

AMERICAN CANCER SOCIETY

# Daffodil Days<sup>®</sup>



## Hope By The Bunch<sup>®</sup>

powered by  
1800Flowers.com<sup>®</sup>

# Coordinator Guidebook

### In this guidebook:

- Things to know about your order
- Steps to success
- Ideas for involving your company and community
- How to create your own volunteer opportunities
- Sample email, social media, intranet, and newsletter content
- How the American Cancer Society is making a difference and helping to save lives

### Additional resources at [1800Flowers.com/hope](https://www.1800flowers.com/hope) include:

- Order Tracking Form
- Mail-in Order Form
- Poster
- Gift of Hope Flyer



1.800.227.2345 | [cancer.org](https://www.cancer.org)



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## THANK YOU FOR BEING A COORDINATOR!

Daffodil Days, a beloved campaign of the American Cancer Society, has brought cheer and hope to thousands of people through the delivery of bright, fresh, daffodils – a symbol of spring. Thanks to you, the American Cancer Society is proud to offer daffodils through the Daffodil Days Hope By The Bunch program, powered by 1800Flowers.com®.

As a coordinator you will be promoting this special campaign and collecting orders from colleagues, family, friends, vendors, neighbors ... everyone you know!

## PRODUCTS AND PRICING

- \$14 per bunch of 10 fresh-cut daffodils
- \$140 per box of 10 bunches
- \$210 per box of 15 bunches
- \$700 per box of 50 bunches

\*Prices include shipping and any applicable taxes

## THINGS TO KNOW ABOUT YOUR ORDER

- Orders require a 10 bunch minimum
- Orders are not tax deductible
- 1800Flowers.com will only accept one payment per bulk order (should include all orders you have collected, although your company can place multiple bulk orders if there are coordinators in different departments, buildings, etc.)
- Deadline to place orders with 1800Flowers.com is January 29, 2016
- Orders can be placed:
  - » Online at [1800Flowers.com/hope](http://1800Flowers.com/hope) (orders placed online must be paid by PayPal or credit card)
  - » By phone toll-free at 1-844-346-7010 (orders placed by phone must be paid by credit card)
  - » By mail using the *Mail-in Order Form* available at [1800Flowers.com/hope](http://1800Flowers.com/hope) (orders placed by mail must be paid with ONE money order, or cashier's check/certified check made payable to 1800Flowers.com – credit card payments not accepted by mail). Mail-in orders must be received by January 29.

If you have any questions about your order, please call 1800Flowers.com's dedicated Daffodil Days Hope By The Bunch customer service staff toll-free at 1-844-346-7010.



To get you started, here are some steps to success that will ensure a great campaign.

## STEPS TO SUCCESS

1. Set an ambitious goal! How many daffodil orders will you collect?
2. Identify colleagues and friends to help promote and build your campaign.
3. Determine the payment types you will accept and how you will collect them.  
*\*\*Remember, you will place one bulk order (includes all the orders you have collected) online at 1800Flowers.com/hope (must pay by PayPal or credit card); toll-free at 1-844-346-7010 (must pay by credit card); or by mail using the Mail-in Order Form (must pay by ONE money order, or cashier's check/certified check made payable to 1800Flowers.com).*
4. Set an internal deadline for orders, preferably a few days prior to January 29, 2016 – the deadline to place your order with 1800Flowers.com. Mail-in orders must be received by January 29.

