

2018 Beneficiary Guide

Help us make an impact
in the fight against cancer
on October 19, 2018!

BE BOLD, BE BALD!



BE BOLD, BE BALD!

Hi, we're Small Army for a Cause!

First, we would like to thank you for your participation in this year's Be Bold, Be Bald! event.

On October 19 of this year, people will join forces across the nation in support of those who are fighting cancer by wearing a bald cap for a day. If you have participated before, you must know the powerful impact a group of cap-wearers can have on the people around you.

It's not a physical challenge, it's a challenge of vanity — and one that many cancer patients do not have a choice about. Plus, when you do beautiful things for others, you feel beautiful from the inside-out.

BE BOLD, BE BALD!

We need your help!

Small Army for a Cause wants to collaborate with your organization to facilitate social and traditional media outreach for this year's event.

To help maximize your media exposure prior and during the event, we put together the following marketing guide to help our beneficiaries get the word out and raise more money for cancer.

The more people that sign up and raise money, the more your organization will benefit from being a part of Be Bold, Be Bald!

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Advertising and Public Relations

We urge you to reach out to your local media outlets to report on your participation and run advertising to support the cause.

Radio stations and newspapers often need to fill space or time and use ads for non-profits to do so.

Reporters are also interested in community-related stories, where people join together for a good cause, especially when there is an interesting visual to go along with it (i.e., people wearing bald caps).

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Your Website

- Include an overview of the event on your website, along with a link to www.beboldbebald.org or your beneficiary profile URL
- Display any of the banner ads (available by downloading from our website) on your organization's website

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Email / Newsletters

- Send emails to all of your community to tell them about Be Bold, Be Bald! and encourage them to support your cause
- Promote the event in your newsletter
- Feel free to use our sample emails (shared in following pages)

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Connecting with Social Media

Be Bold, Be Bald! will be tweeting, posting and connecting about our sponsors, participants and beneficiaries. You can too!

- **Follow us on Twitter: @BeBoldBeBald**
- **Like us on Facebook: facebook.com/BeBoldBeBald**

Begin to interact now — it will create a bigger buzz and help raise more money. If you like one of our tweets or our posts, retweet or comment.

The more you engage, the more money you will raise!

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Goals of Social Media

- 1 Identify and understand social media targets and engage them
- 2 Create interesting dialogue
- 3 Take positions on your cause
- 4 Attract and engage potential donors and participants in organic discussion

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Facebook

- <http://www.facebook.com/BeBoldBeBald>
- Like Be Bold, Be Bald! on Facebook
- Plan to tag Be Bold, Be Bald! in status updates you make on your organization website about the event
- Upload photos of your Be Bold, Be Bald! fundraising efforts and be sure to tag us!

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Facebook Tips

- **Create an authentic brand voice.** Facebook users respond when brands are clear and open about who they are, so provide straightforward information about your cause. Ensure you communicate with fans and supporters about your involvement with Be Bold, Be Bald and like us on Facebook!
- **Make it interactive.** Building relationships with people on Facebook takes time and requires a long-term investment. Start early! Keep content fresh and easy to consume and reward people for their loyalty through fundraising incentives.
- **Nurture your relationships.** Facebook allows you to get feedback from people in real time, giving you the ability to react on the fly. Ask your fans if they are participating in Be Bold, Be Bald! to generate excitement about the event and your cause!

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Twitter

- Follow @beboldbebald and @smallarmyforacause
- Tweet using hashtags #beboldbebald and #smallarmyforacause
- In all Be Bold, Be Bald! related Twitter activity, use our handle and hashtag

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Twitter Tips

- **Share your cause.** Inject humanity and personality into your tweets. Don't just state facts. Take a position and express excitement for going bald!
- **Follow the news of the day.** Provide commentary, thoughts and insights on hot topics surrounding your organization. Explain to your followers why Be Bold, Be Bald! and your cause are important (i.e. Why are we working together?). You can include links to articles, photos or inspiring images.
- **Ask questions.** Engage your audience and ask their opinion!

How to Get Followers/Likes

- **Take advantage of conversation chains.** Create an organic conversation chain by using hashtags to link your tweets with other tweets about similar topics.
- **Repost/Retweet.** Retweet/Share content that you think represents your cause and add your own insight, if necessary.
- **Reply.** Publically reply to @BeBoldBeBald's posts/tweets or another person's posts/tweets to develop a dialogue and attract attention.
- **Cite.** Include a reporter or a blogger's handle in a post/tweet and include a link and comment about an article.
- **Provide reciprocity.** Follow and interact with people that intrigue you, are audience targets for your cause, or who are key influencers.

