

## Make a Difference: 2001 Hearts for the Holidays Campaign

Dear Friends:

You have an exciting opportunity to join students across the country in helping to make the holiday season brighter for pediatric patients living with leukemia and related cancers. During November and December, Friends for Life of America promotes the Hearts for the Holidays campaign. Each school actively encourages students, faculty, and staff to design inspirational cards for patients undergoing treatment during the holiday season.

### What You Need

\* Required Supplies

\*Construction Paper, \*Markers, Colored Pencils, Crayons, \*Scissors, Stickers, Stencils, Glue, Glitter, \*Storage Container (for easy set-up and clean-up)

### Length of the Campaign

Friends for Life of America recommends that the duration of the Hearts for the Holidays Campaign at your school be between one and two weeks. However, since each school maintains a different schedule, we understand that you may be unable to adhere to our recommendation.

### Estimated Budget

Since you may already own some of the required supplies, we estimate that this program will cost between \$75 and \$125 per week. To help defray costs, ask local art supply store managers for discounted or free materials. During the program, set out a canister in a conspicuous location so that students can make donations.

### What You Do

In order to participate in the 2001 Hearts for the Holidays Campaign, your school must first register with the Friends for Life of America National Office by completing an online form. All interested schools may either organize this campaign through their chapter of Friends for Life or America or through another student organization. Suggested organizations include service clubs, fraternities and sororities, Student Government, and residence hall associations.

After you have secured the proper authorization to organize the program, make sure you find the perfect location(s). Begin contacting representatives of local hospitals so that you may deliver all quality cards to patients undergoing treatment for leukemia and related cancers after the campaign ends.

Since not every hospital treats these types of patients, please make every effort to ensure that your cards are delivered to the people who need them most.

Before the program begins:

1. Consider setting up tables at conspicuous locations. Secure all required permits.
2. Reserve tables and chairs for the appropriate number of days.
3. You may already have markers, scissors, and glue, but you will probably need to purchase additional supplies, especially plenty of construction paper.
4. Contact prospective volunteers via phone and e-mail. Send out program information on list-serves to encourage more students to get involved.
5. Create a sign-up list so that volunteers can write down their phone numbers and e-mail addresses. We recommend that you base shift times on the school's schedule.
6. Send out a letter to the Resident Assistants in the dorms. Ask them to help by having their residents design cards.
7. Design catchy flyers to generate interest around campus. Make sure that the dates, times, and locations are listed on the flyer. Remember to emphasize that all art supplies will be provided at no charge.
8. Contact your local newspaper to help publicize the program.

During the program:

1. Call all volunteers the night before their shifts to remind them of their shift times. Make sure you have at least two people scheduled for each shift.
2. Confirm that the supplies, including tables and chairs, arrive at your designated locations on time.
3. Inventory all of your non-expendable supplies, including tables and chairs, before you begin each day.
4. Actively recruit students to create cards. Approach students and ask them: "Would you like to make a holiday card for a child with leukemia?"
5. Pick up the cards, supplies, tables, and chairs at the end of each day. Keep a daily count of all cards made.

After the program ends:

1. Sort through the cards to make sure none of them contain inappropriate messages or pictures.
2. Contact the hospitals will receive the cards for specific delivery instructions.
3. Package and deliver the cards to participating hospitals.

We hope you will join our efforts to make a difference in the lives of others this holiday season!

Sincerely,

Steven D. Cohen  
Chairman