



Canadian
Cancer
Society

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canadienne
du cancer



Daffodil Days
Workplace Champion
Promotional Toolkit

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flying refined

Updated December 2009

Welcome!

So, you have decided to use your cancer-fighting powers to become a Canadian Cancer Society *Daffodil Days Workplace Champion*. Thank you for accepting the mission to promote this fundraising campaign within your organization.

Good luck,

Your friends at the Canadian Cancer Society

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Daffodil Days introduction

The yellow daffodil is a symbol that stands for the fight against all types of cancer. You and your colleagues are helping us to fight back and support to others. The money you raise allows the Canadian Cancer Society to fund leading-edge 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 get to and from cancer-related care who otherwise couldn't get there on their own. Last year, our volunteers drove more than 17,000 Ontarians to approximately 130,000 treatment appointments.

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

Daffodil Days background information

Volunteers began canvassing their neighbourhoods in 1948. By the mid-1950s, they were also 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 fame, 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* the 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.

The Canadian Cancer Society daffodil has strong recognition in Canada as a symbol of hope for people living with cancer. It represents the courage of cancer patients, the compassion of volunteers, the generosity of donors and the commitment of researchers dedicated to conquering the disease.

Each spring, large refrigerated trucks bring more than 5.5 million daffodil blooms across the country from growers in British Columbia to Ontario for *Daffodil Days*.

In 2009, volunteers in Ontario raised \$2.9 million from the sale of daffodils.

In 2010 *Daffodil Days* will take place in communities across Ontario from March 25 to March 28.

Daffodil Days promotional ideas

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

Electronic initiatives

- Make *Daffodil Days* announcements over the PA system.
- Send an e-mail blast out about *Daffodil Days* to all-staff, listing the time and dates of daffodil sales. A *Daffodil Days* 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 Days* sales by distributing a "superhero" quiz to employees as a way to get them excited about daffodil sales. This is a fun and light-hearted way to play-up the "fight back, use your cancer-fighting powers" theme.
- Launch *Daffodil Days* with a "Wear Something Yellow" themed day.
- Create inter-departmental rivalries for daffodils purchased. Give prizes. For example, ask employees to come up with their own superhero image as another way, to play-up the "cancer-fighting" powers theme.

Management-sponsored initiatives

- Set a corporate goal and deadline.
- Offer a matching corporate contribution if the target is met.
- Add *Daffodil Days* information to all pay cheque slips.

Decorative

- Decorate the reception desk and area with daffodil posters or a floral centrepiece. 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.

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.

- Daffodils save lives. Buy a bunch.
- Daffodils save lives. Order yours today.
- Fight back - use your cancer-fighting powers. Buy a bunch of daffodils.
- Fight back - use your cancer-fighting powers. Order your daffodils today.
- By rallying together, we can make cancer history.
- 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 make cancer history. 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) Daffodils save lives. Buy a bunch. 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 contact your local Canadian Cancer Society unit office for more information.

2) Did you know you have cancer-fighting powers? Well, you do. We're selling daffodils for the Canadian Cancer Society and when you buy a bunch, you're fighting back against 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 contact your local Canadian Cancer Society unit office for more information.

3) Use your cancer-fighting powers 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 colour poster 'thermometer' to show progress towards the company's fundraising goal.
- Create small colour 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 you have cancer-fighting powers? Well, you do. 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, almost 62 per cent of people diagnosed with cancer today will survive.

The money raised not only funds leading-edge 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 us to contribute in a very real and meaningful way to our community. It also gives employees a common cause in which we all can be strongly committed. Best of all, it's a great way to bring beauty and fun into our 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 employer's intranet or in the employee newsletter.

Daffodils save lives. Buy a bunch.

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, almost 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.

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 leading-edge 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

Superhero trivia

Did you know that everyone, here at [insert company name] has cancer-fighting powers?

Yes, we do! 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 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 superhero knowledge!

1) What other name is sometimes tacked on to "Superman"?

- a. The Red Redeemer
- b. The Caped Crusader
- c. The Man of Steel

2) What name has NOT been associated with Batman?

- a. World's Greatest Vigilante
- b. The Caped Crusader
- c. World's Greatest Detective

3) What superhero's alter ego's name was Lamont Cranston?

- a. Green Lantern
- b. The Shadow
- c. The Incredible Hulk

4) What job did Spider-Man's alter ego hold?

- a. Judge
- b. Reporter
- c. Photographer

5) Which superhero is the twin sister of He-Man?

- a. Wonder Woman
- b. She-Ra: Princess of Power
- c. Batgirl

Answers:

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

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 over-printed with customized information for your workplace. These posters can be ordered through your local Canadian Cancer Society unit office.

Item name:

Daffodil Days over-printable poster

Size:

8.5 X 11 inches



Workplace Champion feedback

Workplace Champion, we salute you!
Thank you for putting your cancer-fighting powers to work on our behalf.

We at the Canadian Cancer Society would like to extend our sincere thanks to you for promoting the *Daffodil Days* campaign within your organization.

We value your feedback on this program. Please take a few moments to complete the survey below. The information we are requesting is completely voluntary so you can choose to complete the whole survey, some of it, or not complete it at all.

Please return this survey to your local Canadian Cancer Society unit office when remitting your funds raised.

Workplace Champion name: _____

Workplace: _____

- 1. How can the Canadian Cancer Society further assist your promotional efforts of *Daffodil Days* in your workplace?**

- 2. Did you find the *Daffodil Days Workplace Champion* toolkit and promotional materials useful?**

- 3. What changes, if any would you suggest?**

We respect your privacy.
The information you do provide will be kept completely confidential.
The information will be used in an aggregate form for statistical purposes and only authorized Canadian Cancer Society staff will have access to this information.

For more information about our privacy practices:
www.cancer.ca • 1 800 268-8874 x 2257 • e-mail: privacy@ontario.cancer.ca