



“Denim Against DV” Organizer’s Guide

Denim Against DV is an easy way to organize a fundraiser with almost no overhead cost: all it takes is a little bit of flexibility in office dress code. Below are all the logistical details you’ll need to start one of your own:

How it works:

Associates pay \$5 to get a one-time use sticker they can wear, authorizing them to wear jeans to the office.

Step 1 – Set a date

We recommend running the fundraiser for a month – it’s long enough that associates 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 a bit of excitement and getting the word out about the fundraiser. In addition to the provided materials for promotion, you may want to consider some extra “boosts” to the fundraiser:

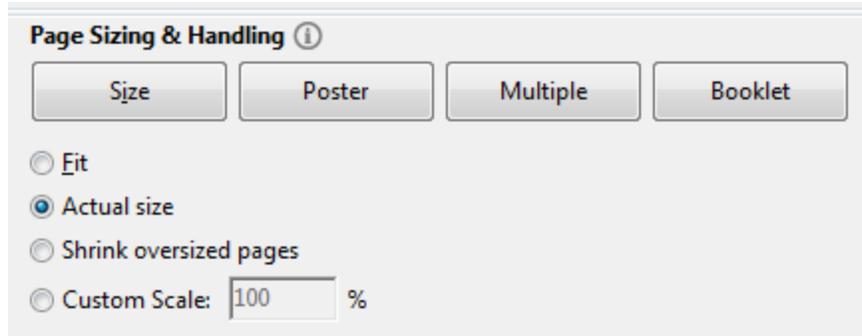
- Encourage teams to “compete” and see how many people they can get together dressing in jeans. A little friendly competition can raise awareness and participation.
- See if your company would be willing to match funds raised by associates.
- Offer price breaks on multiple days purchased at once.

Also, don’t forget to send out reminder emails while the program is going on.

Step 3 – Preparation

Before the event begins, you’ll want to get the stickers ready. Among the items in this toolkit is a PDF to print out sheets of stickers you can use; they are designed to fit sheets of Avery template XXXXX, which you can buy on Amazon or most office supply stores, and will print in most laserjet printers.

Make sure when printing to print at “Actual Size” (see screenshot below) so the images align with the stickers.



Donation Collection

You'll want one contact person in the office prepared to accept cash or check donations and hand out stickers, but you may also want to consider alternative payment methods so everyone can easily participate. Depending on what works for your office, you could consider:

- **Network for Good:** Create a Denim Day Fundraiser through DASH's giving site: it can be customizable to your own language/images and allows anyone to donate to your fundraising page via the web; they'll get a receipt they can bring in exchange for stickers.
- **Venmo:** a social app that allows easy transfer of money. Associates can send money to whomever is receiving it, who can then write a check for the total at the end of the fundraiser.
- **Paypal:** another digital payment option. Accounts are free and you can even get a phone accessory that directly accepts credit cards.

Ready to set up your "Denim Against DV" campaign? Contact Meghan McDonough, DASH's Director of Development at 202-462-3274 x101 or email mmcdonough@dashdc.org.