

Be Bold, Be Bald! Ambassador Tasks

You may not have cancer, but you still have the power to fight it.

Hang this on your fridge, wall, bathroom mirror, or wherever you'll see it everyday.

THE BASICS:

1. Register as a participant at beboldbebald.org, and share your profile page with your friends and family
2. Start a Be Bold, Be Bald! team and invite others to join you
3. Ask for donations to be made on your behalf

SPREADING THE WORD ONLINE:

1. Share your story with your local or regional media (newspaper/TV/radio/online) and ask them to share it with their audience
2. Actively post about Be Bold, Be Bald! to your online social media communities. Don't forget to include our URL, beboldbebald.org
3. Share our YouTube video, located on the "Spread the Word" page of our website
4. Invite your friends to join our Facebook community by clicking the "invite friends" link on our Facebook page
5. Outreach via Twitter/Facebook to high profile celebrities
6. Promote the event through an article or "blurb" in your school, workplace, and/or organization's newsletter

SPREADING THE WORD IN YOUR COMMUNITY:

1. Hang posters in local shops/businesses (coffee shops, supermarkets, libraries)
2. Hand out postcards at local community events
3. Send "ready to run" ads (Located on the "Spread the Word" page on our website) to your local media channels, asking them for their support in running them for free/pro bono
4. Work with local school committees, school principals, teachers or PTA to get local schools to participate
5. Work with coaches and players to get a local sports team/entire league to participate
6. Reach out to local celebrities (news reporters, sports stars, religious leaders) to get them to participate and help you spread the word
7. Get a local restaurant involved by asking them to promote the event in their restaurant (i.e, posters, table tops, receipt inserts), host a party on October 19, and get their patrons to donate to participating staff

For additional ideas, downloads, samples and more, visit: beboldbebald.org/cmspage/3/spread-the-word

Questions, thoughts, ideas? Contact us at 617-450-0000 or email us at info@beboldbebald.org

Find us on     
info@beboldbebald.org

BE BOLD, BE BALD!

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