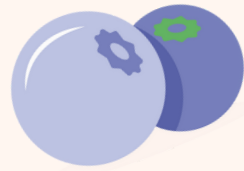


Kit FAQs



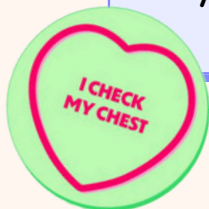
You'll probably have a few questions – like why we're refreshing your kit, what's new, and why these changes took longer than expected. Keep reading to learn more.

WHY AM I GETTING NEW KIT?

In spring 2024 the CoppaFeel! brand had a glow-up.

We refreshed our logo, colour palette and imagery, created a representative range of chest, pec and boob icons, and tweaked our tone of voice. Check out our [CoppaBlog!](#) for more on this.

We began looking at our “sub-brands” like The Boobettes, Uni Boob Team and our Treks. While we've paused work on this for now, we want you to have the latest merch when volunteering, so you can keep connecting with young people in style!

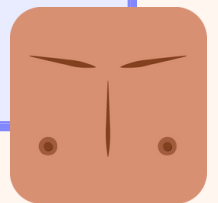


WHY AM I GETTING MY NEW KIT NOW?

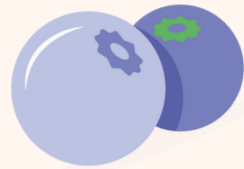
Short answer: colours, colours, colours.

Long answer: your new kit is screen printed (ooh-er!), this means longer-lasting, vibrant designs. This also meant hand mixing our “CoppaFeel! colours” – cue a long game of colour-matching ping pong across multiple suppliers, different fabrics, and various types of ink.

It's been a learning curve for the team (ask us about Pantones, dare ya!) but we're now in a good place for future orders.



Kit FAQs



WHY IS THE NEW T-SHIRT BLUE?

We heard you: white t-shirts weren't cutting it!

Too easily stained, see-through, and they didn't last after a few washes. With lots of pink in our new materials, we wanted to add some balance. Enter: blue.



WHAT CAN I USE MY LANYARD FOR?

How you use it is up to you! Keys, ID cards, and visitor passes all work well. We're also planning longer-term, like adding a folding booklet with key safeguarding info. Got ideas? Email us at boobettes@coppafeel.org.



WHY ARE YOU USING THE COPPAFEEL! LOGO AND NOT "THE BOOBETTES"?

We want young people to know exactly who you're repping.

Here's why:

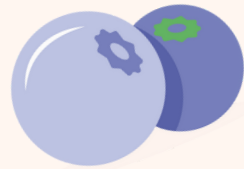
✓ It's clear

The CoppaFeel! logo has our tagline: "breast cancer awareness" so if someone sees it for the first time, they'll know what you're there to talk about.

✓ It's easy to find us

If someone wants to learn more after chatting with you, they'll know to search for CoppaFeel!. No confusion. Just a quick Google for our website or social media to find potentially lifesaving info.

Kit FAQs



IS THAT A PULL UP BANNER I SPY?

Yes, it is! You told us it's hard to grab attention at big events like freshers' fairs – especially with other, flashier stalls around. To help you stand out, we now stock pull-up banners. We have a limited number, so we'll loan them out for each event, and we'll cover postage to and from HQ. If you're one of our "frequent fliers" (aka if you volunteer often), we can loan you one for longer.

CHEST
CHAMP!

WHAT'S HAPPENING WITH JACKETS?

This one's a biggie. We're still working on the jackets and want to get them right. With warmer weather coming up, we've got a bit more time to figure it out while you're out and about, jacket-free. While we sort it, we'll send you a snug sweatshirt for air-conditioned offices or assembly halls. It'll have the same design as your t-shirt.

I CHECK
MY CHEST

WHEN WILL I GET MY KIT?

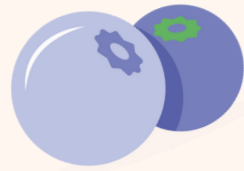
If you've volunteered in the past 6 months or have an upcoming talk or stall, we'll send your new kit within the next 3 weeks. After that, it will be sent when you book your next event.

