

JOIN THE

churches
pharmacies
gas stations
grocery stores
gyms
and more!



STAMP OUT CANCER

CAMPAIGN



CREATE AWARENESS



SUPPORT YOUR COMMUNITY



FIGHT CANCER



SAVE LIVES

info@sccancer.org

803-708-4732

1800 St. Julian Place Suite 408 Columbia, SC 29204

**Join the South Carolina Cancer Alliance
in the fight against cancer.**



**SOUTH CAROLINA
CANCER ALLIANCE**



CAMPAIGN GUIDE

Thank you for joining the South Carolina Cancer Alliance and the “Stamp Out Cancer” Campaign! Through activities and promotions like yours, the South Carolina Cancer Alliance is able to raise awareness of the health disparities in our state and provide programs to counties throughout the state to reduce the impact of cancer.

INSTRUCTIONS

1. Determine how you will track the “sale” of the donation cards.
Tracking is required by State and Federal regulations. Many points of sale register programs have the ability to add a nontaxable item to their system allowing for easy and accurate reporting and tracking.
2. Fill out the Campaign Agreement.
3. Hold employee meeting about the “Stamp Out Cancer” Campaign and provide employees with a script.

Example Script: “Would you like make a donation to the South Carolina Cancer Alliance? Your support will help us reduce the impact of cancer in our community.”

Set a company goal and challenge employees to “sell” donation cards. Employee contests are a good way to encourage “sales”.

4. Promote your “Stamp Out Cancer” campaign through Facebook, Twitter, and Instagram using **#stampoutcancersc @sccancerorg**
5. Throughout the campaign, encourage customers, other employees, vendors and/or guests to make a donation.
6. Allow customers to select the amount they would like to give and have them sign their name on the donation card.
7. Display donation cards in a prominent location to recognize donors and encourage participation.
8. Every two weeks send a report of all donations collected during the two-week period and submit the donations to the South Carolina Cancer Alliance.
9. At the end of your campaign, within 14 days, submit a final report showing all donations and submit any remaining donations.
10. Celebrate your success by posting on Facebook, Twitter, and Instagram using **#stampoutcancersc @sccancerorg**



CAMPAIGN GUIDE

GUIDELINES

PRINT AND PROMOTION

- All promotional materials must clearly state that you are raising funds that will benefit the South Carolina Cancer Alliance.
- The South Carolina Cancer Alliance may choose to promote your campaign by displaying it on our website, in our newsletters, or by other means deemed appropriate.
- All print and media must avoid any statement or appearance of an endorsement by the South Carolina Cancer Alliance. The terms “Sponsor & Partner” are not permitted.

LOGO USAGE

- South Carolina Cancer Alliance’s logo is a registered trademark and cannot be legally reproduced without written permission and approval.
- The logo may only be used in conjunction with an approved campaign and may not be altered.

APPROVAL

- Campaigns that conflict in any way with our mission or that may negatively impact our credibility, or our reputation will not be approved.
- A complete plan must be included describing the Campaign, the marketing plan, intended use of the South Carolina Cancer Alliance’s logo and the contribution amount that will be submitted to the South Carolina Cancer Alliance.
- All contributions must be submitted within fourteen (14) days of collection.
- Upon approval, the South Carolina Cancer Alliance will provide a packet with promotional signage and donation cards.

APPLICATION SUBMISSION

- An application must be submitted at least ten (10) days prior to the desired start date.

To submit by email:

Alison.Taylor@sccancer.org



APPLICATION

CONTACT INFORMATION

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____

ZIP: _____ PHONE: _____

EMAIL: _____

WEBSITE: _____

CONTACT NAME: _____

ACTIVITY INFORMATION

Please complete the form by filling out all applicable information.

ACTIVITY DATE(S): FROM _____ TO _____

ACTIVITY: _____

NAME: _____

LOCATION: _____

DESCRIPTION: _____

MARKETING PLAN:

PLANNED USE OF THE SOUTH CAROLINA CANCER ALLIANCE LOGO AND TRADEMARKS:

COMPANY CONTRIBUTION: _____



CAMPAIGN AGREEMENT

UPON APPROVAL, this Agreement gives Company permission to promote the South Carolina Cancer Alliance in connection with the Activity, subject to the following terms and conditions:

1. USE OF THE SOUTH CAROLINA CANCER ALLIANCE NAME AND LOGO

1.1 THE SOUTH CAROLINA CANCER ALLIANCE grants to Company the limited non-exclusive, non-transferable, non-assignable, revocable right to use THE SOUTH CAROLINA CANCER ALLIANCE name, logo and other trademarks (Branding) provided by THE SOUTH CAROLINA CANCER ALLIANCE to be used solely in connection with the Activity.

2. PRINT AND PROMOTION

2.1 To protect the branding, reputation and established credibility of THE SOUTH CAROLINA CANCER ALLIANCE Company will obtain prior approval for all usage of branding including, but not limited to: its use on/in any promotional materials, web pages, press releases, blog posts, Facebook posts, Twitter posts, marketing materials and print advertising (promotions).

2.2 All promotions will clearly state that funds raised will benefit and will be submitted directly to THE SOUTH CAROLINA CANCER ALLIANCE.

2.3 THE SOUTH CAROLINA CANCER ALLIANCE does not endorse Company or its products or services. Company will in no manner make a direct statement or imply in any way an endorsement by THE SOUTH CAROLINA CANCER ALLIANCE. Company will at no time use the terms "Sponsor" or "Partner" in connection with the Activity.

3. FINANCES AND RECORDKEEPING

3.1 All financial costs, management and reporting aspects of the Activity are the responsibility of Company and must be in compliance with all State and Federal laws. Detailed financial records related to the Activity must be kept and submitted to THE SOUTH CAROLINA CANCER ALLIANCE.

4. DENIAL AND TERMINATION

4.1 THE SOUTH CAROLINA CANCER ALLIANCE reserves the right to approve or deny any application at its sole discretion.

4.2 THE SOUTH CAROLINA CANCER ALLIANCE reserves the right to cancel the agreement at any time at its sole discretion.

5. INDEMNIFICATION AND COMPLIANCE

5.1 Company agrees that it will fully indemnify, protect, defend and hold harmless THE SOUTH CAROLINA CANCER ALLIANCE and all its affiliates, their directors, officers and employees from any and all claims, that may arise out of or relate to the Activity or the terms of this agreement.

5.2 Company will comply with all State and Federal laws and regulations and with any and all requirements set out by any media platforms used to promote the Activity.

COMPANY:

I, _____ (PRINTED NAME) have authority to represent

_____ (COMPANY) and on its behalf, agree to the terms

and conditions set forth in this agreement.

SIGNATURE: _____ DATE: _____

TITLE: _____

THE SOUTH CAROLINA CANCER ALLIANCE:

APPROVED BY: _____ (PRINTED NAME)

SIGNATURE: _____ DATE: _____

TITLE: _____