

# 2019



TO END PROSTATE CANCER

CORPORATE GUIDE

**ZERO**  
THE END OF PROSTATE CANCER

# Congratulations!

Thanks for making Grow and Give a part of your social mission. Your employees are about to put away the razors and trimmers and grow their facial hair to support men with prostate cancer, making your place of business not only a leader in the fight against prostate cancer, but pretty cool as well!

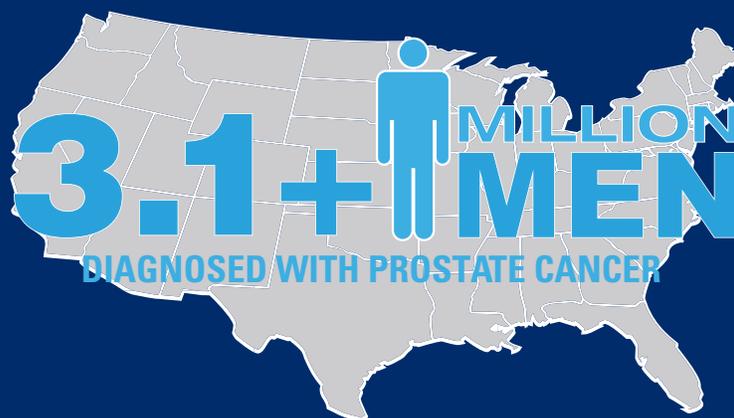
Here at ZERO, we're not about rules, we're about saving lives. All you need to do to join is set up a webpage and encourage your colleagues, partners, and vendors to start their journey to raise funds and gain facial hair cred. Have your team ask their friends and family to give and sponsor whatever they have decided to grow. 'Staches, goatees, soul patches, beards, chops, burns - you name it, we want them to grow it. Not only will they be warmer and manlier, they'll help their fellow man.

## What You'll Find in This Guide:

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We also have dedicated staff across the country waiting to help you! If you have questions, ideas, or just need general assistance, don't hesitate to email [beards@zerocancer.org](mailto:beards@zerocancer.org).

Good luck and we can't wait to see your fuzzy progress!





## Start Fundraising in Three Easy Steps

### REGISTER

- Register your team name
- Invite your team members to register using the link sent to you

1

### PERSONALIZE YOUR PAGE

- Why is your company joining Grow & Give?
- Share your story and let people know why your formed your team
- Add a picture or video - it will help donors visualize the cause

2

### ASK FOR DONATIONS

- Ask everyone you know, in every way you know how
- Your team is supporting a cause dear to you. Be **BOLD** in your asks!

3

Aim high with your fundraising goal, and be the first person to donate – participants who make their own personal donation and then ask friends and family to donate can raise up to **THREE TIMES** more money than other Grow & Givers!





## Recruitment Ideas

- Set a goal and ask your colleagues to join. The number one reason people will join your team is because you asked them!
- Use your company's employee website or other networking tool, especially if you have multiple offices. Many employees likely have a connection to prostate cancer. Don't forget to include the link to your team page.
- Send a company-wide email (if the bosses allow) to make sure that even those who can't or don't want to grow facial hair still support the company team with donations or volunteering for office fundraisers.

## Four Tips to Build an Awesome Team

- Have a team leader for each department or building floor share the to do list.
- Offer fun company perks or benefits to encourage participation – extra time off or company swag is always always a good place to start!
- Ask vendors to support your team with a donation.
- Ask other companies in your building to join the fun.

## Goal Setting

Setting a goal for your team is simple. Just use our form below and you'll be on the path to success in no time!

How many team members do you want? \_\_\_\_\_

What should their individual goal be? (We recommend at least \$250 per person!) \_\_\_\_\_

# Of Team Members x \$ Per Person = \$ \_\_\_\_\_

Now add a team fundraising activity, like a bake sale or social event: \$ \_\_\_\_\_

Add it all together and there's your team goal!

## Individual Fundraising + Team Fundraising = Team Goal

We'll be recognizing our Top Fundraisers, Top Teams, and Best Facial Fuzz throughout the Grow & Give campaign, so make sure you're documenting your team's progress to share on social media: #growandgive





## Top Fundraising Tips

### Matching Gifts - Double Your Donations

Matching gifts are a great way to increase your total fundraising dollars. Find out if your employer has a matching gift program. Some companies will also match gifts made by spouses and/or retirees.

### Other Ideas

- Casual Day or Funny Clothing Day: With the support of your company's management, hold a Dress Down or other themed clothing day. Use our Grow & Give stickers to acknowledge those colleagues who donated.
- Host a World Series, College Game Day, NASCAR or other favorite sporting event party and charge office staff, friends, other building tenants and vendors an "admission fee" that goes towards your team fundraising. Have team members bring food to make it fun.
- Team Golf: Turn one floor of your building into a mini golf course and charge people to play it. Have each department host one of the holes and decorate it!

We have more resources for you online!





## Engaging Your Employees

There are plenty of ways to get your Grow & Give team ramped up in your office, for bearded dudes, non-bearded dudes, and ladies alike!

