

### Your Event

The St. Baldrick's Foundation exists because each year, 175,000 children are diagnosed with cancer worldwide. Cancer is the number one disease killer of children in the U.S. and Canada. St. Baldrick's is on the path to change these statistics and without your fundraising drive, this life-saving research wouldn't be possible!



Susan Heard began volunteering and fundraising with St. Baldrick's when her son David told her, "Science has failed me and that is why I'm going to die." He went on to say "Mom, use your voice to change the fate of all the courageous kids still battling cancer." In this past St. Baldrick's Foundation grant cycle, there has been a variety of funding given to doctors looking at promising new therapies in neuroblastoma, the cancer that took David's life. Susan says: "That is the progress David was hoping for and that is why my family continues to commit ourselves to fundraising for St. Baldrick's!"

### Your Bald Head

You signed up to shave your head! That is the first step to spread awareness to your friends and family and give them a reason to donate to your cause. Make it simple for them by really customizing your fundraising page: make it personal, make it powerful, and make it a successful fundraising tool!

- Personalize your message on your St. Baldrick's webpage. Tell donors WHY you are raising money.
- To help donors understand WHY, honor a child! There are so many wonderful kids stories shared on the website. Pick one you know or browse their profiles and choose one (or a bunch) that grabs your heart. Families love to see their child honored at events!
- Post photos of you pre-shave. Nothing is more motivating to donors than pictures of you with hair. Then they get to compare and see the drastic difference after you post your freshly shorn new look.



## Your Webpage

St. Baldrick's provides this powerful tool to help you enjoy the experience of the shave and to serve as an easy place for donors to give to your cause.

- Set an ambitious goal for yourself, there are no minimums but think about all of the kids who are counting on you!
- Give the first gift and inspire others... and watch your fundraising bar move up!
- Share your courage, inspire others and build a community of support for yourself by sharing your page through Facebook, Twitter, and all other social media outlets!
- Log in to your Member's Area and take advantage of the DOCUMENT LIBRARY.
- In the Document Library you will find sample letters, customizable posters, fundraising, and media tips to support your shave! Invite friends to shave with you! After all, the more shavee's recruited, the more awareness is spread, and the more money is raised!
- Use the enclosed 6 Week Fundraising Guide to help you get started. Remember, help is just a phone call or email away! Anissa Penn, Special Events Participant Coordinator, can be reached via email: [Anissa@StBaldricks.org](mailto:Anissa@StBaldricks.org) or phone: 626-792-8247 x25

