THANK YOU for volunteering to be a shavee recruiter at a St. Baldrick’s event! This is a key position of responsibility at your event, ensuring the recruitment of shavees to participate and raise funds for lifesaving research. We don’t want to plan a great party and forget to invite guests.

As shavee recruiter, your volunteer event organizer (VEO) will rely on you to fulfill the following duties:

What Does Recruitment Mean?

• Hit the streets! Talk to everyone you know and meet and share how they can get involved in the quest to conquer childhood cancers.
• Reach out to previous year shavees – easy and obvious, but don’t assume everyone will shave again. An email followed by a personal phone call is optimal.
• Encourage existing shavees to recruit a friend and challenge them to be bold, get bald and sign another shavee up today!

Pre-Event Duties

• Recruit shavees! Dive into your community and let them know about the event and how they can become involved.
• Send a welcome email to shavees as they register. Introduce yourself and be sure to include a few ideas on how to fundraise. As the shavee recruiter, you will receive a notification for each individual shavee that registers.
• Work with your VEO to develop ideas to encourage and motivate shavees to actively fundraise for your event. Ensure shavees have all of the information and resources needed to be effective fundraisers.
• Get your pompons out! You are the cheerleader to not only get shavees excited about participating, but keep them motivated about their fundraising efforts. Check-in from time to time and offer assistance and support.
• Work with your VEO to determine the shavee schedule for the day of the event. The Shavee Scheduler tool is available in the Members area on the website to assist you in planning out the flow of the event.

Day of Event

• Welcome and greet shavees as they arrive.
• Work with your VEO to coordinate the check-in process, ensuring that all shavees have completed the Participant Agreement or registered online and ensure that qualified shavees receive the annual fundraising t-shirt. The Foundation encourages fundraising participants to raise a minimum of $50 to receive a shirt.
• Participants under the age of 18 must have their parent or legal guardian sign their Participant Agreement.
• Determine the walk-in shavee process (including Fast Registration) and ensure
that it is being followed.

- Train and oversee any other volunteers helping with the registration process onsite.
- In partnership with your VEO, be sure to thank your shavees onsite and congratulate them on their new haircut and fundraising efforts! Make a conscious effort to develop a thank you plan in advance, not as a last minute after thought.

**More Recruitment Ideas**

- If your head-shaving event has been around for a while, reach a few years back to Shavees who haven’t returned. Sometimes folks need a break and hearing from you will spark them to come back.
- Don’t turn away someone who’s not ready to face the clippers! There will be people who want to be involved and join your event as fundraisers or volunteers to help on the day of the event. Plus, they may bring new Shavees and/or donors to your event in the future.
- Face-to-face interaction is powerful! It's easy to ignore an email, so take the opportunity to connect in person whenever possible.
- Go everywhere! Tap into all the groups and resources within your community: Boy Scouts, sporting teams, schools, service clubs like Elks, Rotary, Kiwanis, Soroptimist, Jaycees. Ask for opportunities to give a brief presentation.
- The Foundation provides great posters for you to market your event and create awareness. A poster never does its job in a car trunk or sitting in a box somewhere! Place around the community, if businesses won’t post it publicly, ask them to post it in their staff break room. Work with your VEO to get posters from the Foundation.
- Seek out contacts through Public Service Department channels (police/fire/public utilities/city departments) – use department “roll call” time to promote and seek out department chiefs to get behind your event. Create challenges between departments and divisions to spur on additional fundraising.
- Work with your VEO to host a pre-registration night at a bar or at your venue. Sometimes people can’t make the actual event, but doing something in advance can ensure more folks can contribute. A pre-event creates additional awareness about your upcoming shave and may draw in more shavees and participants. You can also shave a head or two as a teaser to create a buzz!