



# BEST PRACTICES

We hope you find these guidelines helpful as you plan your office Red Day events.

## 3 MONTHS BEFORE RED DAY-FEBRUARY

- At your ALC Culture Committee meeting, discuss all possible Red Day charities to support

## 2 MONTHS BEFORE RED DAY-MARCH

- Sell t-shirts for Red Day (possibly a K4K fundraiser)
- At your weekly business meeting, vote on possible Red Day projects
- At your ALC Culture Committee meeting, finalize Red Day charity to support

## 1 MONTH BEFORE RED DAY-APRIL

- Have the charity(s) you are helping come to a Business Meeting to share why they need help
- Save the Date to all agents with breakfast and Happy Hour invites
- Invite vendors to participate

## 2 WEEKS BEFORE RED DAY-LATE APRIL

- Plan breakfast at the market center to gather everyone together the morning of Red Day
- Organize locations with a welcome table to assign agents to areas to work

## 1 WEEK BEFORE RED DAY-MAY

- Hand out Red Day t-shirts
- Confirm Breakfast menu and needed items
- Confirm location for Happy Hour and needed items
- Have "After Lunch" schedule for Red Day so everyone knows what needs to be done
- Confirm what charity needs and the scope of what your office will be doing for them

## 1 DAY BEFORE RED DAY-MAY

- Send email reminders to everyone signed up for a Red Day volunteer assignment

## RED DAY!-MAY

- Set up "welcome" table to assign agents areas to work
- Take PHOTOS!
- Happy Hour!

## AFTER RED DAY-POST EVENT

- Put your feet up and feel great about yourself and your team!!
- Have the charity(s) you helped come to a business meeting to share WHAT A DIFFERENCE YOUR OFFICE MADE for them!
- Share photos!!!
- Please make notes on your Red Day, put in the Ambassador Handbook for next year's organizers