

*Daffodil Days*  
**Workplace Champion**



**Promotional Toolkit**



Canadian Cancer Society  
Société canadienne du cancer

# *Daffodil Days* Workplace Champion Promotional Toolkit

## Welcome!

Thank you for joining the fight against cancer by becoming a *Daffodil Days* Workplace Champion! You are helping the Canadian Cancer Society make a difference in the lives of Canadians by selling daffodils within your organization.

Good luck,

Your friends at the Canadian Cancer Society

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## *Daffodil Days* introduction

The daffodil is a symbol for the fight against all types of cancer. By buying daffodils, you and your colleagues are fighting back against cancer and providing support to others. The money you raise allows the Canadian Cancer Society to fund life-saving cancer research that will help to bring us one step closer to finding new ways to prevent cancer and develop improved treatment options, impacting the lives of those living with cancer in your community.

Your efforts also help to fund vital community-based services so that patients are not alone in their cancer fight. The Canadian Cancer Society provides patients and their family members with up-to-date and reliable information on all types of cancer. We also offer caring support services to help patients and caregivers cope with a cancer diagnosis. Canadian Cancer Society volunteer drivers, help people who otherwise couldn't get there on their own, get to and from cancer - related care. In 2010, 2,800 volunteers drove 13,000 Ontarians to vital treatment appointments.

We appreciate that your time is valuable, so we have developed this user-friendly toolkit to help you with your fundraising efforts. This resource supplies creative ideas to promote daffodil sales amongst your colleagues, we hope you find this toolkit most useful.

## *Daffodil Days* background information

In the 1950s volunteers were holding afternoon teas in Toronto. Decorated with daffodils, the teas became known as "Daffodil Teas." The teas grew in popularity when Lady Eaton, of Eaton's department store, hosted a Daffodil Tea at a store in downtown Toronto. More than 700 women attended this event.

Some restaurants in Toronto donated part of their patrons' bills to the Society and the patrons were given a daffodil as a token of appreciation. When restaurant patrons began offering to pay for the flowers, the Society volunteers realized they could raise funds by selling them.

In 1957, the first Daffodil Day was held and volunteers took to the streets to sell daffodils. An anonymous donor paid to fly 5,000 blooms from British Columbia, where the growing seasons starts early. Daffodil sales raised more than \$1,200 and became an annual event.

Daffodil Day was eventually extended to *Daffodil Days*. During *Daffodil Days* Canadian Cancer Society volunteers mark the beginning of *Daffodil Month* by selling bright daffodils to raise awareness and money in support of the fight against cancer.

To some, the daffodil is just a flower. To us, it is a symbol of strength and courage, a symbol of life. It says we will not give up. It says we will fight back. It says we will beat cancer.

In 2011 volunteers in Ontario raised \$2.4 million from the sale of live daffodils.

In 2012 *Daffodil Days* will take place in communities across Ontario from March 29 - April 1.

## *Daffodil Days* promotional ideas

To assist you in promoting daffodil sales at your workplace, below are a few creative ideas to help you energize and engage your colleagues.

### Electronic Initiatives

- Make daffodil announcements over the PA system.
- Send an e-mail blast about daffodil sales to all staff stating the time and dates of daffodil sales. A daffodil sales e-mail blast template can be provided.
- Record daffodil phone messages to play while someone is on hold.
- Add daffodil sales days to internal staff calendars.
- Post a "Yellow Thumb" gardening trivia contest about daffodils on your workplace's intranet.
- Place a headline, story and graphic about daffodil sales dates on your workplace's intranet.

### Team building initiatives

- Launch daffodil pre-sales with a "Wear Something Yellow" day.
- Create interdepartmental rivalries for daffodils purchased. Pit one department against another in Department Feud (follow Family Feud format). Give prizes.
- Management sponsored initiatives.
- Set a corporate goal and deadline.
- Offer a matching corporate contribution if the target is met.
- Add daffodil sales information to all pay cheque slips.

### Decorative

- Decorate the reception desk and area with daffodil posters or a floral centerpiece. Ask your local unit about customizable poster templates.
- Create a daffodil-meter in the lobby to show progress towards your fundraising goal.
- Hang posters in coffee areas, cafeteria, elevators, washrooms, mailroom, etc. to help promote sales within the office.
- Set up sales tables in the cafeteria and other high traffic areas.
- Decorate tables with bunches of daffodils and posters.

### Miscellaneous

- Give out yellow lollipops with a sticker announcing daffodil sales days.
- Create a "Wall of Hope" banner with signatures of everyone who buys daffodils.
- Provide badges to employees where they can write whose cancer battle they are joining the fight for - "Sister, Brother, Mother, Father, Wife, Husband, Friend".

## ***Daffodil Days* promotional materials**

### Promotional message text

Use the prepared text below to add a *Daffodil Days* promotional message to corporate pay slips, footers and one-liners in e-mail signatures or for use in your company newsletter or intranet.