5. Select your preferred delivery date in early March.

Tuesday, March 1	Tuesday, March 8
Wednesday, March 2	Wednesday, March 9
Thursday, March 3	Thursday, March 10
Friday, March 4	Friday, March 11

**Helpful Hint:** *We cannot guarantee a specific delivery time for daffodils. As very large orders may take a substantial amount of time to sort and distribute, we recommend selecting a Tuesday, Wednesday, or Thursday delivery date.*

6. Download the *Daffodil Days Poster* available at 1800Flowers.com/hope, fill in the needed information, make copies, and display them everywhere!
7. Spread the word!
  - » Tell everyone you know and encourage them to order.
  - » Include campaign details on your company intranet or in a newsletter.
  - » Ask leadership to send an email encouraging support of the campaign.
8. Use the *Order Tracking Form* available at 1800Flowers.com/hope to track your orders and confirm delivery details.
9. Place your order online at 1800Flowers.com/hope, by phone toll-free at 1-844-346-7010, or by mail using the *Mail-in Order Form* available at 1800Flowers.com/hope.
10. On delivery day, spread cheer for all who ordered by distributing bright, fresh daffodils! You may want to recruit a team to help with deliveries.
11. Thank everyone who placed orders, and be sure to let them know their support is helping the American Cancer Society save lives.



## GIFT OF HOPE

Coordinators can order Gifts of Hope for delivery to a designated American Cancer Society Hope Lodge® location. The American Cancer Society Hope Lodge program provides free overnight lodging to cancer patients and their caregivers who have to travel away from home for treatment. Not having to worry about where to stay or how to pay for it allows patients to focus on the most important thing: getting well.

Your Gift of Hope order will help brighten the day of cancer patients staying at the Society's Hope Lodge communities.

Gift of Hope orders require a 10 bunch minimum. To learn more and for ordering instructions, please refer to the *Gift of Hope* flyer available at [1800Flowers.com/hope](http://1800Flowers.com/hope).

## IDEAS TO GET YOUR COMPANY INVOLVED

- Display your completed poster in breakrooms, near copy machines, in the mailroom, and in restroom stalls to promote the campaign.
- Be creative with your campaign displays. In addition to hanging posters, display artificial daffodils and/or green and yellow balloons or crepe paper. May also want to leave copies of the *American Cancer Society Making a Difference to Help Save Lives from Cancer* infographic (see pages 12-13) to show how important contributions are to helping the Society save lives.
- Email colleagues to tell them why you're involved and how they can order daffodils.
- Include campaign information on the company intranet, on the company Facebook page, or in the company newsletter (see sample content on pages 9-11).
- Leave extra copies of the *Order Tracking Form* in common areas to encourage others to sign up as coordinators for their department or floor.
- Challenge departments, floors, branches, etc. to appoint a coordinator and see who can collect the most orders. In addition to winning bragging rights, reach out to leadership to gain their support and see if a prize could be awarded to the challenge winners.

## IDEAS TO GET YOUR COMMUNITY INVOLVED

In addition to encouraging colleagues, family, friends, vendors, customers, neighbors – everyone – to order daffodils, think about others in your community who could support the Daffodil Days Hope By The Bunch program and show their commitment to the fight against cancer.

- **Local business owners** – give bunches to employees, vendors, customers, and others who support the business to say thanks and show their commitment to the cause
- **Banks** – hand out flowers to customers as a thank you for their business
- **Car Dealerships** – give a bunch to everyone who test-drives a car; decorate the showroom with flowers



- **Stores** – Select a coordinator who will circulate an *Order Tracking Form* to employees or promote placing orders in common areas; display flowers on the sales floor
- **Hotels and Convention Centers** – decorate the lobby, guest rooms, and/or event spaces with daffodils to show their commitment to the cause
- **Hospitals/Medical Offices** – Select a coordinator who will promote placing orders in common areas, such as the gift shop, cafeteria, or lobby; give daffodils to patients to brighten their day; give daffodils to staff and volunteers as a thank you
- **Realtors** – give daffodils to prospective and current clients, and new homeowners

## HOW TO CREATE ADDITIONAL VOLUNTEER OPPORTUNITIES

### Delivering daffodils in your community

Over the years, the American Cancer Society and our volunteers have taken the opportunity to brighten the day of local cancer patients by giving gifts of daffodils at local hospitals and cancer centers.

