



Dear Awesome Volunteer!

First of all, thank you. From the bottom of our hearts thank you for your interest in this crucial role that helps us create this healing experience for so many amazing women. These P.ink Days and this program would not be possible without people like you and all your hard work. You are a key player in making this a success and we are eternally grateful.

While this is a one-day event there is a lot that goes into making it happen, especially ahead of time. Our goal is to create an all-out incredible and special experience for these women, who have been through more than many of us can imagine. P.ink Day is about more than getting a tattoo, it's an end-to-end healing experience. You're not just a Local Leader bringing your badass organizational skills and get-shit-done attitude to the table, you're cultivating an experience that is going to see these women go back to their lives in a new way and impact them in ways far greater than anything we can see outwardly.

You are changing lives and we are so excited to be able to help you create this one-of-a-kind experience for your recipients, artists and yourself.

We'll be with you every step of the way and have created this guide to help you understand what you may be signing up for. So, whether you thrive on planning events or have never planned one, but know you've got the chops to pull it off, know that if you follow our guidance and the steps we'll lay out, you should be well on your way to a successful P.ink Day.

If you're interested in leading a P.ink Day, please fill out the form at the end of this document, and I'll get back to you to set up a call.

With love and gratitude,

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P.ink DAY

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Overview of Personal Ink and P.ink Days

Mission

Personal Ink (P.ink) is dedicated to empowering women to reclaim their bodies after mastectomies. Through education and connection with experienced tattoo artists who can help, we are committed to ensuring that breast cancer never has to leave the last mark.

P.ink Days

P.ink Days are private events that take place in cities across North America, where tattoo studios close their doors for a day and donate their time and talent to breast cancer survivors and previvors. The purpose is to provide these women, who apply for and are selected through our annual sign-up process, with an alternative healing opportunity that they may not have access to or be able to afford on their own. We pair them with qualified tattoo artists who donate their time and talent to create designs of superior artwork. It is through this process that we can raise awareness of this unique and empowering option - inspiring others to seek out this healing alternative on their own. These amazing and empowering events result in recipients reclaiming their bodies and discovering a newfound beauty in themselves.

How are P.ink Day event locations determined?

We have a roadmap for expansion into areas where we currently have no coverage, taking population density into account, as well as other demographics. When we identify a new city, we first check to see if we have an approved shop that has applied with us, and if not, we work with our trusted artist network to identify shops that they think would be a good fit for our program.

That vetting process considers several variables, including, but not limited to, willingness. Artists must have not just the right skills to work with scar tissue and radiated skin, but also need to understand the truly emotional impact of this work. We find these things are best assessed by our already skilled and experienced artists.

Once we have a location that's accepted our invitation to participate, we recruit for and train a Local Leader, who would recruit other volunteers to help out as needed.

Current opportunities are listed on the application form. Please understand that even if you have been approved to be a local leader, it may be some time before we are able to engage with you based on other existing plans and changing priorities.

What you need to know

We know you already possess a great deal of compassion and empathy! In addition, to create an amazing healing experience, you must have strengths in areas such as human relations, communication, social media, organization, as well as possess excellent leadership qualities. You do not need to be a survivor or have tattoos yourself.

If you become a Local Leader, you play a key role in ensuring this happens. Being a Local Leader is not only about having your heart in the right place and wanting to make a difference, but also about being a beacon of hope. The entire P.ink day is centered around our recipients. This event is not only about providing quality, complimentary tattoos, but also about using the art of tattooing as a launchpad for recipients to spring from and catapult them into an active healing phase after their mastectomies and additional surgeries.

Understanding Your Commitment

Timelines:

March – June:

- Planning begins in the spring of each year, getting commitments, dates and artist information for new and returning locations.

July - Aug:

- Recipients apply and are accepted for events and paired with artists in July through early August.

Aug – Sept:

- Recipients are notified that they have been matched, and communication with them begins. Details of the events are finalized in Aug through early Sept, depending on the event dates.

Oct:

- All events have historically taken place in the month of October, though we are moving to a model to expand that timeframe to include the last 2 weeks of September and first 2 weeks of November.

Nov:

- Thank-you communications and surveys. Photos/videos/new links gathered and stored centrally. New artists are added to the directory.

All events have historically had a mandatory "Meet and Greet" the evening before the event, which usually is no more than 2-3 hours and is attended by all artists, recipients, and volunteers. With COVID, those events are now optional, at the discretion of the participating shop. Food and beverage need to be planned for, as well as a space (ideally the tattoo shop) for this gathering. The day of the P.ink Day requires an all-day commitment from everyone. Normally from 8-9 am for setup through 7pm through break down and clean up. Some breakfast and lunch items will need to be provided and planned to be brought into the shop. Funds and merchandise for food, gift bags, etc. are provided by the organization. Since we are part of a 501(c)3, we have tax-deductible fundraising available for each location, and you'd be expected to promote that to cover as many expenses as possible. From August forward, expect to be engaged in ongoing communication with your recipients.

For larger events – over 6 artist/recipient pairs, it's strongly encouraged to engage a Co-leader to share in the overall planning and execution of the events.

Expectations

- You have a passion for transformation and understand how emotional and impactful this process is for our recipients. An abundance of compassion and empathy are desired here!
- You possess strong leadership and organizational abilities.
- You understand there will be an interview with the Program Director should your application be accepted
- You are coachable!
- You agree to work with the tattoo shop that has been identified to host the event.
- You have the skills to oversee the many people and parts that need to come together for a successful event, as laid out in the P.ink Day Local Leader Playbook, which will be provided to you.
- You are proficient in using tools such as: Google Drive, Sheets and Docs, Dropbox, Facebook, and online planning tools.
- You are social media savvy and willing and able to promote your event via the provided local Facebook page, and use appropriate tagging that will be provided to you
- You are flexible in your ability to regularly check email and Facebook, and agree to be responsive to requests and direction from the Director
- You agree to use an app called Spaces that will be provided to you that's connected to a private area of our website that hosts all of the Local Leader material as well as a discussion and messaging forum.
- You agree to use your best efforts to promote a year-round fundraiser for your locations P.ink Day event.
- You agree to use funds provided by the organization as directed, and to keep and submit itemized receipts for all expenses incurred.
- You understand this is a BIG effort, energy and time commitment, and you will engage people you can count on to volunteer to help plan the event and will consider engaging volunteers who have applied to help through the organization.

Apply Now!