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Sample Social Media Posts

<p>Are you too vain to fight cancer? Wear a bald cap on 10/19 to show solidarity and raise money to fight back. http://beboldbeald.org</p>	<p>Join us on 10/19 as we honor those that bravely fight cancer and raise money to help them fight back. http://beboldbeald.org</p>	<p>Many cancer patients do not have a choice of losing their hair. Could you do it for just one day? http://beboldbeald.org</p>
<p>Join 1000's across the country as they go bald to fight cancer on 10/19. Wear a bald cap and get sponsored for doing so. http://beboldbeald.org</p>	<p>We're going bald to fight cancer on 10/19. Will you be joining us? http://beboldbeald.org</p>	<p>Let's all go bald to fight cancer on 10/19. http://beboldbeald.org</p>
<p>Is [@name] too vain to go bald for cancer on 10/19? http://beboldbeald.org Please RT.</p>	<p>Will [@name] go bald for cancer on 10/19? http://beboldbeald.org Please RT</p>	<p>What celebrities do you think would be willing to go bald to fight cancer for just one day? http://beboldbeald.org</p>
<p>You do not need to run a marathon to raise money for cancer. Just wear a bald cap on 10/19. http://beboldbeald.org</p>	<p>You do not have to have cancer to fight cancer. Go bald on 10/19 to honor patients and raise money. http://beboldbeald.org</p>	<p>Is your vanity more important than fighting cancer? Be bald for just 1 day to help fight the disease. http://beboldbeald.org</p>
<p>Cancer patients often do not have a choice about going bald. Could you be as brave? Help the fight on 10/19. http://beboldbeald.org</p>	<p>Fighting cancer is not an easy thing to do. Go bald for just one day to better understand and raise money to help. http://beboldbeald.org</p>	<p>Will you go bald to fight cancer on 10/19 http://beboldbeald.org</p>

BE BOLD, BE BALD!

Sample Email #1

Subject: We're going bald to fight cancer

On October 19, thousands of people across the US will be wearing bald caps to honor those who bravely fight cancer, and raise money for national and local charities, including [name of charity].

The name of the event is Be Bold, Be Bald! and we hope that you will join us by putting vanity aside on October 19 and wearing a bald cap to help in the fight against cancer.

To learn more and sign up for the event, please visit <http://beboldbebald.org>. And, be sure to select [name of charity] as your beneficiary when you register.

Thanks!

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Sample Email #2

Subject: Please help us fight cancer

On October 19, we at [name of charity] will be going bald to fight cancer — and we hope you will join us.

Be Bold, Be Bald! is a national event where people sign up to wear a bald cap for just one day, to honor those who bravely fight the disease (and often do not have a choice about losing their hair). [Name of charity] is a beneficiary of this national event, and your participation can help us achieve our goals.

To learn more and sign up for the event, please visit <http://beboldbebald.org>. And, be sure to select [name of charity] as your beneficiary when you register.

Thanks!

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Sample Email #3

Subject: Would you go bald to fight cancer?

Have you ever wanted to participate in a cancer fundraiser, but not had the time or physical endurance to do so? Well, now is your time.

On October 19, [name of charity] is participating in Be Bold, Be Bald! — a national fundraising event where participants wear a bald cap to honor cancer patients and raise money to fight the disease. There are no time, physical or geographical limitations. If you have a head, you can do it. And, it is a perfect way to show solidarity with those patients who do not have a choice about losing their hair.

To learn more and sign up for the event, please visit <http://beboldbebald.org>. And, be sure to select [name of charity] as your beneficiary when you register.

Thanks!

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Tips for a Party

You've worked hard, you've raised money for a great cause, you've worn a bald cap for the day — now it's time to celebrate!

Having a party at the end of the event on 10/19 is a great way to celebrate all you've accomplished. It also allows you one last opportunity to fundraise.

Ideas for Party Fundraising

Ask for donations at the door	Offer incentives: "A minimum \$5 donation and you get your own bald cap!"	Charge for food and drinks (or try to get food/drinks donated)
Fundraising Thermometer — Highlight your goal and make announcements during the evening for how much more you need	Create a prize for the biggest donation of the evening Gift basket — ask local retailers for donation	Make sure to send thank-you notes and updates to all attendees

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Contact Us!

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