Welcome!

Thank you for taking the lead and hosting a Blue Jeans for Healthy Genes event at your organization. We appreciate your leadership in coordinating this effort. By joining hundreds of other companies, schools and community organizations, you will help the Immune Deficiency Foundation (IDF) continue its mission to improve the diagnosis and treatment of patients with primary immunodeficiency diseases through research, education and advocacy.

Blue Jeans for Healthy Genes Kit

We want to do everything possible to make your Blue Jeans for Healthy Genes event easy and fun for all. This Blue Jeans for Healthy Genes kit should provide you with everything you need to get started and be successful. Take a few minutes to review the enclosed kit materials to familiarize yourself with the contents and start to develop your plans.

Contents

• Employer & Administrator Information
• Program Goals - Plasma Centers
• Funds Raised Return Form
• Ways to Be Creative
• Hanging Up Jeans
• Promotional Ideas
• Order Form
• Recruiting & Collecting Donations
• Sample Press Release
• Sign-up Sheet
• Receipts
• Poster
• IDF Information Cards
• Return Envelope

The next step is to present the Employer/Administrator Information sheet to your employer or administrator to request permission to have a Blue Jeans for Healthy Genes event. Be sure to share your own personal experiences of how primary immunodeficiency diseases have affected you, your family and other loved ones. Tell your employer why you want to host a Blue Jeans for Healthy Genes event, how it will work and how it will benefit your organization.

Then, check your organization’s calendar and establish a day for your Blue Jeans for Healthy Genes event.

Remember, we are here to help. We want your Blue Jeans for Healthy Genes event to be a huge success, and we will do everything we can to assist you with your plans.
Employer & Administrator Information

Immune Deficiency Foundation (IDF) Blue Jeans for Healthy Genes is a national project where companies, schools and other organizations join to support IDF, the national non-profit organization dedicated to improving the diagnosis and treatment of primary immunodeficiency diseases through research, education and advocacy. Introduced in 2004, Blue Jeans for Healthy Genes has encouraged hundreds of men, women and children, all over the country to help improve the lives of people affected by primary immunodeficiency diseases. Participants build camaraderie and team spirit as they raise funds and awareness of primary immunodeficiency diseases, while helping to save lives.

Wearing Jeans

The project is simple, easy to host and a great way for your organization to become involved in a meaningful task. Blue Jeans for Healthy Genes Day is a designated day where adults are asked to pay money for the chance to wear jeans and join the fight against primary immunodeficiency diseases. All participants receive a Blue Jeans sticker to show their support and to raise awareness of primary immunodeficiency diseases. All money raised goes directly to IDF to fund research, education and advocacy.

IDF will thank all participating individuals with written acknowledgements. All involved organizations will receive a certificate, suitable for framing and special recognition in our newsletter and Web site.

Hanging up Jeans

An alternative to the traditional Blue Jeans for Healthy Genes Day is Hanging up Blue Jeans. This program is easily implemented in nearly all types of settings, but works particularly well in stores, plasma centers, healthcare facilities, libraries and other places where there is high foot traffic. It is a great way to become involved and support the IDF.

IDF supplies paper cutouts to be placed near the cashier, receptionist or main lobby. All customers, patrons or visitors are asked to support IDF by buying a cutout for one dollar. When supporters pay for cutouts, they personalize it by writing their name on it. Then the cutouts are posted in a prominent place such as a wall or window. You might even consider creating a clothesline with clothespins to hold them up. This display of sponsored cutouts gives instant recognition to the donor and generates maximum awareness.

If you need additional information, please contact the IDF at 800.296.4433. Thank you for your involvement.
Blue Jeans for Healthy Genes

Program Goals - Plasma Collection Centers

1. Develop a partnership between staff, donors and patients/family members.
2. Create awareness among the staff and donors that primary immunodeficiency disease is one of the conditions that depends upon plasma derived products.
3. Educate patients/family members about the plasma collection process.
4. Raise funds that support IDF education and advocacy programs.

Developing Partnerships, Creating Awareness, & Education

IDF invites patients/family members who depend upon immunoglobulin therapy to visit a plasma collection center. The patients/family members are briefed by IDF prior to the visit.

The program is run in the center for a period of time agreed upon by IDF and the center. It is recommended that at least one patient/family member attends a staff meeting prior to the program kick-off. This ensures that everyone understands the program and allows the patient/family member and staff to meet each other and allows the patient/family members to tour the center. Throughout the program patients/family members may visit the center. The center and the patient/family member decide when the visits will occur.

Patients/family members who visit a center will share how immunoglobulin therapy has changed their life and thank the staff/donors for their commitment. The center and the patient/family member decide how they want to share information. Some ideas: patients/family members greet and thank staff/donors, patients/family members sit at a table with information about primary immunodeficiency diseases, or patients/family members give a short talk.

Fundraising

Each center is provided with small pairs of paper jeans, information about the program and information about primary immunodeficiency diseases. Staff and donors are asked to donate money to support primary immunodeficiency diseases. The donor/staff member writes their name on the jeans. The jeans are hung in the center for the duration of the program.

