

Steps for a Successful Cut/Color Fundraising Event

Organizing a cut/color fundraising event is a great way to bring people together while raising funds for and bringing awareness to the National Pediatric Cancer Foundation!

1. **Choose a Charity:** National Pediatric Cancer Foundation

2. **Set a financial goal, create a budget:**

Set a financial goal and create a budget. If you want to raise \$5,000 and your cost of organizing the event is \$2,000, you'll need to raise \$7,000 to make your fundraising goal.

3. **Determine a timeline and set a date:**

We recommend allowing 4 to 6 weeks of fundraising time before your cut/color event. During the fundraising period, you will challenge your friends and family to donate to help you reach your goal. Once you've met your fundraising goal, cut/color your hair.

4. **Choose a name and a theme:**

Include the National Pediatric Cancer Foundation in your event name as it will bring additional awareness to the organization and will assist in recruiting participants as many people love to "give to a good cause"! If you choose a theme, make sure your name reflects the theme. The event name and theme should be included in all promotional materials.

5. **Approach potential sponsors:**

Sponsorships are a great way to offset the costs of the cut/color fundraising event and businesses may be enthusiastic about supporting your efforts when you explain that donating the proceeds to the NPCF! Develop a sponsor package with levels corresponding to rewards. For example: "for a \$200 donation, we'll put your logo in all of our e-mail blasts. For a \$500 donation, we'll put your logo on our official T-shirts." Businesses may not be able to donate money but may be able to donate "in-kind" products (food, drinks, services, or rental equipment).

6. **Develop a marketing plan to promote your race.**

Get the word out about your race through as many avenues as possible: in-kind radio, tv, newspaper, social media, and community calendars.

- **Promote your event through e-mail** - E-mails are the number one way participants fundraise and spread the word about their fundraising event. For help writing your fundraising e-mails contact Chelsea Wagner at cwagner@nationalpcf.org.
- **Use Social Media** - Create a Facebook event and invite your Facebook friends. Post your fundraising link at least once a week until the event so friends know how to donate. You can also like the National Pediatric Cancer Foundation Facebook page and use the hashtag **#CutForaCure** and **#NewDoBetterYou** when you post.

- **Create paper flyers and posters** - If possible; work with your organizations marketing team to create posters and flyers to promote your event. You can also print your own flyers using our template. For flyer and poster templates, e-mail **Chelsea Wagner** at cwagner@nationalpcf.org.

7. Organize Volunteers:

Assemble a core planning committee of 5-7 people, be clear about their expectations and make sure each person has the skills and resources to handle their role.

Coordinator roles include: sponsor recruitment, volunteers, marketing/social media, registration/on-site donation collection, procurement (shirts, stylists, food/beverage). Meetings make great deadlines for coordinators to provide progress updates.

8. Participant Registration:

Set up an [on-line registration platform](#) to collect participant information and donations.

9. Cut/Color Day Preparation:

Order amenities: event shirts, hair dye, etc. Don't overspend but don't skimp as giveaways provide marketing for your event long after the event is over.

10. Post Cut/Color Clean Up:

Remove all waste from event site. All waste should be bagged up and either thrown away or recycled appropriately. Make sure you have a plan for disposing of the trash once it's gathered.

Return or have rental equipment picked up on time, in working order and clean.

11. Post Cut/Color Administrative:

Pay all bills and once all costs have been covered, the rest of the money will be donated to the NPCF! Let them know how much you raised and make arrangement for them to receive the money.

Say THANK YOU! Let everyone know how much you appreciate their efforts and donations. A "thank you" card, email or phone call goes a long way in building support for future events! For larger corporate sponsors you may want to deliver a plaque that can be displayed in their place of business.

Thank your participants via mass e-mail!

Evaluate the event for future reference by asking your participants, sponsors, volunteers and committee for feedback to ensure your event is even better next time! Organizing your first race is a big accomplishment...be proud of yourselves!

TIPS

- **Take Before/After pictures** – Make sure to take before and after pictures to post on your social media. You can take selfies, ask a friend to take photos, or reach

out to local photographers to see if they can donate their time or provide a discounted rate for a professional photo session.

- **Where To Buy The Hair Coloring?** - You can find temporary hair chalk or spray on [Amazon](#). Make sure to read the description to ensure the hair dye is temporary. We also suggest using gloves and a smock to protect your hands and clothes while using.
- **Consider hosting a silent auction or raffle to raise more funds** - Start asking your contacts early if they can donate gift baskets, event tickets, services, or goods to be auctioned or raffled off at your event This is a great way to generate extra excitement on the event day and help raise more money towards your goal.