DENIM AGAINST DV

WEAR DENIM FOR
DASH - DISTRICT ALLIANCE FOR SAFE HOUSING
HOW IT WORKS:

For a $5 donation to DASH, employees can wear jeans or go casual for a day! Each $5 donation is a day to wear jeans. Host a jeans day or a campaign throughout a specific month, like Domestic Violence Awareness Month in October or during the summer months.

STEP 1 - SET A DATE

We recommend running the fundraiser for a month – it’s long enough that employees get many opportunities to participate, but short enough that you can create some urgency while it’s going on.

STEP 2 - PROMOTION

At least two weeks before the fundraiser begins, you’ll want to start building up excitement and getting the word out about the fundraiser. DASH can create a branded donation page for your organization and provide stickers as a receipt for employees donations. In addition to the provided materials for promotion, you may want to consider some extra “boosts” to the fundraiser:

- Encourage teams to “compete” and see how many people they can get together dressing in jeans. A little friendly competition can raise awareness and participation!
- See if your company would be willing to match funds raised by employees
- Don’t forget to send out reminder emails while the fundraiser is going on!

STEP 3 - HAVE FUN

To get started, contact Jessy at 202-462-3274 x227 or email jmurgel@dashdc.org

www.DASHDC.org