- **Communicate** – Ask a C-level executive to send an all-staff email announcing your Grow & Give team. Include the Team Captain name and contact information, company goals for the campaign, and any initial recruitment challenges. Having this sent from an executive makes sure everyone knows how important Grow & Give is to your company and its employees.
- **Challenge** – Have your executives lead by example and publicly commit their beards and their donor dollars. Have one champion challenge other executives to raise a certain amount in the first week, and recruit other gentlemen on the team to follow suit.
- **Include** – Everyone in your company can participate in Grow & Give even if they can't or don't want to beard up! Form a Grow & Give committee that encourages all employees to help with the planning of fundraisers, internal communication, and overall recruitment.
- **Plan** – Grow & Give should have two parts: the Beard Dudes raising money through their personal networks and the internal fundraising your team does to support them. Use the committee to help plan those fundraisers, like Friday jeans days, bake sales, pie tosses, or chili cookoffs!
- **Share** - With their permission, share the personal story of a staff member's battle against prostate cancer or the story of their loved one with prostate cancer. Shining a light on the mission of ZERO and how it affects their coworkers will keep the momentum going.
- **Incentivize** – Honor and encourage everyone's participation with staff incentives. Extra time off, company gear, a special lunch with the CEO, or a staff outing are all fun ways to reward your team and show how proud you are of them.
- **Team Build** – Try having your Shave Off Day coincide with a staff meeting or picnic to celebrate the fun and impact your team made on the fight against prostate cancer. Announce top fundraisers, prize-winners, and other incentives so you end your Grow & Give on a high note. Post photos internally and on social media with **#growandgive**.





## Using Social Media - #growandgive

Facebook, Twitter, Instagram, YouTube, and other social media platforms are all great ways to spread the word about your team and team members' fundraising and reach clients and supporters you don't see every day. Share these tips with your team members to make sure everyone takes advantage of these platforms!

### Facebook

Post at least twice a week with status updates reminding people you are fundraising for ZERO. Include your team's personal URL (just copy and paste it into the status) so friends and supporters can click and go straight to your team page. Here are a couple of updates you can copy and paste right now to get started:

- COMPANY NAME is growing out our beards/mustaches/goatees to help end prostate cancer! Help us raise money and awareness by donating to our team fundraising campaign and sharing our story with your friends. #growandgive [Insert Personal Page URL]
- The reason we're raising money for ZERO – The End of Prostate Cancer is because [insert personal story]. Help us create Generation ZERO – the first generation of men free from prostate cancer. Donate here: [Insert Personal Page URL]

### Twitter

You can do great fundraising in 280 characters or less! Use a free service like Tiny URL to shorten your team fundraising page link, and you'll be tweeting in no time. Don't forget to use our #growandgive hashtag – it helps get our cause trending on Twitter! Try one of the tweets below to get you off and running:

- @companyname is fundraising & growing some facial fuzz to #endprostatecancer! Join us & make a donation #growandgive[insert tiny url]
- 1 in 8 men will get prostate cancer & so @companyname is doing something about it! Help us #growandgive & make a donation to #endprostatecancer [insert tiny url here]

### Instagram

Instagram frowns on putting URLs in the captions of your pictures, but you can put your team URL in your company or team members' profiles. Share your team's facial hair progress in pictures and promote your Grow & Give participation at the same time! Try this for your first caption: "Week 1: Just a little shadow to kick our #GrowandGive campaign off! COMPANY NAME is committed to ending prostate cancer and raising awareness for our fellow man. Link in bio."

### YouTube

Share videos of employees and why they're growing facial hair to end prostate cancer. Post it on YouTube and then share it everywhere you can – Facebook, Email, your fundraising page, etc. Make sure your fundraising URL is in the caption of the video or in the video so people know where to go to make a donation!



## Participant Fundraising Timeline

An organized Team Captain leads a successful team. Use this sample timeline to keep your team on track and ready to nail their goals!

### Peach Fuzz

- Register your team online at [zerocancer.org/grow](http://zerocancer.org/grow)
- Personalize your team page by adding pictures that share your personal story
- Contact and recruit team members
- Set a team goal
- Begin soliciting donations!

### 5 O'Clock Shadow...

- Keep your team motivated by updating them on the team's progress as well as individual team member's fundraising achievements
- Have a team building fundraiser. Try the mini golf idea or other fun office fundraiser
- Use social media!

### Getting Manly...

- Stay in touch with your donors – send them updates on your team's facial hair, and ask them to share your campaign with their networks. You never know who has a connection to the cause and wants to help
- Send out thank you notes to those who have already donated

### Hipster Status...

- If that beard, mustache, or goatee is getting frisky, share it with the world! Let people know you're getting close to your Shave Off Day and need their donations to make a big splash
- If you haven't hosted a College Game Day party or bar night, consider planning that as your final fundraiser

### Move out West, Mountain Man!

- Send out a reminder letting people know how much was raised and that they can still join in and support your team by making a donation
- Thank all of your team members and donors
- Host an event wrap up party and go over how your team would like to participate next year.
- Share your success on your company's social media channels!

