

18947 John J. Williams Highway, Suite 312  
Rehoboth Beach, DE 19971

Tax ID 51-0351863

Dear Friend and Neighbor,

Cancer Support Community Delaware (CSCDE) is excited to announce our **8th Annual Crush Out Cancer Weekend - Saturday and Sunday, June 3<sup>rd</sup> and 4<sup>th</sup>, 2023!** We invite you to help us put the FUN in FUNdraising for cancer support! Last year's event raised nearly \$9,000. Will you and your staff commit to help us reach our first \$10,000 year ever?

### **It's fun and it's simple!**

1. Commit to becoming an official 2023 *Crush Out Cancer Partner!*
2. Sell those Crushes all weekend long!
3. Donate your pre-designated proceeds to CSCDE!

### **You Decide How You Want to Help**

1. Start by completing the form and returning it to [sdavis@cscde.org](mailto:sdavis@cscde.org)!
- Designate a portion of your proceeds to benefit CSCDE. You can choose a percentage of sales or a fixed amount per drink that will be donated to CSCDE.
- Decide what crush or crushes you want to sell (orange, watermelon, grapefruit, pineapple, etc.) the weekend of June 3<sup>rd</sup> and 4<sup>th</sup>.
  - Prefer to offer a special drink other than a Crush? No problem!
  - Simply let us know what you choose as your featured signature drink!
- Want to add a specialty menu of one or more items? No problem! Whether it's an appetizer, entree, or dessert, you get to decide how much you want to help us.

### **CSCDE Helps Cross Promote the Event**

- CSCDE will promote your restaurant as a *Crush Out Cancer Partner* in all marketing promotions, press releases, social media, and mass e-mails, in hopes of sending customers to your restaurant to *Crush Out Cancer!* Our website alone gets over 80,000 visitors per year.
- We will provide you with a *Crush Out Cancer* marketing toolkit to help you cross-promote your participation. Did you know our social media had nearly 100,000 impressions in 2022?
- Why not challenge a competitor to a little friendly competition to see who can raise more to help Crush Out Cancer? You can cross promote together on social using our hashtag #CrushOutCancer2023. Encourage your staff and customers to post pictures during the event too.
- Consider adding something special to bring folks in, such as a local band, trivia, karaoke, or other fun crowd pleaser. If you do, let us know, we may be able to help you promote that too.
- The winning restaurant gets bragging rights – and a special surprise too!

### **What is Crush Out Cancer Weekend again?**

Crush Out Cancer is a widely popular annual fundraiser that unites restaurants and individuals statewide on the first weekend of June to observe National Cancer Survivors' Day (June 4<sup>th</sup>). Drink and/or food specials are offered to raise critical funds for CSCDE programs in Southern Delaware – to help us ensure that no one faces cancer alone!

Proceeds from this event support CSCDE's critical work as a statewide nonprofit organization, that hosts support groups and professionally led programs, all provided at no cost to cancer patients, their caregivers, and their families to help them cope with the emotional and life changing aspects of cancer. In 2022, we served over 8,500 people and provided over 14,000 visits throughout Delaware. Your generous efforts and contributions will directly impact our ability to continue to provide programs to individuals in Sussex and Kent Counties.

For more information or questions, please contact Susan M. Davis, our Southern Delaware Development Officer, at (302) 645-9150. From all of us at Cancer Support Community Delaware, thank you for helping us *Crush Out Cancer!*

Warmly,

Nicole Topkis Pickles  
**Executive Director**  
(302) 995-2850  
[npickles@cscde.org](mailto:npickles@cscde.org)

# 2023 Crush Out Cancer Weekend – June 3rd & 4th!

## Contact Information:

Name/Company (as you would like it to appear in promotional materials):

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Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

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## Other Information:

What is your designated donation amount or percentage of proceeds per drink or specialty menu item?

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What will be your featured drink(s)? Or specialty menu item(s)?

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Will you host a fun event like a band or trivia or karaoke over the weekend? Will you challenge a competitor to some friendly competition to see whose team can raise the most FUNds? Tell how you plan to #CrushOutCancer2023

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**Make checks payable to Cancer Support Community Delaware.  
Your donation is tax-deductible to the fullest extent allowed by law.  
Tax ID # 51-0351863**

**Please Email Your Logo ASAP To:** [sdavis@cscde.org](mailto:sdavis@cscde.org) (in high resolution jpeg or png format)

For more information, please contact us:

Susan M. Davis – Southern Delaware Development Associate (Kent & Sussex)  
[sdavis@cscde.org](mailto:sdavis@cscde.org) (302) 645-9150

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[www.cancersupportdelaware.org](http://www.cancersupportdelaware.org)