- Join the fight. Buy your daffodils today.
- Fight back! Order your daffodils today.
- Fight back against cancer. Buy a bunch of daffodils.
- Fight back against cancer. Order your daffodils today.
- By rallying together, we can fight back and win against cancer.
- When you buy a bunch of daffodils, you're helping more Canadians survive cancer. Call [insert Workplace Champion's name], to order yours.
- We're helping the Canadian Cancer Society in their battle against cancer. Buy a bunch of daffodils on [insert date(s)].
- [Insert company name] is helping the Canadian Cancer Society sell daffodils to raise money to fund important cancer research. Buy a bunch and you'll help more Canadians survive cancer. Call [insert Workplace Champion's name], now to order yours.
- Help fight cancer. Buy a bunch of daffodils.
- It's *Daffodil Days* at [insert company name]. Call [insert Workplace Champion's name], to order yours.
- It's *Daffodil Days* at [insert company name]. Call [insert Workplace Champion's name], now to place your order.

### Telephone system messages

Choose one of the following messages and record it on your telephone system for people to listen to while on hold.

1) Join the fight against cancer. Buy a bunch of daffodils. At [insert company name] we're celebrating *Daffodil Days* and when you buy a bunch, you're helping the Canadian Cancer Society fund important research that will help more Canadians survive cancer. And that's a powerful thing. Order your daffodils from our receptionist now or visit [fightback dot ca](http://fightback.ca) for more information.

2) Did you know that you can fight back against cancer? Well, you can. We're selling daffodils for the Canadian Cancer Society and when you buy a bunch, you're standing up to cancer by helping to fund information and support services for those living with cancer, their families and caregivers. And that's a powerful thing. Order your daffodils from our receptionist now or visit [fightback dot ca](http://fightback.ca) for more information.

3) Fight back against cancer and buy a bunch of daffodils from [insert company name]. When you buy a bunch, you're helping the Canadian Cancer Society fight cancer by funding important research that will help more Canadians survive cancer. Ask our receptionist to direct your call to [insert Workplace Champion's name], and [he/she] will tell you how to place your order. Thank you.

### Daffodil Days graphic design ideas

- Create a large daffodil shaped coloured poster 'thermometer' to show progress towards the company's fundraising goal.
- Create small, colourful daffodil shaped signs for doors, bulletin boards, coffee and lunchrooms, washrooms, etc.
- Create a *Daffodil Days* banner for the reception area.
- Ask someone to be the designated *Daffodil Days* photographer so that pictures are captured for company publications, annual reports and events.
- E-mail digital photos of company employees with their daffodils to the rest of the company as part of company updates.

Refer a corporate friend letter template

Dear [insert name],

Did you know that you can fight back against cancer? Well, you can. I'm writing to invite you to become a Workplace Champion and help the Canadian Cancer Society fight cancer by coordinating daffodil sales at your office.

Not long ago, we at [insert company name] decided to team up with the Canadian Cancer Society and participate in the *Daffodil Days* fundraising campaign. At both a corporate and a very personal level, it's giving all of us a chance to work together to defeat this terrible disease.

Since the daffodil campaign began more than 50 years ago, more Canadians are surviving cancer, thanks to people like you who have raised money for cancer research. For instance, approximately 62 per cent of people diagnosed with cancer today will survive.

The money raised not only funds life-saving cancer research but also provides community-based support services to help people living with cancer, such as providing rides to and from medical appointments for those who are unable to get their on their own. The money raised also allows the Society to provide information services to Canadians about cancer prevention.

Cancer is everybody's business. *Daffodil Days* is an opportunity for you to contribute in a very real and meaningful way to your community. It also gives employees a common cause to rally around. Best of all, it's a great way to bring beauty and fun into your working lives while fighting back against cancer.

For information about how your company can get involved in *Daffodil Days*, please contact [insert local unit contact person's name] at [insert local unit phone number and e-mail address] at your local Canadian Cancer Society office.

With one small act, you can make today the day you help fight for life.

Yours truly, [Insert your name]



Daffodil Days prepared story template

(Use this prepared story template to promote daffodil sales on your corporate intranet site.)

Fight back against cancer. Buy a bunch of daffodils.

When you buy a bunch of daffodils, you're helping the Canadian Cancer Society fund important research that will help more Canadians survive cancer. At [insert company name], we're proud to support the Canadian Cancer Society in its efforts to fight cancer. At the same time, it gives us all a chance to work together to defeat this disease.

Since the daffodil campaign began more than 50 years ago, real progress has been made in the fight against cancer. For instance, approximately 62 per cent of people diagnosed with cancer today will survive.

Here are some other facts showing how the Canadian Cancer Society is helping to make cancer history, thanks to your support:

The Canadian Cancer Society also provides patients and their families with up-to-date and reliable information on all types of cancer through its toll-free Cancer Information Service at 1 888 939-3333.

The Society offers various caring support services, such as the Peer Support program which matches recently diagnosed cancer patients or their caregivers with a trained volunteer who draws upon their own cancer experience to offer encouragement, compassion and helpful information.