If you, or someone you know, are interested in creating a company- or community-based volunteer opportunity for the American Cancer Society Daffodil Days Hope By The Bunch program by delivering daffodils to patients in your area, please take the following steps:

1. Recruit volunteers who would like to contribute to the daffodil order and/or participate in delivering daffodils.
2. Identify a local hospital or cancer center where you would like to donate or hand out your purchased daffodils. Then, BEFORE placing your daffodil order, reach out to the facility to ensure they can accept floral gifts. Be sure to discuss when and how the deliveries will take place, including whether the daffodils can be shipped directly to the facility or if they need to be shipped directly to you.
3. After your volunteer opportunity is confirmed with your selected facility, place your daffodil order. Since we cannot guarantee a specific delivery time on your delivery date, please select a daffodil delivery date one or two days in advance of your scheduled volunteer activity.
4. One week prior to the agreed-upon delivery date, confirm all details with the facility.
5. Deliver beautiful daffodils and share smiles and messages of hope with local cancer patients! Please share your volunteer experience on the Society's Facebook page.

Remember, if you would like to give the gift of daffodils to cancer patients without coordinating your own volunteer opportunity, you may purchase a Gift of Hope (see page 5 for more information).



## SERVICE OF HOPE

Members of faith-based organizations have the opportunity to purchase daffodils in memory or in honor of individuals affected by cancer as part of the Daffodil Days Hope By The Bunch program.

Purchased daffodils can be used to decorate your faith-based organization during a “Service of Hope”, which should be scheduled during a weekend in March corresponding with flower delivery. Following the service, daffodils can be taken home by the donor, presented to a cancer survivor or caregiver in the congregation, or left as a decorative display.

If a faith-based organization is interested in creating a Service of Hope for the Daffodil Days Hope By The Bunch program they will need to appoint a Service of Hope coordinator – could be a member of the organization or an organization staff partner – who will:

- Organize and promote the event by:
  - » Displaying posters
  - » Creating campaign displays
  - » Including campaign details in organization newsletters and bulletins
- Collect daffodil orders and payments – ideas include:
  - » Recruiting volunteers to accept orders and payments after specified services
  - » Including an order form in the weekly bulletin asking individuals to place their orders and payment in an envelope and drop it into the weekly offering plate or collection basket during specified weeks
- Submit the order (see pages 3-4 for details and instructions on placing orders), and remember:
  - » 10 bunch minimum for all orders
  - » Place one bulk order (includes all orders collected)
  - » Orders must be received by January 29, 2016
  - » Select a delivery date, preferably an available Thursday or Friday, to ensure daffodils will be at their peak during Service of Hope weekend (\*Remember, if your organization works with a florist on congregation arrangements, be sure to build in time for their work as well.)
- Plan and schedule the Service of Hope for the weekend corresponding with flower delivery – suggestions include:
  - » Incorporate readings, songs, and prayers about the concept of hope into the service
  - » Recognize cancer survivors who are in attendance
  - » Ask a cancer survivor to share their experience and the importance of having hope
  - » Include a listing of those individuals who purchased daffodils in memory of or in honor of loved ones in your weekly bulletin
  - » Include colorectal cancer awareness information in your weekly bulletin – March is National Colorectal Cancer Awareness Month



## **SAMPLE SERVICE OF HOPE NEWSLETTER OR BULLETIN ANNOUNCEMENTS**

### **Publish in early January:**

During the weekend of [MARCH X-X], we will celebrate a Service of Hope to support the American Cancer Society Daffodils Days® Hope By The Bunch® program, powered by 1800Flowers.com®. Daffodils are the first flower of spring and our symbol of hope in the fight against cancer. For \$14 you can purchase a bunch of 10 fresh-cut daffodils in honor or in memory of a loved one touched by cancer. Your contribution will help the American Cancer Society save lives by helping people stay well and get well, by finding cures, and by fighting back. Purchased daffodils will decorate our special service, after which you may take your flowers home, give them to a loved one, or leave them as part of our floral display.

