The St. Baldrick's Foundation is committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives. This is why we need your help in raising much needed dollars for the cause. Below is a 4 Week Fundraising Guide to help you reach your personal goal. Along with this guide, we have many tips and tools available to you in the online document library to help you along the way. Remember, the most important thing is to have FUN, be CREATIVE, and think BIG!

**Week 1:**

**Check out your Shavee Packet** to get tips on setting up your participant webpage with a picture and personal message. Make it great by choosing an Honored Kid! Our research shows that you will raise 20% more if you take the time to customize - this step really makes a difference!

**Customize your web link** to something memorable: [http://www.stbaldricks.org/participants/mypage/participantid/777777](http://www.stbaldricks.org/participants/mypage/participantid/777777) isn't memorable, you are so much more than your number! Replace 777777 with JohnGoesBald or SuperSandyShave...be creative!

**Update your social networks.** After you customize your web link, send it out via Facebook or Twitter to spread the word! Ask your friends to share your post.

**Send emails and letters** to tell your family and friends what you are doing (visit the St. Baldrick's online Document Library located in the Members Area for customizable templates). Send the customized web link and encourage them to forward your request to their friends.

**Donate $20 to yourself.** It will make you feel good and you’ll see progress on your fundraising status bar! This also shows your donors that you are invested in the cause!

**Set up coin jars** to collect change at home and work. Put the St. Baldrick's logo and your pre-shave photo on the jar telling possible supporters why you are shaving. Ask local businesses to put your jars out (think dry cleaner, coffee shop, hair salon, gym, library, bar, your child's school, bank).

**Week 2:**

**Post flyers at work and ask 10 coworkers to donate to you.** Check with your human resources department about matching donations to double each gift from a coworker!

**Send out a Thank You** to donors via Facebook or in an email. Encourage others to donate and repost your customized web link on Facebook or other social networks.

**Ask local businesses** to donate to you. Ask if they can contribute a percentage of the day's sales or have a special “St. Baldrick's Night.” Target five per week so this step isn't overwhelming.

**Host** a bake sale or garage sale and donate proceeds to your fundraising page.

**Week 3:**

**Ask friends** to post your updates on their social media sites to help with your fundraising.
Challenge 10 friends or coworkers to bring their coffee/lunch to work and give their savings to your page.

Ask human resources if you can have a “casual day.” If colleagues donate $20 to your St. Baldrick’s campaign they can be casual on a specified day.

Ask your supervisor if you can send a company-wide or department-wide email promoting your event and solicit donations.

Set up a table at your hair salon, venue for the shave or any location with good foot traffic to solicit donations.

**Week 4:**

Visit your child’s school and ask the principal if you can send flyers home with the children to give to their parents.

Make a short video and post it on YouTube, Facebook, and friends’ pages and websites about your shave. Re-post your fundraising web link.

Have a party! Ask friends to celebrate your cause and educate them about why you are shaving.

**Week 5:**

Go to local service clubs. Try Rotary, Kiwanis, Jr. Women’s Club or others in your area.

Ask your church/synagogue/temple if you can make an announcement during the community sharing to solicit support (set up a table in the fellowship hall area with palm brochures and donation baskets).

Email friends and family who have not yet contributed to remind them your shave is coming up.

Post to Facebook or Twitter again, tell your friends/followers that there is only a week left until you are hairless!

**Week 6:**

Use your social media/email campaign to push for last minute donations.

Remind coworkers, friends, anyone you see that you are shaving soon. Solicit donations face to face for best success.

Collect donations from your coin drives and use the “submit cash” website function to get you to your goal.

After the shave wear your t-shirt and buttons and ask for donations one last time!