



Dear CCSA members,

It was wonderful to meet many of you at the 2017 CCSA convention. Mary and I were blown away by your kindness and willingness to help spread hope to cancer patients. We are so blessed to be connected to such an amazing group of people!

We wanted to follow-up and make sure you have the tools to get started as a Believe Big pottery store partner. Almost everyone received a yellow informational folder. Just in case you didn't or in case you have questions, below is a quick summary.

You can be set up in a few easy steps!

1. If you **did not** fill out a form at the convention, please contact our Believe Mug Coordinator, Mary Kruff, at 888-317-5850 x 710 or mary@believebig.org with your store contact information. Please make sure to include your correct email for communication. As a thank you, your store information will soon be listed on our website as a participating partner! If you did not receive a yellow welcome folder, Mary can mail you the two-sided program poster to hang in your store. Please then visit our new web page for pottery store owners(www.believebig.org/potterystores) to download the PDF's that were included in the welcome folder.
2. Provide the name of a local cancer center or infusion center near your store where Believe Mugs can be delivered. Believe Big will contact the cancer center to set up the relationship. Many of you mentioned customers or family members with connections to local facilities. Please provide their contact information to Mary so that she can communicate with them directly.
3. Visit www.believebig.org/potterystores to order your packaging supplies. We will also have printable packaging instructions and our community service form you can share with your staff or community service helpers. By ordering the packaging supplies, your store receives a tax-deductible donation benefit and Believe Big can continue to expand our programs.

4. Order the basic 12 oz. mug from your vendor or from Chesapeake Ceramics (SKU#CCX995). We use the simple 12 oz. mug as it is flexible for any gender, age group, and it also fits nicely in our packaging materials. Be on the lookout! Coming this winter from Chesapeake Ceramics is a special Believe Mug with “BelieveBig.org” imprinted on the bottom (SKU# CC3132). This allows patients to remember our website and access free resources easily! They also had a “Believe” silk screen (SKU# DSSBelieve) created that many of you purchased while at the convention to make it easy for those painting and to avoid misspellings! J
5. Hang up your sign, have a sample Believe Mug displayed (if you didn’t take one home from the convention, we’re happy to ship one!), and encourage your customers to start painting and spreading hope while we finalize the relationship with your local hospital or treatment center!
6. Once the Believe Mugs are fired, utilize the packaging instructions PDF on www.believebig.org/potterystores for your staff, volunteers, or students looking for community service hours.
7. Believe Big will contact you once the relationship with your local hospital is established. Please be patient as this may take some time. Believe Big is a small non-profit with 6 part-time employees and Mary is the sole point person establishing relationships for all stores. Also, the approval process, HIPAA, and “red tape” at some hospitals can be lengthy in order to protect the privacy of the patients.

Again, thank you again for your generosity, your time, and your willingness to help us bring hope, help, and healing to those battling cancer. Lastly, until you have mugs ready at your store, if you’re aware of any cancer patients who you would like to receive a Believe Mug, please email Mary at mary@believebig.org and we’ll send a mug directly to them. Please don’t hesitate to contact us if you have any questions!

Believing Big with you,

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