



bald
for
bucks



CUT + SHAVE + STYLE

TO END CANCER

Event Planning Guide

BaldforBucks.org



The facts.

- Bald for Bucks began in 2002 when Lake Shore teacher Tony George shaved his head to honor his sister Cathleen who lost her hair during her battle with cancer. 36 of his students shaved their heads in solidarity with Cathleen and other patients at Roswell Park, and from there, Bald for Bucks was born.
- 125 schools have gone Bald for Bucks.
- More than \$6 million has been raised.
- The money raised from Bald for Bucks directly helps fund groundbreaking research and clinical trials, including CAR T-cell Therapy and the Immune Monitoring Program.
- The Buffalo Sabres have teamed up with Bald for Bucks for over 10 years.
- For every \$1 donation, Roswell Park can leverage an additional \$23 from external grants, meaning your efforts go even further!
- At the 2023 All Star Night Gala, founder Tony George received the Katherine Anne Gioia Inspiration Award for his dedication to the cause and inspiring countless people in Western New York.

Hosting a Bald for Bucks event at your school is a great way to teach students the importance of community and rallying together for a great cause. There are many different ways students, faculty and staff can participate, making it flexible enough to fit into your school's calendar. Plus, the planning process provides students with a great leadership opportunity, allowing them to build essential skills for their future.

How to participate.

At its core, Bald for Bucks is a head-shaving fundraiser. Over the years, though, our participants have gotten creative and found other ways to use their hair to fight cancer.

• Cut Your Hair

- Students who want to cut their hair instead of shaving it are encouraged to do so!
- You can cut any length of hair and, if long enough, donate it!
- While Bald for Bucks does not directly accept hair donations, we can help you decide which organization aligns with your event and walk you through how to send in hair donations. Check out the “Hair Donations Organizations” sheet on the “Toolkit” page to learn more.
- Most hair donation organizations require at least 8 inches of hair, and it’s up to your school to decide which organization will receive your hair donation. Clearly communicate that to participants or let them choose a different organization if they prefer.

• Style Your Hair

- Encourage participants to make a bold statement by styling their hair. Purchase temporary spray or colorful clip-in extensions and charge a donation for students to participate. You can also set up a braiding or ribbon station! This is a great opportunity to get more students involved and raise more towards your goal!

• Grow Your Beard

- This option is popular amongst male teachers. Some schools get creative and recruit teachers to shave their beards. Other schools sell raffle tickets and the student whose name is chosen gets to shave a teacher’s beard!

• Shave Your Head!

- When in doubt, go back to the option that started it all! It’s pretty simple – participants shave their heads in solidarity with cancer patients.

Planning your event.

1. Create a Timeline

When coordinating a Bald for Bucks event, it helps to stay organized! Creating a timeline will help you identify the several working parts of your event and keep you on track. Try to start your timeline 2-3 months before your event date, if possible. Here's one way to do it:

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|--|----------------|
| • Schedule your event date and book your location | 8-10 weeks out |
| • Send info home with your students | 8 weeks out |
| • Start actively promoting your event at school | 6 weeks out |
| • Hold a school fundraiser | 4 weeks out |
| • Secure your hairstylists | 2-4 weeks out |
| • Finalize your "Day of" schedule | 1 week out |
| • Send follow up reminder to hairstylists and volunteers | 3 days out |

2. Start a Committee

Creating a committee is a great way to get more people involved with the planning and execution of your event. Plus, you can split up various tasks that need to be completed. Things to think about:

- Recruitment: How are you going to encourage students to sign up and collect pledges?
- Entertainment: Do you plan to have music playing during your event or a special video to show? Are you expecting any special guests at your event? If so, how are you planning to incorporate them into the timeline?
- Promotions: How are you going to spread the word and promote your event?
- Hairstylists: Which hairstylists and/or salons will you ask to volunteer at your event?
- Logistics - what supplies do you need? What does your event look like?

Planning your event.

3. Event Logistics

Figure out where in your school you'll be hosting your event, whether it's the gym, the auditorium or somewhere else. Make sure that your space is large enough to accommodate your audience.

Once you have your location figured out, determine the best time to host your event. Schools that kick their events off during the school day, either in the morning or before the end of the day, tend to be very successful. If an event doesn't work into your school schedule, you can also host your event before or after school.

Be sure to let the Bald for Bucks coordinator know if you have changes to the location, time, or day of your event!

Volunteer hairstylists are key to making your Bald for Bucks event a success. Determine how many stylists you'll need for your event and then start reaching out to salons in your area. We recommend 1-2 stylists per 5 participants, but it can depend on what the participants sign up for. Reach out to your personal stylist or to a parent who owns a salon or has a cosmetology license. If you need help finding volunteer stylists for your event, let us know and we will try our best to help you recruit.



Promote your event.

