No Shaver
Individual Fundraising Toolkit

GROW IT.
SHOW IT.
KNOW IT.

ABOUT
1 in 7 MEN

WILL BE DIAGNOSED WITH PROSTATE CANCER DURING HIS LIFETIME.

City of Hope is a National Cancer Institute designated comprehensive cancer center, recognized as a worldwide leader in compassionate patient care, innovative medical science and translational research.

City of Hope has been serving patients around the world for over 100 years. Thank you for supporting us in our mission to save lives.

To speak with someone about NoShaver, contact us at **NoShaver@coh.org**

For more information about NoShaver, please visit **CityofHope.org/noshaver.**

NOSHAVER
BENEFITING PROSTATE CANCER RESEARCH

City of Hope®

CityofHope.org

KNOW IT.

CREATE YOUR PAGE AT CityofHope.org/NoShaver.

NOSHAVER MAKES IT EASY TO RAISE MONEY FOR PROSTATE CANCER RESEARCH AT CITY OF HOPE.

City of Hope.

Log In

FIND A FUNDRAISER RESOURCES STAY CONNECTED START FUNDRAISING

6TH ANNUAL NoShaver November

GROW IT.
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START FUNDRAISING

STEP 1

Sign up and personalize your fundraising page at CityofHope.org/NoShaver.
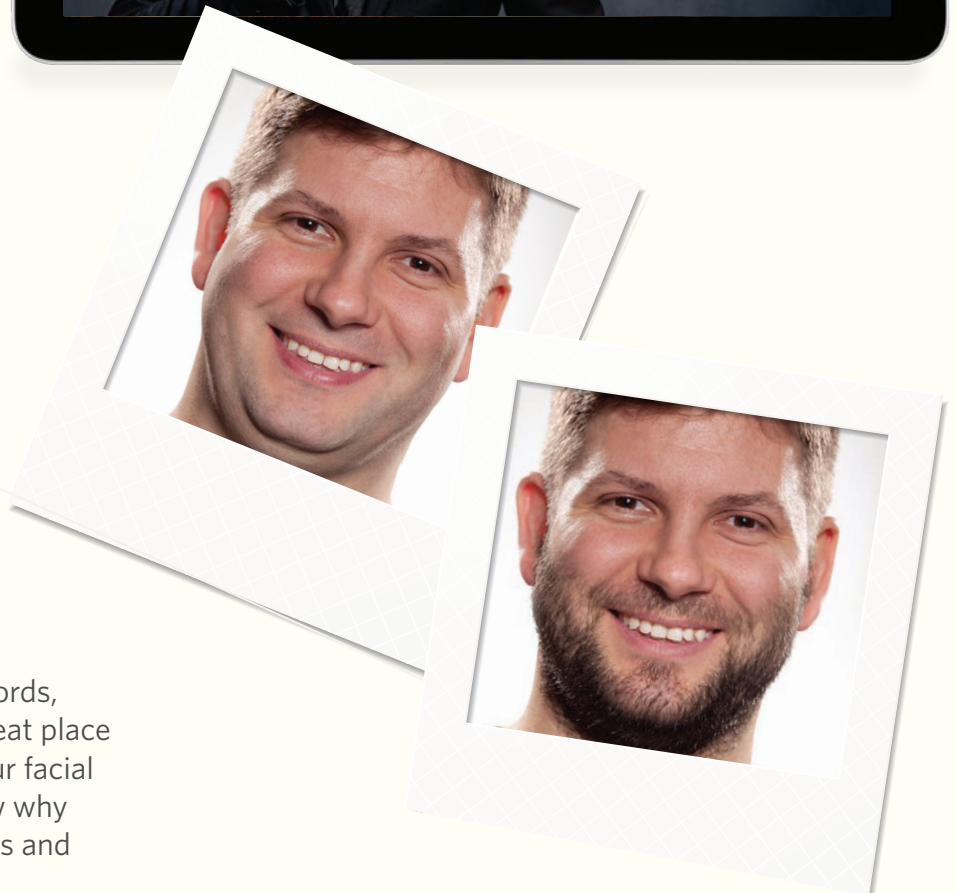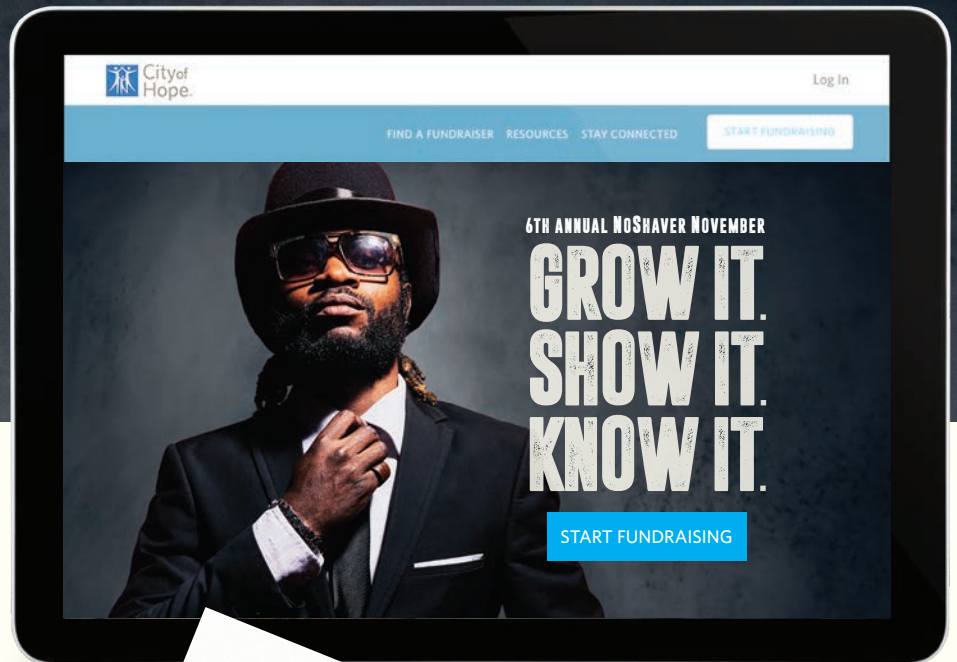
STEP 2

Share your story and collect funds online.