IDF encourages each center to personalize the program and have fun. Many centers have developed additional activities to create awareness and raise funds. Following are ideas from other centers:

- Staff pays $ to wear jeans to work
- Craft Sale
- Concession Stand
- Carnival
- Raffles/drawings: denim quilt, AV equipment, gift cards
- Games: Spin a Wheel, PIDD Bingo
- Golf Tournament

For more information contact Kathy Antilla, IDF Director of Education, at 763-444-6840
Funds Raised Return Form

Thanks for hosting an Immune Deficiency Foundation Blue Jeans for Healthy Genes event. Please complete the following form and return to IDF:

Date of Blue Jeans for Healthy Genes event_____________________________________________

Name of Organization_______________________________________________________________

Address of Organization_____________________________________________________________
_________________________________________________________________________________

Your name________________________________________________________________________

Phone____________________________________________________________________________

E-mail address_____________________________________________________________________

Alternate contact___________________________________________________________________

Total Funds Raised $_______________________________________________________________

Please return this form to:

Immune Deficiency Foundation
Blue Jeans for Healthy Genes
40 W. Chesapeake Ave, Suite 308
Towson, MD  21204

FAX to 410.321.9165
E-mail to idf@primaryimmune.org
Ways to be Creative!

Personalize *Blue Jeans for Healthy Genes* for your setting. You might want to try some ideas that were successful for others.

- **Food always works.** Have a special coffee break, lunch or other special treat for the participants. Ask a local café or coffee shop to donate the refreshments.

- **Publish an announcement.** Use the press release included in this kit or write an article about *Blue Jeans for Healthy Genes* for your newsletter or local newspapers. Interview an individual with primary immunodeficiency disease for the article. If you don't know anyone, give us a call and we can put you in touch with someone.

- **Make sure the boss is going to participate.** Meet with senior management, principals or whoever is in charge and invite them to join in prior to announcing the *Blue Jeans for Healthy Genes* event to others. It is always helpful when leaders encourage participation by wearing jeans themselves.

- **Create teams and competition.** Divide into departments, locations or grades and track the number of participants or total funds raised. Keep the numbers updated and posted for all to see.

- **Recognize the participants.** Post the names of participants in a prominent location. Find the best way to let everyone know who participated, maybe through your newsletter, e-mail, Website or even a handmade poster. Your HR department might be a big help with this.

- **Turn it around.** If your work place is already casual to begin with, do the reverse and declare a “dress up day” with donations accepted to not have to get dressed-up. Alternatively, if your environment is too formal for denim, use the color blue instead.

- **Aim for 100% participation.** Talk with your employer about sponsoring a coffee break or lunch or maybe even closing the office an hour early on a Friday afternoon if everyone takes part. It would be a great team building experience! Of course, get confirmation before announcing anything as an incentive.

- **Request a matching gift.** Talk with your employer about a matching gift. Your employer will get the benefit of a tax-deductible donation while showing support for employees by matching each dollar raised.

- **Everybody loves a theme.** Who has the hippest, funniest, oldest or most comfortable jeans? Create a theme that connects with blue jeans—hippie, country western or whatever fits your situation.

- **Hanging Up Blue Jeans.** If the traditional *Blue Jeans for Healthy Genes Day* doesn’t work for your organization, take a look at the information sheet on Hanging Up Blue Jeans. It is a great alternative and simple to organize.
Hanging up Blue Jeans

An alternative to the traditional Blue Jeans for Healthy Genes Day is Hanging up Blue Jeans. This program is easily implemented in nearly all types of settings, but works particularly well in stores, healthcare facilities, libraries and other places where there is high foot traffic. It is a great way to become involved and support the Immune Deficiency Foundation (IDF).

IDF supplies paper cutouts to place near the cashier, receptionist or main lobby. All customers, patrons or visitors are asked to support IDF by buying a cutout for one dollar. When supporters pay for cutouts, they personalize it by writing their name on it. Then the cutouts are posted in a prominent place such as a wall or window. You might even consider creating a clothesline with clothespins to hold them up. This display of sponsored cutouts gives instant recognition to the donor and generates maximum awareness.

Be sure to give an IDF information piece to all the people who donate so that they can learn about primary immunodeficiency diseases, as well as the mission of the IDF.

That is all there is to it! The dollars add up fast and the money raised is used to support research, education and advocacy efforts of the IDF.
Promotional Ideas

Announcement
Formally announce your Blue Jeans for Healthy Genes event by getting it on the official calendar, newsletters, e-mails and meeting announcements.

Posters
Write your event information on the Blue Jeans poster, then hang it where you can reach people to announce the upcoming event—lunch rooms, bulletin boards, elevators… wherever it is allowed. Contact our office for additional posters.

Press Releases
Use the press release for your organization’s newsletter and the local media. Simply fill in the blanks with your specific information and send it off to your newsletter editor and area newspapers, radio and television stations. The sooner you can send out this information, the better chance you will have at getting your story picked up.
Order Form

Thanks for agreeing to host an Immune Deficiency Foundation *Blue Jeans for Healthy Genes* event. We want to support you and help make this a fun and successful experience, so let us know what additional materials we can supply you with.

