

***Mr. and Ms. Pink***  
**Top 10 Project Proposal**

Birdville High School ♦ North Richland Hills, TX

The third week of October was CARE Week at BHS sponsored by our Student Council. CARE stands for Cancer Awareness and Research Education. Our purpose was to raise money for research for the American Cancer Society and bring awareness towards breast cancer prevention, as well as other types of cancers. To kick off the week, we advertised our new Mr. and Ms. Pink program and those who were interested were able to apply by filling out a Google form. After reviewing the applications received, we selected one boy and one girl from each grade level to participate in all the activities for the Mr. & Ms. Pink activities that week. They were encouraged to wear pink each day to school and post at least once a day information and facts provided to us by the American Cancer Society on their Instagram. The goal was for whoever promoted the most awareness and gave the most helpful facts to receive the most support in donations at that week's pep rally. On the Friday of our rival game, the Mr. & Ms. Pink candidates played a game at the beginning of the pep rally while students, teachers, and parents prepared their cash donations. We gave each candidate a pink bucket and they had a time limit of one minute for collecting money to create an exciting environment and incentive to donate money quickly for breast cancer awareness. After the time was up, teachers then took the buckets in the hallway to count while the pep rally continued. In total, we ended up raising \$1,349.79 in JUST ONE MINUTE. The boy who raised the most money was crowned Mr. Pink and the girl who raised the most money was crowned Ms. Pink. At the football game later that night, we teamed up with our rival school to pass out buckets through the stands to collect donations for the American Cancer Society on both the home and away sides. We also had QR codes around the stadium and on the scoreboard so that people could still donate even if they didn't have cash with them. To create a further incentive to donate we made a competition with our rival school to see who raised the most money. We ended up raising a total of \$935.62 during the football game bucket pass which brought our **grand total to \$2,285.41 raising in one day for the American Cancer Society!**

DESCRIPTION OF INVOLVEMENT with:

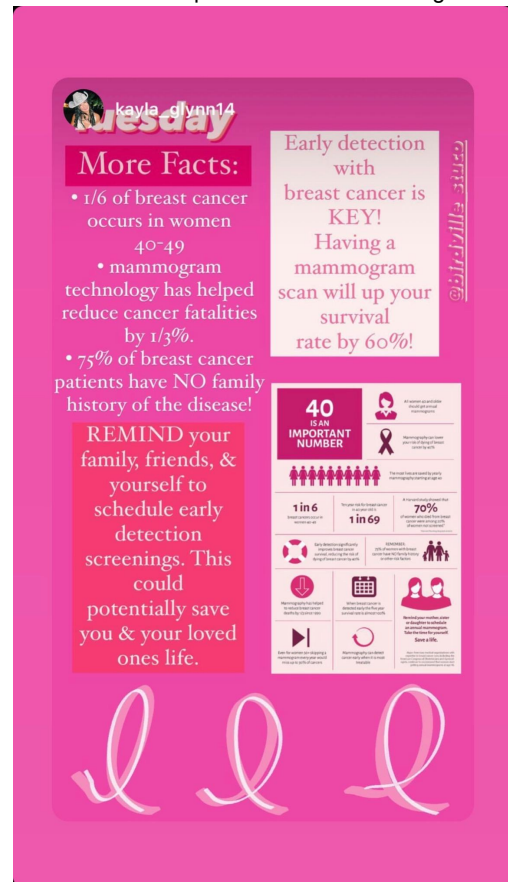
We collaborated with Richland High School on this project. This is an example of how we advertised on social media: *"This Friday is not only a crosstown rivals' battle at the FAAC, but also a battle against Breast Cancer! At this year's Pink Out Game, Birdville's Student Council is teaming up with Richland to raise money for the American Cancer Society."* We were able to not only involve the two Student Councils and our Mr. & Ms. Pink candidates, but also our entire student body by hanging flyers on campus, promoting the event through our video announcements, and posting and reposting the information shared via Mr. & Ms. Pink candidates on our social media accounts. During the pep rally students, teachers, and parents were all encouraged to bring money and get involved in helping this great cause. By the end of the week, the entire community of both our schools were involved in the process of raising money and awareness of cancer research and prevention at the Pink Out rivalry game.

PHOTOGRAPHS:

This is the flyer promoting applications for the Mr. & Ms. Pink Candidates.



This is an example of one of the posts made by a Ms. Pink candidate during the week that was reposted on StuCo's instagram story.



