



Hair **with** Heart

FUNDRAISING KIT

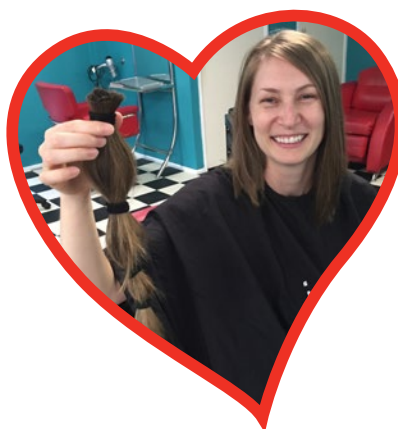
ABOUT VARIETY

At Variety - the Children's Charity we believe all Aussie kids deserve a fair go in life, so we support kids who are sick, disadvantaged or have special needs by providing practical equipment, programs and experiences to help them overcome obstacles and live life to the fullest.

ABOUT HAIR WITH HEART

Hair with Heart is our **national hair donation initiative**.

Hair donations are made into specialised wigs for those who have lost their hair due to a medical condition. Funds raised through the sale of the hair go to Variety's grants and programs to give Aussie kids in need a fair go.



WHY SHOULD YOU FUNDRAISE?

We're inspired by our amazing hair donors like yourself, who go above and beyond for kids in need and their families. We reckon that your friends and family will be inspired by your selflessness too.

Give them the chance to back your effort, you'll be surprised by their generosity. If you're a first time fundraiser or if you're a fundraising veteran, we're so appreciative of every dollar raised and here to help you along every step of the way, so why not give it a go?

Funds raised go to Variety's grants and programs, giving kids who miss out because they're sick, disadvantaged or have special needs what they need to join in life with everybody else.

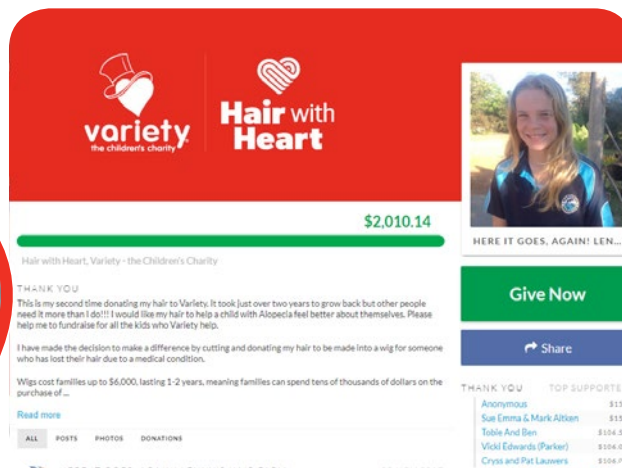


[CLICK HERE TO WATCH HANNAH'S STORY](#)

ONLINE FUNDRAISING PAGES

Setting up a Hair with Heart online fundraising page through Everyday Hero is quick and easy. No matter where your friends and family are they can all support your kind and generous deed!

[CREATE A FUNDRAISING PAGE HERE](#)



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FUNDRAISING IDEAS

We've listed some ideas you can use to boost your fundraising efforts and help spread the word about Variety and Hair with Heart.

There are lots of ways your school or work can support your big chop! Here are some of our favourites.



WEAR RED DAY

A classic! Make sure you ask for a gold coin donation to go towards your fundraising efforts. You could host a morning tea on the day as well!



AUCTION OFF THE CHOP

Raise some extra funds and have a bit of fun on the day by holding an auction for who gets to chop off those ponytails!



BAKE SALE

An oldie but a goodie – everybody loves a good cupcake or cookie! Be as creative as you like, what about red icing or heart shapes?!



GROUP CHOP

Is there a few of you at your school or work who are thinking of donating their hair too? Why not organise to have it on the same day?

In our School Fundraising toolkit you'll find lots of ideas, tips and tools to help your fundraising efforts through your school.



