

Dress Down Days

Dress Down Days, or wearing casual attire to the office or school, have become increasingly popular, and a positive way to engage both employers and employees, and even school students towards a mutual cause. Allowing employees to wear more relaxed clothing makes them feel they have been rewarded for their good work and contribution. It is great for morale, allowing individuals to show off their personal expression.

Support Child Abuse Prevention Month by raising funds and much needed awareness for child abuse prevention efforts across the state by hosting a Dress Down Day. These days can be hosted any day of the year, but especially any day during April. Ask for a \$1-\$5 donation per person to wear their casual clothes. Contact PCAK for your Dress Down Day lapel stickers, promotional flyers and other materials to assist in promotion.

Participants are encouraged to take photos of their Dress Down Day activities, posting to social media using #CommitToPrevent.

- Already wear jeans or casual clothes to work?
 - Host a dress down day around a theme - maybe a favorite sports team? Or, use April 5th, Commit To Prevent© Wear Blue Day, as your dress down day. Post photos on the 5th using #WearBlue4KYKids.
 - Be specific about accessories - for example, host a "Hat Day."
- Allow staff to buy-in at certain increments throughout the year. The amount they pay is equal to the number of days that month they may dress casual.
- Host contests between different departments, divisions or classrooms of the organization.

For more information about Dress Down Days for PCAK, call 859-225-8879,
or email pcaky@pcaky.org.