Promotional Ideas - How to Get Involved On Your Campus

Every participant develops their own plan of how they want to get involved and how far they want to reach by participating in the WBCA Pink Zone™. Some schools did something as simple as wearing pink shoestrings, and others invited breast cancer survivors to the game or even wore pink uniforms. No matter how large or small the effort, the importance comes in the awareness it creates.

Ideas:

1. Have the team wear pink shoestrings.
2. Invite breast cancer survivors to the game and honor them at halftime.
3. Have the coaching staff dress in pink.
4. Challenge all fans to wear pink to the game.
5. Order Pink Zone t-shirts and have the team wear in warm-ups.
6. Incorporate any of the Pink Zone products into your team’s attire for the game or as giveaways/prizes for your fans.
8. Partner with local sponsors and charities to help support the effort to raise awareness on your campus. This can include contests, coupons, etc.
9. Donate all proceeds from the game to breast cancer research.
10. Have sponsors match donations to then give to breast cancer research.
11. Give pink carnations out to all breast cancer survivors.
12. Hand out pink ribbons to all fans at the door.
13. Officials use pink whistles.
14. Pink and white autograph ball and auction off.
15. Team wears pink high socks.
16. Radio announcers wear pink clown hair.
17. Anyone wearing pink is admitted to the game free.
18. Pink fashion show – best dressed gets prize.
19. Have the opposing team also wear the same attire for coaches and players.
20. Pink stat sheets and posters handed out to all fans.
21. Allow kids to design their own pink poster to support the team.
22. Make a pink ribbon using fans on center court during halftime.
23. Take pledges for every 3-point basket made during the game.
24. Provide free screenings prior to the game.
25. Have an auction of items to raise money for breast cancer awareness and research
26. Make that game on your schedule pink.
27. Place a Pink Zone page in your media guides and game program.
29. Create a Public Service Announcement featuring the coaches in your conference to air on local television and radio to promote breast cancer awareness and Pink Zone.
30. 50-50 raffle to raise money for breast cancer awareness.
31. Hold a reception prior to the game to honor survivors.
32. Read breast cancer statistics throughout the game.
33. Show breast cancer facts and statistics on the scoreboard throughout the game.
34. Take pledges for donations for every 3 point shot made during the game.
35. Serve pink ice cream to all kids in attendance.
36. Give out pink trophies.
37. Have an all pink pep rally.
38. Have your team visit a local hospital.
39. Have a pink parade.
40. Do a breast cancer walk with your team.
41. Hold a 4Kay Run/Walk on your campus on the same day as your Pink Zone game.
42. Invite local elementary schools and really educate them on breast cancer awareness – provide something to take home to parents!
43. Collect $1 donations in honor of someone starting at the beginning of the season.
   Display all names on a banner at your Pink Zone game.
44. Place ads/features/facts in game day programs and make predominantly pink.
45. Sell pink shirts leading up to the game and do a pink-out at the game.
46. Have a class on campus organize the event as a class project.
47. Challenge your rivals to see who can raise the most money.
48. Start a challenge in your conference or region to see who can have the best Pink Zone event or who can raise the most money.
49. Create a breast cancer awareness poster with team in pink shirts and post around campus prior to your event.
50. Order small piggy banks and hand out to fans a month prior to your event asking them to fill it up with loose change and bring back to your Pink Zone game. Donate this money to a breast cancer charity.
51. Get your office or conference involved if you are not a team. Have your employees donate money, wear pink in the office, etc. Get involved and volunteer for a local
Challenge your entire conference to get involved and have each employee provide support to a different team in your conference.

52. Challenge your local high schools to get involved. Invite them to your game early and get them involved in Pink Zone by asking them to run their own event.

We are all in this together, so if you have any ideas, please send them to Megan Smith at msmith@wbeca.org and they will be added to this list on the WBCA website.