

**#BlueForCRC**

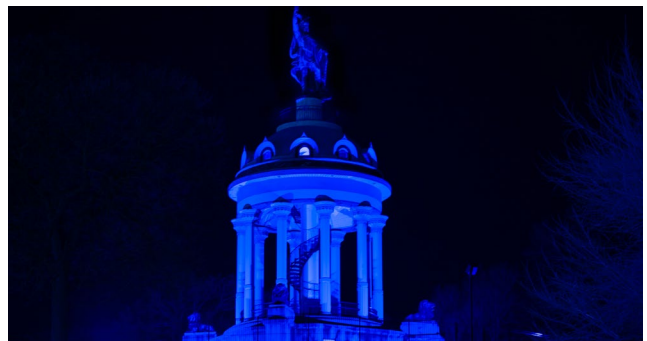
# **COLORECTAL CANCER AWARENESS MONTH ACTIVITIES**

**Toolkit for Volunteers and Advocates**



**You are invited to go #BlueForCRC all month long.  
Just use the hashtag to share your efforts!**

**Submit your landmarks here! [↪](#)**



**HELP RAISE AWARENESS ABOUT SCREENING  
DURING COLORECTAL CANCER AWARENESS MONTH**

**[ColoCancerCoalition.org/BlueForCRC](https://ColoCancerCoalition.org/BlueForCRC) [↪](#)**

## IN THIS PACKET

3. Tips and Tricks from volunteer Allison Rosen
4. How to request landmarks “Go Blue”
5. Requesting a City or County proclamation and link to Sample Proclamation Text

### FOUR WAYS TO BE INVOLVED

1. Share your story on social media! Tag us in your posts about why colorectal cancer screening and awareness is important, and why you’re going #BlueForCRC. Don’t forget to use the hashtag!
2. Invite local landmarks, health care systems, and other local establishments and dedicate a day, a week or more in March.
3. Request a Colorectal Cancer Awareness Month proclamation from your state and local government.
4. Follow and engage with other colorectal cancer advocates on social media! Our voices are stronger together- join in on social media by following us on Instagram, Facebook, TikTok, and LinkedIn!

### SHARE YOUR STORY ON SOCIAL MEDIA!

Share why you’re going #BlueforCRC on social media! Send us a selfie video with your name, why colorectal cancer awareness is important to you, and why you’re going #BlueforCRC!

#### Tips for sharing your story through video:

1. Short videos are OK! 1-2 minutes is all you need.
2. Be sure to talk about why screening and awareness are important
3. Get creative, collaborate with your co-workers, friends, and family!

**ONE PERSON CAN NOT DO IT ALL, BUT EVERYONE CAN DO SOMETHING.**

**INVITING ONE LANDMARK IN YOUR CITY ON ONE NIGHT, YOU CAN RAISE AWARENESS ABOUT THE IMPORTANCE OF COLORECTAL CANCER SCREENING.**

### AWARENESS MATERIALS FOR MARCH DISTRIBUTION

We have a library of FREE educational materials available for anyone to share with their communities. Visit our [webpage](#) to learn more, and request from our dozens of materials, or download free PDF's! Translations available in French, Spanish, Vietnamese, Hmong, Chinese, Korean, and Somali, with more translations coming soon!



## ALLISON'S TIPS AND TRICKS

Since 2019, Colon Cancer Coalition and Fight CRC volunteer, Allison Rosen has coordinated over 50 landmarks in Houston to go #BlueForCRC. Allison shares some of the things she learned:

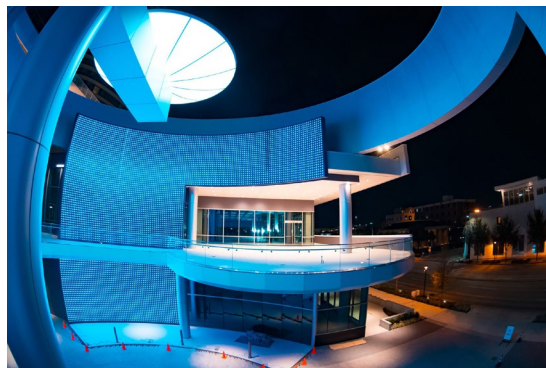
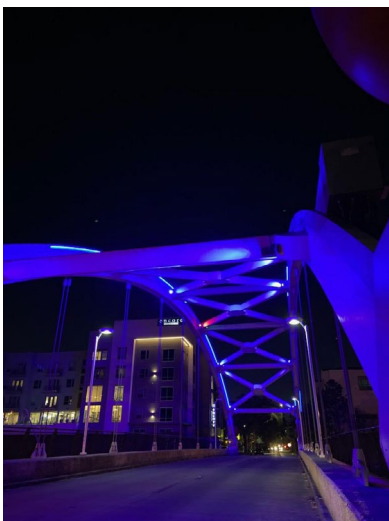
- **Start early**, it is hard to get people to commit at the last minute.
- If you see a building that was another color (like pink for breast cancer awareness) it has the potential to turn blue.
- **Engage other local survivors** to help. It's hard for a hospital to say "no" to their patients.
- **Calling is the best method** to get what you want, emails can be ignored.
- **Start with any big medical center institutions, airports, city hall, etc.** When recruiting, mention other landmarks are already committed to participate.
- **I always start with the Marketing/ Communications department**, then after approval contacted the facilities department who would set the lights for us.
- **No place is too small**, if a bank or other business is blue, call them. The more buildings and landmarks the better.
- **Reach out to your local American Cancer Society** and work together with other groups also doing CRC Awareness.