To participate, please complete an order form and enclose it with your payment in an envelope. Drop the envelope into the weekly offering at any service on [ENTER DATE(S), RECOMMENDED PRIOR TO JANUARY 25, 2016 TO ENSURE ORDERS ARE PLACED BY THE JANUARY 29 DEADLINE].

Individuals will also be available to accept your order in person after services on [ENTER DATE(S), RECOMMENDED PRIOR TO JANUARY 25, 2016 TO ENSURE ORDERS ARE PLACED BY THE JANUARY 29 DEADLINE].

All individual orders will be consolidated into one master order and payment submitted to 1800Flowers.com by our volunteer coordinator. In order to make consolidation and payment easier, we ask you pay for your bunches by cash only [OR ENTER OTHER ACCEPTED PAYMENT OPTIONS, NOTE THE AMERICAN CANCER SOCIETY WILL NOT ACCEPT OR PROCESS PAYMENTS].

Please contact [coordinator name] at [phone number] with any questions or for more information. Thank you!

Name: \_\_\_\_\_

Number of bunches: \_\_\_\_\_ x \$14 = \$ \_\_\_\_\_

Total enclosed: \$ \_\_\_\_\_

*[Below is optional information that can be collected for inclusion in organization newsletter or bulletin.]*

In Honor of: \_\_\_\_\_

In Memory of: \_\_\_\_\_

*\*Note – if individuals choose not to take their purchased flowers after the Service of Hope has ended and donate their daffodil purchase(s) to your faith-based organization, please refer to your organization's donation policy on the tax deductibility of gifts.*

### **Publish one week prior to Service of Hope:**

Next weekend, we will celebrate a Service of Hope to support the American Cancer Society Daffodils Days® Hope By The Bunch® program, powered by 1800Flowers.com®. Daffodils are the first flower of spring and our symbol of hope in the fight against cancer. Thank you to everyone who purchased daffodils in honor or in memory of loved ones touched by cancer. As a reminder, purchased daffodils will decorate our special service, after which you may take your flowers home, give them to a loved one, or leave them as part of the display. Thank you again for your support and for helping the American Cancer Society save lives.





## SAMPLE EMAIL, INTRANET, AND NEWSLETTER CONTENT

### PRE-DEADLINE

- Winter blues got you down? Looking for signs of spring? Well you're in luck, it's time for the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com®. Contact [NAME] at [EMAIL or PHONE] to place your order for bright, fresh daffodils today and think spring! Each bunch of daffodils is just \$14.
- Orders are now being accepted for the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com®. Each bunch of daffodils is just \$14. Place your order for bright, fresh daffodils today! Contact [NAME] at [EMAIL or PHONE].
- For \$14 you can brighten your office, or better yet the office of a colleague or client, with a fresh-cut bunch of daffodils! Your contribution to the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com® will help the Society save lives. Contact [NAME] at [EMAIL or PHONE] to place your order today.
- You can brighten the day for those facing cancer. Give a Gift of Hope – a bunch of 10 fresh-cut daffodils for just \$14 – available through the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com®. They are delivered to patients staying at American Cancer Society Hope Lodge® locations, which provide cancer patients and caregivers a free place to stay while receiving treatment away from home. Contact [NAME] at [EMAIL or PHONE] to place your order today.
- Chances are you or someone you know has been touched by cancer. Help finish the fight by supporting the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com®. Contact [NAME] at [EMAIL or PHONE] to place your order today. Each bunch of 10 fresh-cut daffodils is just \$14. Your contribution will help the American Cancer Society save lives by helping people stay well and get well, by finding cures, and by fighting back.
- The deadline to place your Daffodil Days® Hope By The Bunch® order is quickly approaching. Each bunch of 10 fresh-cut daffodils is just \$14. Be sure to contact [NAME] by [DATE] with your order and payment!
- Today is the deadline to place your Daffodil Days® Hope By The Bunch® order! Contact [NAME] by [DATE] with your order and payment now.

