



Consumer Education & Engagement Ideas

We hope you will join us this year as we Help Better Begin for people with cancer while as undergo treatment. We developed simple ways your company can help raise funds and educate and engage consumers around Look Good Feel Better and our campaign to Help Better Begin by encouraging them to learn more about the program, participate in your fundraising efforts and spread the word to family and friends.

- **Help Better Begin Limited-Edition Product:** Create a limited-edition product or designate an existing product from which a percentage of proceeds benefits Look Good Feel Better. Consumers can experience a new or limited-edition product and know they are Helping Better Begin by supporting the program's efforts to change the way people with cancer approach their disease.
- **Launch for Look Good Feel Better:** Dedicate the launch of a new product to support Look Good Feel Better. In addition to creating a strong platform for launch, it underscores your company's commitment to Look Good Feel Better and can be structured in several ways:
 - Donate a percentage of the initial proceeds (e.g., first month, six months).
 - Create packaging or point-of-sale messaging with Look Good Feel Better information (use LGFB logo provided if space allows).
 - Include Look Good Feel Better messaging in launch event communications and media activity to drive awareness and added media interest.
- **Knowledge is Power:** Include Look Good Feel Better program information within existing gifts/promotional items or at point-of-sale, empowering consumers to Help Better Begin and support the program's mission to change the lives of people with cancer by helping the whole person, inside and out.
 - Share how your company is supporting Look Good Feel Better.
 - Include www.lookgoodfeelbetter.org and a call-to-action for consumers to visit the site to learn more about the impact of the program and show their support through an online donation.
 - Consider highlighting the Look Good Feel Better Virtual Makeover Tool and/or the *LGFB Beauty* iPhone App.
- **Give a Little. Give Back a Lot:** Make it possible for your consumers to show their support for Look Good Feel Better by establishing donation functionality at point-of-sale on e-commerce sites, asking if the consumer wants to donate to Look Good Feel Better. If possible, establish functionality at point-of-sale in retail stores.
 - Ask consumers to donate a lump sum, or to "round up" their purchase amount to the next dollar.
 - Display Look Good Feel Better imagery with more information.



look good **feel better**[®]

HELPING WOMEN WITH CANCER

- **Show of Support:** Download the Look Good Feel Better logo and proudly post it to your company's homepage, consumer websites or internal intranet to let consumers know you are joining Look Good Feel Better in its campaign to Help Better Begin. By linking the logo to the Look Good Feel Better website, you can encourage others to join in the campaign and further spread awareness.
- **Help Better Begin, Socially:** Encourage your fans and followers to join in the campaign to Help Better Begin by sharing information about Look Good Feel Better via your company's Facebook and Twitter feeds. We provided template posts to get you started!

For more information on how to support Look Good Feel Better, or questions about how to put any of these ideas into action, please contact the Personal Care Products Council Foundation at 1-866-395-5665.

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