<table>
<thead>
<tr>
<th>Materials requested</th>
<th>Quantity</th>
<th>Date you need the materials by</th>
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<tr>
<td>IDF Information Card</td>
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<tr>
<td>Stickers</td>
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<td>Blue Jeans cut-outs</td>
<td></td>
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<tr>
<td>* Tax receipts</td>
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<td>* Sign-up sheets</td>
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<td>* Posters (11x17)</td>
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* denotes available to print at www.primaryimmune.org

Your name_______________________________ Organization_______________________________

Phone_______________________________ Email________________________________________

Address___________________________________________________________________________
__________________________________________________________________________________

Please return this form to:

Immune Deficiency Foundation
Blue Jeans for Healthy Genes
40 W. Chesapeake Ave, Suite 308
Towson, MD  21204

FAX to 410.321.9165

E-mail to idf@primaryimmune.org
Blue Jeans for Healthy Genes

Recruiting & Collecting Donations

Sign-up Sheet (for “Wearing Jeans” program only)
Encourage everyone to sign up to wear blue jeans. Establish a specific time and place for signing up participants using the enclosed sign-up sheet. Pick a place where you can’t be missed—outside the lunchroom, by the receptionist or regular staff meeting place.

Order Paper Jeans (for “Hanging Up Jeans” program only)
Contact Kathy Antilla at kantilla@primaryimmune.org or 800.296.4433 to order paper jeans.

Thank You & Tax Receipts
We recommend donations of $10 for adults and $5 for children. It will be easier if you collect the donation at the same time people sign up. Keep the money in a secure location if registration will be taking place over several days. Don’t forget to give all participants a “Thank You/ Tax Receipt” for tax purposes. Make as many copies of the enclosed forms as you need or call us and we will send you more.

IDF Information
Be sure to give all participants the IDF Information Card about that explains primary immunodeficiency diseases. A big part of this event is to build awareness; we want everyone to learn about these diseases and IDF.

Blue Jeans for Healthy Genes Day Stickers (for “Wearing Jeans” program only)
All people involved should also get a sticker to show their support and help spread awareness of primary immunodeficiency diseases. Contact Kathy Antilla at kantilla@primaryimmune.org or 800.296.4433 to order stickers.

Send in the Donations
Mail all collected funds to IDF in the self-addressed envelope. Do not send cash, but have checks made out to IDF. Include the sign-up sheet so we can thank all the participants individually.
<For Immediate Release>  
<Name of facility>  
<Date>  
<Contact person>  
<Address>  
<City, State, and Zip Code>  
<Phone number>  
<Website, and/or e-mail address>  

<Your Organization’s Name> Celebrates Blue Jeans for Healthy Genes

<City, State>—<your organization’s name> is pleased to announce its involvement in Blue Jeans for Healthy Genes. This is a special project designed to raise funding and awareness to fight primary immunodeficiency diseases. The funds will be used to expand the work of the Immune Deficiency Foundation (IDF) to improve the treatment and diagnosis of patients with primary immunodeficiency diseases.

In the United States, more than 250,000 people are diagnosed with primary immunodeficiency diseases. Thousands more go undetected. These diseases are chronic illnesses caused by hereditary or genetic defects in the immune system in which part of the body's immune system is missing or does not function properly. These diseases are not contagious.

There are over 130 primary immunodeficiency diseases and they affect people differently. For some, the body fails to produce any or enough antibodies to fight infection, while for others; the cellular defenses against infection fail to work properly. Throughout their lives, people with primary immunodeficiencies are more susceptible to infections, endure recurrent health problems and often develop serious and debilitating illnesses.

Originally introduced by the IDF in 2004, Blue Jeans for Healthy Genes has encouraged hundreds of men, women and children, all over the country to help improve the lives of people affected by primary immunodeficiency diseases.

<_______________>, the coordinator of the activities at <your organization’s name> is enthusiastic about the activities on <date and time>, and hopes others will join in this project.

“We are asking all customers, patrons and visitors to buy a cut-out of paper jeans. When supporters pay for the cut-out, they personalize it by writing their name on it, and we will be displaying the cut-outs that people buy” said <_______________>. “This is an excellent way to educate people about primary immunodeficiency diseases, raise funds and have fun at the same time. We are happy to be a part of this great cause.”

Please join <your organization’s name> in this awareness and fundraising event for the Immune Deficiency Foundation. Contact <_______________> at <contact # and/or email> with any questions.

# # #
**Sign-up Sheet**

Immune Deficiency Foundation *Blue Jeans for Healthy Genes Day*

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<th>Name of Organization</th>
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<th>Would you like to receive additional info from the IDF? Circle Yes or No</th>
<th>Name</th>
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Make as many copies as necessary; please send a copy of the completed list to Immune Deficiency Foundation, 40 W. Chesapeake Ave., Ste. 308, Towson, MD, 21204