Delivery timeline:

- Day 1: Sign up for an event in Timecounts
- Day 2 – 5: Confirmation in Timecounts
- Day 6 – 11: Order processing
- Day 12 – 14: Dispatch from warehouse
- Day 14 – 21: Delivery via Royal Mail

Delivery times vary based on your location and team availability during peak times.

Kit FAQs



WHAT DO I DO WITH MY OLD KIT?



Once you've got your new kit, it's time to retire the old navy and pink – yep, even the iconic jackets.

We know this marks an end of an era for some, and that the old kit represents much more than just something to wear. We get it. We're sentimental too. 😞

Stuck? Here's some ideas from the team of how to give your old kit a new life.

- **Display clothing** in a frame, sports jersey display case or wall mount.
- **Pass it down** to the “mini” members of your family where things have shrunk in the wash or you've outgrown it.

- **Re-purpose** clothing into a keepsake cushion, quilt or patch.
- **Display badges** in a photo frame or on a tote bag, hiking backpack, luggage, scout-style scarf or sash.
- Wear as a “new” set of **pyjamas**.
- **Donate** to charity, either as clothing if in good condition, or material scraps. Visit Recycle Now and Oxfam to learn more about donation.



Our focus

You'll probably have a few questions about the thinking behind the designs. We focused on four key areas: visibility, accessibility, inclusivity, and sustainability. Keep reading to learn more.



VISIBILITY

We've given your kit a bright and bold new look to make you stand out so you're seen from a distance. We did a lot of testing and tweaking of the design and colours to make it really pop! ✨



ACCESSIBILITY

The design was built with accessibility in mind, including improved readability. For example, the 'bubble' behind the CoppaFeel! logo adds contrast, so it's clear to your audience who you're representing, whether they're hanging at the back of the room, or front row VIPs.

INCLUSIVITY

Your kit now includes three chest icons (boob, mastectomy, and pec) to represent all bodies: guys, gals, and non-binary pals.

We've expanded sizing to be more inclusive (XS-5XL) and the clothing is both unisex, and true to size. Size up for a looser fit or more room around the hips.

SUSTAINABILITY

We've worked with suppliers to make your kit more eco-friendly. We use water-based inks and thicker, longer-lasting materials so you can wear it, re-wear it, and wear it some more! Goodbye see-through white tee. 🙌



Kit design

Got questions about what's included? Keep reading to find out!

WHAT'S ON MY NEW T-SHIRT?

The CoppaFeel! logo is front and centre in our signature pink, with a white bubble behind it for contrast so it's easy to read from a distance.

Just below the logo, you'll see a boob icon—perfect for showing what you're here to chat about, even if people don't know CoppaFeel! (yet!). Thanks to some great feedback from the BRA Group, we'll also be sending you a second t-shirt with just the CoppaFeel! logo. That way, you've got more choice, and a spare in case your original one's in the wash! We'll keep you posted once it's ready.

On the back, there's a big, bold slogan to catch attention at busy events like freshers' fairs. You'll also spot three chest icons—boob, mastectomy, and pec—to better represent different bodies, and to make it clear that chest checking is for everybody!

CHEST
CHAMP!



Kit design

Got questions about what's included? Keep reading to find out!

WHAT'S ON MY NEW TOTE BAG?

Your new tote bag is practical and stylish! It features a bold fruit icon with pops of green from our new colour palette. Made from strong canvas, it's great for stalls, talks, or even a grocery run. 🍉🍊

Our logo is on all four sides, so people know who you're representing no matter how you carry it. It also works as a table prop!

It's roomy enough for all your essentials—no more losing your USB or clicker. We've tested it by carrying stacks of leaflets to events, and it's not just useful—it's getting loads of compliments from young people!

CHEST
CHAMP!



WHAT'S ON MY NEW LANYARD?

Your new lanyard is bright and bold in classic “CoppaFeel! Pink”. It stands out against your t-shirt and clearly shows you're a volunteer. It also adds an “official” touch when you're on Boobette business, giving you extra confidence and authority while boosting our brand awareness.

Your key contacts at
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