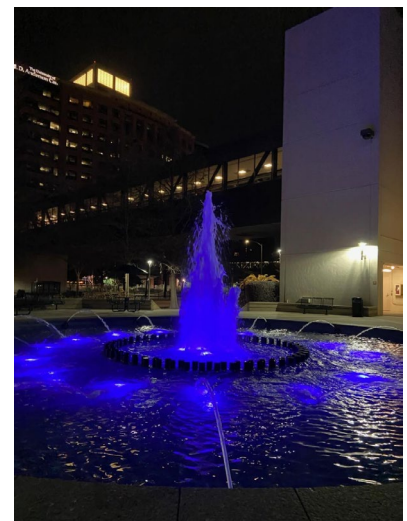
- If a company, medical center, or business doesn't have lights ask if they would be willing to wear blue on a certain date and post to social using #BlueforCRC to create social media buzz.
- **Share the unified messaging** and ask those participating to tweet, share it on social. They like it when they are given exactly what to say.
- **PERSONALIZE EVERYTHING!** In every email and phone call include your personal connection to the colorectal cancer, as a patient, survivor, or caregiver. Make it really hard to say 'No'!

### Go above and beyond:

Add a press conference with your mayor to kickoff the lights and have them talk about the importance of CRC screening; invite the media. (My local American Cancer Society helped with this.)



*Houston landmarks lit blue by Allison!*



## REQUESTING A LANDMARK GO BLUE

*HINT: Have landmarks in your city been lit to celebrate a local sports team or another cause? Chances are it can be BLUE for CRC awareness, too! Just Ask!*

### Many popular buildings and landmarks have clear policies about how to request lighting for a cause. Here are a few tips to get buildings to go blue!

1. Plan ahead- starting early if possible is always best.
2. Keep track of who you're talking to, and let others in your area know if you're working in a group.
3. Think outside of the box, and consider smaller buildings and landmarks others might not think to ask. While large, famous landmarks are great, small local favorites are great, too! Don't neglect statues, small businesses, or even schools.
4. If they don't have the ability to light, help suggest collaborative and interesting ways they can still participate. A wear blue day, blue lights at the front desk, or even blue flags outside. All are a great way to Go Blue!

#### SEND AN EMAIL [Sample emails](#)

"Feeling stuck? Here's some sample emails to get you started. These work great as a phone script, too!

#### TAG THEM ON SOCIAL MEDIA!

Social media is a great way to engage with buildings or organizations, too! DM's or tagging them in a post is a great way to get their attention.



You can also try reaching out to people directly in these roles:

#### Public landmark

- A request form on the city, county, or state website. Submit your request as early as possible.
- *City-owned:* Public Works, Communications / Marketing Manager, or Public Information Officer
- *State-owned* (bridges, highway overpasses, etc.): Department of Transportation Operations Manager

#### Private building or business

- Company's Marketing or Communications Manager (company owned building)
- General Manager or Property Manager (for managed buildings)
- Security, Operations, or Maintenance Manager



## REQUESTING A CITY OR COUNTY PROCLAMATION

1. Visit the city or county website.
2. Search “proclamation” in the site’s search box. If you can’t find contact information, try the ‘contact us’ link on the website.
3. You may be directed to a contact form in the Mayor’s office or specific instructions for submission.

Or reach out to people in these roles:

*(note that many of these contacts are the same for city or county-owned landmark lighting requests)*

### Large City or County

- Communications / Marketing Manager, Communications or Public Information Officer, Health and Human Services Department
- Chief of Staff for the Mayor’s Office
- Direct to the Commissioner or Council Member who represents where you live

### Small Town or County

- City Administrator
- Directly to your mayor or commissioner



*HINT: When in doubt try the “contact us” link on the website*

## NEXT STEPS

1. Please [complete this form](#) with your organization, and what locations you’re submitting. This helps us keep track of what buildings will be blue!
2. Engage with volunteers and organizations from across your state and country. Help amplify the colorectal cancer awareness message throughout March! Don’t just stop at #BlueForCRC, join us for a Get Your Rear in Gear event! Find an event near you [here](#).
3. FOLLOW the Colon Cancer Coalition on [X \(formerly Twitter\) \(@ColonCancerCoal\)](#) and [Instagram \(@ColonCancerCoalition\)](#). We will also be sharing photos on the [Colon Cancer Coalition Facebook page](#).

**Do what works best for your schedule and the organizations you approach. Then use the hashtag #BlueForCRC to be a part of the nationwide conversation about the importance of colorectal cancer screening!**

## HAVE QUESTIONS?

Contact us anytime! And don’t forget to let us know about your successes so we can share.

**Erin Peterson**

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## ADDITIONAL RESOURCES

[#BlueForCRC Google Drive](#)

- [Press release template](#)
- [Sample social media messages](#)
- [Sample invitation email](#)
- Promotional graphics (co-brandable)
- One page “sell sheet”