**POST-DEADLINE**

- Thank you to all who placed orders for the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com®. We ordered [NUMBER] bunches of daffodils and raised \$[NUMBER] to help the American Cancer Society save lives by helping people stay well and get well, by finding cures, and by fighting back. Flowers will arrive on [DATE]. For more information, contact [NAME] at [EMAIL or PHONE].
- Thank you to all who placed orders for the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com®. Flowers will arrive on [DATE]. By giving daffodils you are giving hope! Together, we are helping the American Cancer Society save lives. For more information, contact [NAME] at [EMAIL or PHONE].
- Next week, orders for the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com® will arrive. Daffodils will be [ADD DELIVERY / PICK UP SPECIFICS]. Again, thank you for your support and for helping the American Cancer Society save lives. Get ready to enjoy a special sign of spring!

**DELIVERY WEEK**

- Daffodils have arrived! Orders for the American Cancer Society Daffodil Days® Hope By The Bunch® program, powered by 1800Flowers.com® [ADD SPECIFICS FOR DELIVERY/PICK UP]. Enjoy your bright, fresh, and cheerful daffodils, and again thank you for your support!

**SAMPLE SOCIAL MEDIA MESSAGES****FACEBOOK**

- Help grow hope! The website for the Daffodil Days Hope By the Bunch program, powered by @1800Flowers.com is now live! Coordinators can visit [1800flowers.com/hope](https://1800flowers.com/hope) to download resources and place bulk orders through January 29. Funds raised help the American Cancer Society save lives.
- A field of daffodils is growing across Facebook! The American Cancer Society Daffodil Days Hope By The Bunch program, powered by @1800Flowers.com raises funds to fight cancer one bunch at a time. Visit [1800flowers.com/hope](https://1800flowers.com/hope) to download resources and place your order today!
- Help share hope! Order a Gift of Hope through the Daffodil Days Hope By The Bunch program, and help brighten the day of cancer patients staying at American Cancer Society Hope Lodge communities. Visit [1800flowers.com/hope](https://1800flowers.com/hope) to learn more.
- Last call for daffodils! The deadline for Daffodil Days Hope By The Bunch orders is January 29. Visit [1800flowers.com/hope](https://1800flowers.com/hope) now to place your bulk order. Don't miss out on receiving beautiful, cheerful, fresh daffodils this March!



## TWITTER

- Help #GrowHope! The Daffodil Days Hope By the Bunch program powered by @1800Flowers.com is here! [1800flowers.com/hope](http://1800flowers.com/hope) to get started
- A field of daffodils is blooming! @AmericanCancer Daffodil Days Hope By The Bunch raises funds to help save lives. [1800flowers.com/hope](http://1800flowers.com/hope)
- Last call to #GrowHope! Order deadline for Daffodil Days Hope By The Bunch is 1/29. Visit [1800flowers.com/hope](http://1800flowers.com/hope) today!
- Let's see those pics! @AmericanCancer Daffodil Days Hope By The Bunch program powered by @1800Flowers.com deliveries are this week

# Making a Difference to Help Save Lives from Cancer



Together with our millions of supporters, the American Cancer Society saves lives by helping people stay well and get well, by finding cures, and by fighting back against cancer.

## We're doing the most to help people fight cancer today.

Each year, we help cancer patients everywhere get answers, care, and support when they need it most.

### ACCESS TO CARE

IN 2014, CANCER PATIENTS RECEIVED MORE THAN



**3 4 1,000**

RIDES TO AND FROM TREATMENT.

### FREE LODGING



IN 2014, NEARLY 44,000 PATIENTS AND CAREGIVERS SAVED MORE THAN \$36 MILLION IN LODGING COSTS.

