

2018 Participant 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!

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).

BE BOLD, BE BALD!

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!

BE BOLD, BE BALD!

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!

BE BOLD, BE BALD!

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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Sample Social Media Posts

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| <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 10/16. 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: I'm 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 such as [insert name of charity you're supporting], which I am supporting this year.

The name of the event is Be Bold, Be Bald! and I hope that you will either join me by wearing a bald cap on October 19 or by supporting me in my fundraising to help in the fight against cancer.

To learn more and sign up for the event, please visit <http://beboldbebald.org>. If you're donating on my behalf, be sure to search for my name and donate through my personal profile page.

Thanks!

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Sample Email #2

Subject: Support me in going bald for a day

Dear friend,

On October 19, I will be wearing a bald cap for the entire day to fight cancer. In doing so, I'll be raising money for [insert name of charity you're supporting]. I've set a personal fundraising goal for myself of [insert fundraising goal of \$X,000].

So today, I'm writing to ask that you sponsor me in Be Bold, Be Bald! As they say, every little bit counts, so whether it's ten dollars or a hundred dollars, please give what you can. To sponsor me, simply go to my profile page at [beboldbebald.org](#)[insert personal URL here], fill in the donation amount in the "Sponsor me" box, and click "Go!"

Thank you in advance for helping me raise money for the fight against cancer!

P.S. In return for your generosity, I promise to send along some photos of how I look bald after October 19th!

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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, I am 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>. If you're donating on my behalf, be sure to search for my name and donate through my personal profile page.

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

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| 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 |

BE BOLD, BE BALD!

Contact Us!

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