STEP 3

Help find cures and care for patients.

PERSONALIZE YOUR PAGE

Tell your personal story using your words, pictures and even videos. This is a great place to display before and after pics of your facial hair! Let your family and friends know why supporting prostate cancer awareness and research is important to you.

GROW IT.

FUNDRAISE

Share your page with friends, family and co-workers:

✉ Send an email to your friends and family.

f Promote your page to your friends on Facebook.

🐦 Ask your Twitter followers to donate to your fundraising page.

WRITING AN EMAIL TO FRIENDS AND FAMILY

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the skin).

1 Start by explaining your connection to City of Hope and why it's important to you. Describing your commitment to support prostate cancer research and education by growing your facial hair is probably the most important element of your message.

2 In a sentence or two explain the importance of prostate cancer research and education and what City of Hope is doing to advance research and treatment. This helps potential supporters understand where their money would be going and what it would be used to accomplish.

3 Be clear to potential supporters about what you are looking for; make a direct ask for financial support.

4 Include a link to your fundraising page.

5 Thank your contacts for their time and support.

SAMPLE FACEBOOK AND TWITTER POSTS

Facebook 1:
I packed away the shaving kit for the month of November to support City of Hope's prostate cancer research. Support my personal beard boom by making a donation. [LINK TO YOUR FUNDRAISER]

Facebook 2:
The hipster beard has officially been listed as endangered species. Help me fight shaveism and prostate cancer by supporting my fundraiser for City of Hope. [LINK TO YOUR FUNDRAISER]

Facebook 3:
Thanks to the amazing people in my life who donated [tag them]! I've raised $[amount] so far for prostate cancer research!
To anyone who hasn't given yet, please help me out and make a donation to my NoShaver fundraiser.
Thank you! [LINK TO YOUR FUNDRAISER]

Twitter 1:
I've joined #NoShaver to fight prostate cancer. Check out my @CityofHope fundraiser. [SHORT LINK]

Twitter 2:
Just launched a #NoShaver fundraiser to fight cancer with @CityofHope by raising $XX by 11/30. Plz help me out, donate today! [SHORT LINK]

Twitter 3:
I'm raising funds to honor my dad! Help me raise $XX for prostate cancer research and donate today. [SHORT LINK]

SHOW IT.
FOLLOW UP

SHARE THE STATUS OF YOUR FACIAL HAIR THROUGHOUT NOVEMBER.

Send a personal thank you message to each of your donors, or even give them a shout out on social media.

Keep donors updated on your progress toward your goal and share your growing facial hair. Reach out to nonresponders and give them another chance to donate.

IMPACT

See how your hard work is helping to save lives at **CityofHope.org/NoShaver.**

Share inspiring news from City of Hope with your donors to show them how their gifts are saving lives.

Search

Hugo

#Post #Web #Tag

"Alone it seems impossible, but as a team we all have hope that our contributions will someday prevent or help cure a friend, family member or co-worker of prostate cancer."

$1,800   raised (180%)

like   Comment   Share

Write a comment

FAQ

Q. What do you the funds I raise support?
A. The funds you raise via your NoShaver page support prostate cancer research and treatment at City of Hope, a nationally recognized comprehensive cancer center.

Q: Is there a minimum fundraising requirement?
A: No, there is no minimum requirement to fundraise through NoShaver. Feel free to set a fundraising goal that you are comfortable with. From $50 to $50,000, it all makes a difference. We appreciate the time and effort our fundraisers put into reaching their goals!

Q: Are donations tax-deductible?
A: All donations are tax-deductible to the extent allowed by law. Please work with your tax professional to determine eligible deductions.

Q: Do I get a tax receipt?
A: If you made a donation online, you will receive an email tax receipt immediately. If you made a donation by check, you will receive a tax receipt in the mail.

Q: How will people find my NoShaver Page?
A: When you create your fundraiser on ourHope, you have the option of creating a unique URL for it. You can simply copy and paste the link into a personalized email to send to friends, family and co-workers. You can also share this link on Facebook, Twitter and other social media sites. Supporters can also navigate to your page from **CityofHope.org/NoShaver.**

Q: Do you accept donations by check?
A: Yes, but we encourage everyone to give online if possible. To ensure that donations are applied to the correct fundraising page, please make sure that all check donations are made payable to City of Hope. Please list the first and last name of the fundraiser's page you are donating on the memo line of the check. For example, if you are donating to John Smith.

Please mail all check donations to:

Attn: Digital Philanthropy
City of Hope
1500 E. Duarte Road
Duarte, CA 91010
Without this information, we cannot link the donation to the correct NoShaver page.

Additional questions?
Please email the NoShaver team at **noshaver@coh.org.**

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