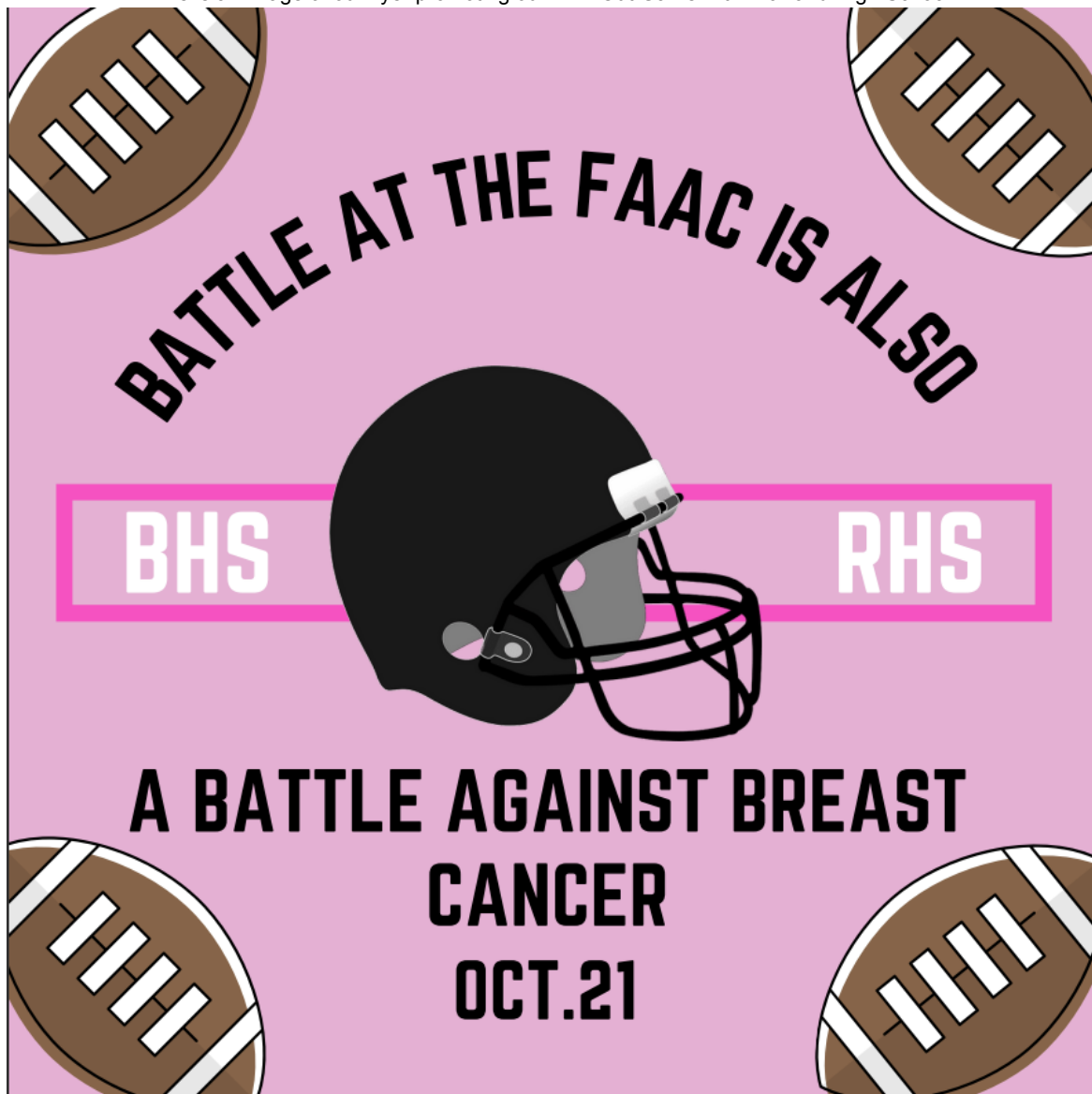
This is an image of the Mr. & Ms. Pink contestants playing a game at the pep-rally prior to collecting donations.



This is an image of the candidates with the newly crowned Mr. & Ms. Pink at the end of the Pep Rally once all donations were counted.



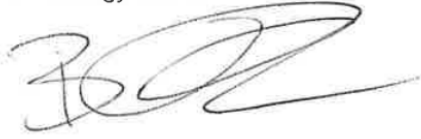
This is an image of our flyer promoting our Pink Out Game with Richland High School.



## EVALUATION FROM STAFF MEMBER:

The BHS Student Council worked hard to create a fun event that raised awareness, was inclusive of the entire school and community, and raised money for the cause. From social media posts, dress up days, to community involvement, Mr. and Ms. was a great event. All of the students, staff, and community that were present were more excited than I have seen at any pep rally. This is definitely an event that they will continue to do for years to come.

Bethany Fletcher - Biology teacher

A handwritten signature in black ink, appearing to read 'BF', with a stylized, flowing design.