With one small act, you can make today the day you help fight for life. Contact [insert Workplace Champion's name] to order your daffodils today and you'll help the Canadian Cancer Society make a difference to those living with cancer.

To learn more about the Canadian Cancer Society, visit [www.cancer.ca](http://www.cancer.ca).

## Daffodil Days "Yellow Thumb" trivia

[Insert company name] is helping the Canadian Cancer Society sell daffodils to raise money to fund important cancer research. Buy a bunch and you'll help more Canadians survive cancer. Call [insert Workplace Champion's name], now to order yours.

To celebrate *Daffodil Days* in our workplace, please take a few minutes to test your daffodil knowledge!

Q1. The daffodil is the national flower for which country?

- a. Holland
- b. England
- c. Wales

Answer: "c" The daffodil is the national flower of Wales, and is traditionally worn on St. David's Day.

Q2. The daffodil is a common decoration for:

- a. Diwali
- b. Chinese New Year
- c. Rosh Hashanah

Answer: "b" The daffodil is a common decoration for Chinese New Year and symbolizes prosperity. If your daffodil blooms on Chinese New Year, it is said to bring you extra wealth and good fortune throughout the year.

Q3. What is a jonquil?

- a. The technical term for a porcupine's sharp extremities.
- b. A gardener
- c. A strongly-scented yellow daffodil.

Answer: "c" In some parts of the country any yellow daffodil is called a jonquil, usually incorrectly. As a rule, but not always, jonquil species and hybrids are characterized by several yellow flowers, strong scent, and rounded foliage.

Q4. How do you prevent squirrels and other rodents from eating daffodil bulbs?

- a. Do nothing.
- b. Get a big dog to patrol your yard.
- c. Set traps to catch the furry perpetrators.

Answer: "a" Do nothing. Squirrels and other rodents don't eat the bulbs. The bulbs and leaves contain poisonous crystals, which only certain insects can eat without getting sick. Squirrels and rodents however, may dig up the bulbs.

Q5. The daffodil is the birth flower for which month?

- a. April
- b. November
- c. March

Answer: "c" March, daffodils have the flower meaning of rebirth, respect, regard, and unrequited love.

Q6. The daffodil is associated with what wedding anniversary?

- a. Tenth
- b. Third
- c. Sixteenth

Answer: "a" the tenth wedding anniversary.

Q7. When did the Canadian Cancer Society volunteers formally start street-side daffodil sales?

- a. 1955
- b. 1957
- c. 1960

Answer: "b" In 1957, the first Daffodil Day was held and volunteers took to the streets to sell daffodils. That year sales raised more than \$1,200 and Daffodil Day became an annual event.

Q8. What does the money raised by the Canadian Cancer Society and its Daffodil Days campaign fund?

- a. Cancer research
- b. Cancer information and support services.
- c. All of the above.

Answer: "c" All of the above. The Canadian Cancer Society is a major funder of life-saving cancer research across Canada. The Society is a leader in providing reliable and extensive information about the healthy steps Canadians can take to help prevent cancer. The Society also offers support services for cancer patients, their families and caregivers. The Society's volunteer drivers also help people get to and from cancer-related care who can't get there on their own.

Some of the "*Daffodil Days*" Yellow Thumb Trivia is based on information from the American Daffodil Society (ADS) website: [www.daffodilusa.org](http://www.daffodilusa.org)

## Fighter Trivia

Did you know that everyone, here at [insert company name] can become a prize fighter when you join the fight against cancer?

Yes, you can! We're helping the Canadian Cancer Society sell daffodils to raise money to fund important cancer research. Buy a bunch and you'll help more Canadians survive and defeat cancer. Call [insert Workplace Champion's name], now to order yours.

To celebrate *Daffodil Days* in our workplace, please take a few minutes to test your knowledge of some other prize fighters!

- 1) Who is the only 5 time Heavyweight Champion of the World?
  - a. Mike Tyson
  - b. Evander Holyfield
  - c. Muhammad Ali
  
- 2) How many consecutive fights did Mike Tyson win by knockout when he began to fight professionally?
  - a. 19
  - b. 28
  - c. 10
  
- 3) Fill in the blank from Muhammad Ali's famous quote. "Float like a \_\_\_\_\_, sting like a bee."
  - a. balloon
  - b. feather
  - c. butterfly
  
- 4) What country won the Olympic Gold Medal for Heavyweight boxing at the 2008 Olympics?
  - a. Canada
  - b. China
  - c. Italy
  
- 5) What year did Lennox Lewis win an Olympic Gold Medal in boxing for Canada?
  - a. 2002
  - b. 1998
  - c. 1994

Answers:

1b, 2a, 3c, 4c, 5b

Canadian Cancer Society posters

*Daffodil Days* poster

To help promote *Daffodil Days* campaigns in the workplace, we've produced a poster which is available in English and French. It can be overprinted with customized information for your workplace. These posters can be ordered through your local Canadian Cancer Society unit office or downloaded on the website.

