World Eye Cancer Hope
life and sight for every child

The Universal Symbol of Childhood Cancer

Sell Gold Ribbon Pins

The gold ribbon celebrates the victory of each life saved, cherishes the memory of every precious life lost, and shines with the hope of cure for all children worldwide.

Help us bring this hope of cure to all children with eye cancer by selling gold ribbon lapel pins to friends, family, co-workers, customers and people in your community.

We offer two kinds of gold ribbon lapel pin.

You can order a Gold Ribbon Pack via our website, and choose either type of ribbon pin or a mix of both. We send 25 ribbons per pack. If you wish to sell more than 25, please indicate this when completing the online form.

A Golden Opportunity to Raise Funds and Awareness

Gold ribbon lapel pins are a wonderful fundraising tool on their own, or combined with a fundraising event such as a Golden Glow Day or Daisy Bake.

Order gold ribbons at: www.wechope.org/give-hope/fundraise/gold-ribbon

Tips for Promoting Gold Ribbon Sales

The ideas below will help you tell people about childhood cancer, the gold ribbon and how they can buy one from you.

Send a short email to your friends, family and co-workers. Tell them why the gold ribbon is important to you, and how they can buy one. Remember to include a link to our website so they can find out more: www.daisyfund.org.

Make a poster explaining about the gold ribbon and how people can buy lapel pins. Place the poster prominently on office, school or community notice boards.

Use the retinoblastoma awareness poster in the Fundraiser Pack, and add your own note below about gold ribbon pin sales.

Post on facebook, twitter, your blog and website about how people can buy ribbons. Use your blog to explain why the ribbon is important to you, and educate your readers about retinoblastoma. Ask people to share posts and get involved.

Remember to add a link to our website so people can find out more – www.wechope.org.

Add a note to your email signature with information on how people can buy gold ribbons from you.

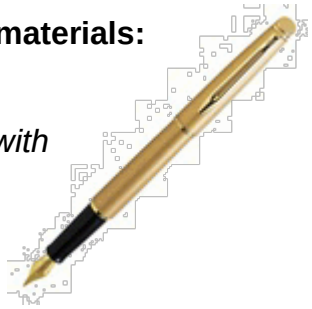
Sell ribbons at upcoming events including socials such as a birthday party, family holiday or BBQ, or at fundraising events like a Daisy Bake or Golden Glow Day.

Please note: if you wish to use our logo on promotional materials, please email info@wechope.org before sending anything to print. .

The following wording must be added at all promotional materials:

Proceeds from gold ribbon sales benefit World Eye Cancer Hope, bringing life and sight saving care to children with retinoblastoma, survivors and their families around the world.

(www.wechope.org)



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