

Tips on How to Organize a Dress-Down Day at Your Workplace or Child's School

- To begin, check with your employer or school administration for approval to organize a Dress Down for a CdLS Foundation event
- Once you have the green light, contact the CdLS Foundation at 860.676.8166 to request your Dress Down kit
- This kit includes branded flyers to hang up and stickers for each participant, helping to promote the event and engage more people
- After receiving your flyers, decide on the date for your event and determine a participation fee
- Add these details to the flyers and distribute them to your colleagues or students
- On the event day, encourage participants to take lots of photos and, if possible, share them on social media
- Tag the CdLS Foundation (@cdlsfoundation) and use the hashtags #DressDownforCdLS and #CdLSAwareness to broaden your outreach
- Thank all your donors and participants (send an email with photos/post a flyer with the amount raised, etc.
- Finally, once the event concludes, collect and send all donations to the CdLS Foundation

This straightforward yet effective fundraiser can significantly support the Foundation's mission and make a meaningful difference.

Have fun with it, and know we are here to support you every step of the way.