

FUNDRAISING TIPS

for the bold, brave and ready to Shave.

1. You are the face of your ACRF Shave campaign.

Upload a profile picture of yourself to your fundraising page. Your family and friends will donate because they want to support YOU, your photo reminds them they are supporting someone they care about as well as cancer research.

2. Share your story. Shaving your head is not a decision to take lightly, you have a special reason for picking up those clippers. Share your story and give your sponsors and insight into why this act means something to you.

3. Become your own fan. Why not? – You are awesome! Donate to yourself. By backing yourself, you are showing your sponsors that funding cancer research is important to you. Help get the ball rolling for your fundraising effort.

4. Get your workplace involved. Ask your work if they will consider dollar matching your fundraising effort. Two is always better than one!

5. Share, share and share again. Share your fundraising page on social media more than once. Your sponsors might need to see your page a few times before they have the time to donate.

6. A personal touch goes a long way. Sharing your fundraising page in a personal email has been proven to be the most effective method of community fundraising. What you are doing is big, don't be afraid to ask for support directly, it's also a great opportunity to invite your friends, colleagues and family to watch your shave.

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