### TRUSTED INFORMATION

IN 2014, WE FULFILLED NEARLY

**800,000**

REQUESTS FOR CANCER INFORMATION VIA PHONE, EMAIL, AND ONLINE CHATS.



### PATIENT NAVIGATORS

**56,000**  
**PATIENTS**



RECEIVED HELP UNDERSTANDING THEIR CANCER DIAGNOSIS AND WERE CONNECTED TO THE RESOURCES THEY NEEDED LAST YEAR.

### BREAST CANCER SUPPORT

**10,000**  
**ONE-ON-ONE**  
**SUPPORT SERVICES**



WERE PROVIDED TO THOSE FACING OR LIVING WITH THE DISEASE THROUGHOUT 2014.

### HELP WITH APPEARANCE-RELATED SIDE EFFECTS

**35,000**

**WOMEN** WITH CANCER LEARNED HOW TO MANAGE THE APPEARANCE-RELATED SIDE EFFECTS OF TREATMENT.



## We fund research to help find cancer's causes and cures.

Society researchers have contributed to most of the major cancer breakthroughs in recent history.

### US CANCER DEATH RATES



THAT MEANS  
MORE THAN  
**1.5 MILLION**  
**LIVES SAVED**



WE FUND RESEARCHERS WITH CUTTING-EDGE IDEAS EARLY IN THEIR CAREERS.



**47** HAVE GONE ON TO WIN THE NOBEL PRIZE.

SINCE 1946, WE  
HAVE INVESTED  
MORE THAN

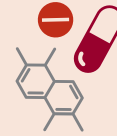
**\$4  
BILLION**  
IN RESEARCH GRANTS.



THANKS TO OUR OWN RESEARCH, AND THAT OF OUR FUNDED RESEARCHERS ...



WE HELPED CONFIRM  
CIGARETTE SMOKING IS  
LINKED TO LUNG CANCER.



WE HELPED DEVELOP  
DRUGS TO TREAT  
LEUKEMIA AND ADVANCED  
BREAST CANCER.



WE HELPED CONFIRM  
OBESITY IS LINKED TO  
MULTIPLE CANCERS.



WE HELPED SHOW  
MAMMOGRAPHY IS THE  
MOST EFFECTIVE WAY  
TO DETECT BREAST  
CANCER EARLY.

**We're helping people take steps to stay healthy.**

We empower communities across the world to take steps that can help reduce their risk for cancer.



DEVELOPING EVIDENCE-BASED  
CANCER SCREENING GUIDELINES



FUNDING GRANTS TO EDUCATE  
AND ENABLE AT-RISK COMMUNITIES  
TO TAKE ACTION



PROVIDING THE LATEST  
EDUCATION AND RESOURCES FOR  
HEALTH CARE PROFESSIONALS



CREATING AWARENESS ABOUT THE  
NEED FOR REGULAR MAMMOGRAMS

**We're rallying communities and creating partnerships to help save lives.**

We've been working to transform cancer from deadly to treatable, and treatable to preventable.

THANKS IN PART TO THE WORK OF THE AMERICAN CANCER SOCIETY  
CANCER ACTION NETWORK<sup>SM</sup>, OUR NONPROFIT, NONPARTISAN  
ADVOCACY AFFILIATE ...

APPROXIMATELY  
**2.5 MILLION**  
VOLUNTEERS  
ARE HELPING TO SAVE  
LIVES FROM CANCER.



MORE THAN  
**4.6 MILLION**  
WOMEN IN NEED  
HAVE BEEN HELPED SINCE 1991  
THROUGH THE NATIONAL BREAST  
AND CERVICAL CANCER EARLY  
DETECTION PROGRAM.

1.800.227.2345 | [cancer.org](http://cancer.org)

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We **save lives** by helping you stay well,  
helping you get well, by finding cures,  
and by fighting back.

[cancer.org](http://cancer.org) | 1.800.227.2345

