



CAPTAIN'S INSTRUCTIONS

Thank you for being the captain of the "Casual for Kidneys" day, benefitting the National Kidney Foundation serving Upstate New York. Following are some suggestions to help make your Casual Day a success.

PLANNING

- Decide on the amount for the donation to the NKF for the "Casual for Kidneys" Sticker. You are the best judge on what participants would be willing to contribute.
- To maximize participation, we recommend a donation of \$5 per employee.
- The donation you set for the sticker determines the amount of funds raised for the NKF.

PROMOTION

- Complete and display the "Casual Day" Posters in the employee cafeteria, lounge and break areas, on bulletin boards, etc.
- Promote the date for the "Casual Day" and how to obtain a sticker through inter-office e-mails, memos, employee bulletins, pay check envelope stuffers, and word of mouth.
- E-Mail Michelle Castrogiovanni for a press kit if you wish to promote your company's involvement with the National Kidney Foundation to the press:
Michelle.Castrogiovanni@kidney.org

CASUAL DAY ACTIVITIES

- Encourage friendly competition among employees or between departments for the most creative and offer small incentive prizes for winners.
- Take plenty of pictures!
- Submit your photos to the National Kidney Foundation for publication and inclusion on our website.

AFTER YOUR "CASUAL DAY"

- Complete and return the "Casual Day" Summary Form.
- Convert any cash collected to a personal or corporate check made payable to the National Kidney Foundation and send to the address below:

National Kidney Foundation Serving Upstate New York
15 Prince Street
Rochester, NY 14607

- You may also return any unused stickers.
- If your company has a matching gift program, please complete and send the necessary form to us for verification and submission.
- Don't forget to send us your photos! You can email them to Michelle Castrogiovanni at Michelle.Castrogiovanni@kidney.org

THANK YOU AND GOOD LUCK!