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Coachella Valley Go Red Dress/Pin Program

A simple way to raise awareness and money for the Coachella Valley American Heart Association and its fight against heart disease and stroke.

What is “Go Red Dress Program”?

The Go Red Dress program is a campaign, in which paper Red Dress Cards* are sold for \$1-\$5. Donations received from the sale of the dresses benefit the Go Red for Women. As dresses are sold, they are creatively displayed which encourages others to participate while making the statement that you care about the health of your community. *If unable to display Red Dress Cards, there are Red Dress Pins available to be sold for \$2 - \$10.

What do we need to do to participate?

Contact Gigi Muth, the local Go Red for Women Director at 760.346.8109. It costs nothing to participate.

When does the program operate?

The beauty of the Go Red Dress program is that you can decide which month (December, January, or February), where, and for how long you wish to run the program. Ideally however, you may wish to follow the following guidelines.

30 – 45 Days: To keep the program “fresh” and effective, we suggest that the program operate from between 30 and 45 days.

Give Your Office Campaign a Theme:

Dress the Holidays in Red

This year dress your traditional office holiday tree with Red Hearts and Dresses. Write a number of heart facts on the paper red hearts and hang them from the tree. Invite employees to purchase dresses to decorate the tree.

New Year’s Resolution - Know Your Dress Size

Purchase a Red Dress and tag it with your numbers... not your dress size... Visit your physician and post your blood pressure, cholesterol, vitamin D, and triglycerides... watch those numbers improve!!!

Make it visible! – Red Dress Cards

When selecting a location to sell and display your Red Dresses, choose some place visible; your front sales counter, reception desk or lunchroom are ideal locations.

When displaying the sponsored red dresses, a little creativity can create a lot of excitement. Here are a few suggestions for displaying red dresses.

- ★ Ask your employees to wear red on the first day of the campaign.
- ★ Have broad tip markers available for sponsors to write their name on the red dresses. . .everyone loves to see their name associated with good things like this.
- ★ Post red dresses on a wall in the shape of a giant heart.
- ★ Hang rows of dresses stapled to each other from the ceiling
- ★ Ask each cashier to decorate their check-stand with dresses and vote on the best display.
- ★ Ask each department to decorate their office space with dresses

Make it visible! – Red Dress Pins

When selecting a location to sell and display your Red Dress Pins choose some place visible; your front sales counter, reception desk or lunchroom are ideal locations.

When displaying the little red dress pins, a little creativity can create a lot of excitement. Here are a few suggestions for displaying red dresses.

- ★ Ask your employees to wear the red dress pins
- ★ Ask your guests if they have their Go Red Dress Pin this year
- ★ Hang a few Red Dress Pins around your work area to bring more attention to them
- ★ Go on to www.goredforwomen.org and find exciting tips to share with others
- ★ Offer to pin them

**To Learn More About the Go Red Dress Program
Please call Gigi Muth @ 760.346.8109
Or email at gigi.muth@heart.org**