Spread the Word

Use the materials and example rewards in your event pack to spread the word and promote your Bald for Bucks event throughout your school. Promote your Bald for Bucks event on your school website, portal, app and every day on the school announcements. If your school has any social media accounts, be sure to post about your upcoming event and include your team page link for recruitment and donations. Don't forget to tag us, too!

- Facebook: @baldforbucks
- Instagram: @goinbaldforbucks
- TikTok: @baldforbucks

You can also find these materials in the "Toolkit" section of our website. If you need more posters, balloons, or other materials, don't hesitate to reach out to your Bald for Bucks coordinator.

Send home a packet with your students, explaining what Bald for Bucks is and how parents can get involved.

If you're interested in inviting the news to your event, create a media advisory to send to the newsroom.

- Find our sample media advisory in our "Toolkit" section on the website. Customize that letter to best fit your event.
- Include a description of your event, time, date, place and any other information or special moments that you'd like to share.

Fundraise.

Strongly encourage all students to register online for your Bald for Bucks event. This will allow you to better track your participants and will make collecting donations easy. Additionally, when students register online, the Bald for Bucks team has a better understanding of what your event will be like, participant T-shirt sizes and what rewards to bring to your event.

- Did you know that when your participants register online, they can connect their fundraising page to Facebook? This tool makes collective fundraising easier and allows participants to seamlessly spread the word about their efforts and track their donations, all on Facebook. To learn more, check out our Facebook blog on our website.
 - During the 2022-2023 school year, 139 participants raised a total of \$64,073!

If you're looking for ways to boost your Bald for Bucks team fundraising, there are several ways to include the entire school and host small fundraisers before your shave date that add up to make a big difference.

- Host a popcorn or bake sale
 - Charge \$1 for a bag of popcorn or a baked good. Put those donations towards your team total.
- Dress down day/pajama day/hat day
 - For a small donation towards your team total, students can dress casually, wear their pajamas or rock a hat for the school day.
- Pie in the face contest
 - Raffle off the opportunity to pie your principal or favorite teacher in the face! Sell raffle tickets and then pull the winner the day of your Bald for Bucks event. That student will have the honor of pieing the principal!
- Style option
 - If you're looking to encourage more participation and raise more towards your team total, charge students to participate in the style option of a Bald for Bucks event. Whether this means temporary spray dye, braids or clip-in extensions, this is a great way to boost your school fundraising. Students can donate \$5 or \$10 to get styled, or they can go above and beyond and sign up online to collect pledges. Students who sign up online and fundraise are eligible for Bald for Bucks rewards.

Event day.

Arrive to your event early to set up and make sure that you have all of your supplies, including:

- Hair donation forms for participants to complete
- Ziplock bags for hair donations
- Hair ties
- Extension cords
- Brooms
- Dustpans
- Trash cans
- Chairs for participants
- Tables for hair stylists
- Table for the Bald for Bucks team
- Speakers
- Microphone
- Music playlist

Keep track of cash and check donations that come in and who they are from. As you collect donations from students, keep each student's fundraising in a separate envelope. Label the envelope with the cash total and check total. This helps streamline the process for the Bald for Bucks coordinator and ensures that everything gets properly uploaded to each student's page so they can claim their rewards. It also gives you a better idea of your overall fundraising total!

- Use the "Donation Tracking Form" in the Toolkit on the website to track your school fundraising.
- Checks can be written to Bald for Bucks
- Strongly encourage your participants to fundraise online through their fundraising page. Donors who give online will also receive an automated response immediately after their donation which states that their gift is tax deductible. This acknowledgement can then be used for tax purposes.

Event day.

Hairstylists

- Make sure your volunteer stylists arrive at least 15 minutes before your event to set up. Stylists are responsible for bringing their own scissors, clippers and other necessary supplies.
- Take a moment before your event to meet with your stylists and review the guidelines for hair donations. Make sure that they all have a clear understanding of the requirements for a ponytail donation to the organization of your choice.
- The Bald for Bucks coordinator at your event will also greet the stylists, answer any questions that they might have and bring Bald for Bucks branded capes for the stylists to use.
- Don't forget to say thank you! It is always a nice touch to give your stylists a thank you after the event. Whether it's a note, a \$5 coffee gift card or some of your school swag, the gesture will be appreciated.

Pro tip: Take photos of your set up and the layout of your event. That way, you will have something to compare for the following year!

Post event.

Wrap-up Meeting

Grab your committee members for a quick debrief to discuss how the event went and to brainstorm ways to improve. Take notes while the event is still fresh in your head and revisit them when you start planning for the next year.

Say Thank You

Be sure to thank your committee members, volunteers and hair stylists for their hard work and dedication. Ask your Bald for Bucks coordinator for some Bald for Bucks thank you notecards for a personalized touch. Post on social media thanking your participants and community for making a difference and for supporting Bald for Bucks and Roswell Park.

Donations

Set up a time with your Bald for Bucks coordinator to debrief and pick up any cash and check donations that you have received. Please note that it takes 5-7 business days to see these "offline" donations appear on the fundraising page.