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Variety's Name and Logo

It's really, really important when it comes to your flyers, posters and social media posts that you promote your fundraising event as "Supporting Variety – the Children's Charity" and use our Variety logo. All promotional materials must be approved by Variety's Hair with Heart Coordinator before being printed or posted. Please email them to hairwithheart@variety.org.au



Fundraising Materials

Let us know if you're organising an event by emailing us at hairwithheart@variety.org.au and we'll send you out a pack with some balloons, stickers and a pop-up collection box.

Cash donations

We encourage using your online fundraising page as much as possible, including banking the cash donations you receive on the day through your page. If somebody needs a receipt you can enter their donation on their behalf through your page.

We also accept cheques and bank deposits. Email us for more info.



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SPREAD THE WORD

You've decided to donate your hair and have created your fundraising page... Now what? It's time to share your efforts with the world, starting with your nearest and dearest.

Emails and Phone Calls

People can be a little shy when it comes to being the first to donate so start by asking your closest friends and family to be the first to contribute – they're your biggest supporters!

Here's an email template we've put together to help get you started.

Remember to add a few personal details too! The more unique to you, the more likely they'll be to donate.

**DOWNLOAD
EMAIL TEMPLATE**

Social Media

Once you've got the ball rolling, thanks to your generous close family and friends, you can start sharing your efforts further and social media is a great way to do that!



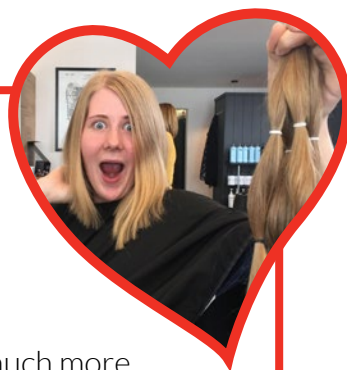
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Here are our top tips we've learnt from our fundraisers:

- Tag your friends who have donated to say "thanks"
- Use the share buttons on your online fundraising page
- Use images with your posts
- Be personal, include why you're donating your hair – it means much more to people!
- Tag @VarietyAustralia and use the hashtags **#HairwithHeart** **#VarietyAustralia**

We've created a few posts with images to help get you started.

**CLICK HERE TO DOWNLOAD
YOUR FAVOURITE POSTS**



Your Work

Ask your work to include an article or mention your efforts in their newsletter and/or their social media.

Local Newspapers and Radio

Community media are often very supportive of hair donors like yourself, so why not tell them about your efforts.

Not sure what to say? No worries, here's a media release we've started for you, simply add in your details and send it off to your local papers, radio, etc (best place to look for their news desk or story submissions is via their websites).



**DOWNLOAD
MEDIA RELEASE TEMPLATE**

Local Community and Businesses

Print off some fundraising posters and ask your local businesses and community services, like your library or town hall to post on their community boards or in their windows. A great way to spread the word about your efforts as well as Variety and Hair with Heart.

If you're feeling a little nervous asking a business for a donation or to put up a flyer, that's very normal but a great thing to keep in mind is the worst they can say is no. Nothing is lost, but always worth a try.

Download your fundraising and event posters, add in your details and press print!



**DOWNLOAD FUNDRAISING
& EVENT POSTERS HERE**



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THANK YOU

Firstly, a big thank you to you! We know fundraising takes time and effort, and we're grateful that you've decided to not only donate your hair but to fundraise to give Aussie kids in need a fair go!

It's important to thank your generous friends, family, school and community for all of their support too! There are lots of ways to do this:

- Tag them on social media and reply to their donation on your fundraising page
- Send them a thank you certificate
- Give them a call or thank them in person, whilst showing of your new, shorter hairdo
- Or all of the above

Download your thank you certificate and print as many as you need.



**DOWNLOAD
THANK YOU CERTIFICATE**

HERE TO HELP

Got a few questions? Need a bit more inspiration or advice? Let's chat!

Drop us an email to hairwithheart@variety.org.au



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