahoma Gardener, Tennessee Gardener, Virginia Gardener

April 2012: Better Homes & Gardens, Country Living, Kansas City Gardener, Martha Stewart Living, Northern Gardener, Sunset

May 2012: Better Homes & Gardens, Canadian Gardening, Canadian Living, Inspirations, Martha Stewart Living, Northern Gardener, Sunset

June 2012: Canadian Living, Fleurs, Plantes, et Jardins, Inspirations, Michigan Gardener, Northern Gardener

July 2012: Northern Gardener

all placements subject to change



Turn Page for Donation Form





Proven Winners ColorChoice
12601 120th Avenue
Grand Haven, Michigan 49417-8617



PRSR STD MAIL
U.S. Postage
PAID
Grand Haven, MI
Permit #76

OR CURRENT RESIDENT

Visit Us at the IGC Show



Do you attend the Independent Garden Center Show in Chicago? We would love to thank you in person for hosting a Pink Day! Please stop by our booth, C4, just outside the main floor on the mezzanine for updates on the campaign, pink goodies, and to have your photo taken on the pink carpet.

For more information about the IGC Show, visit www.igcshow.com

