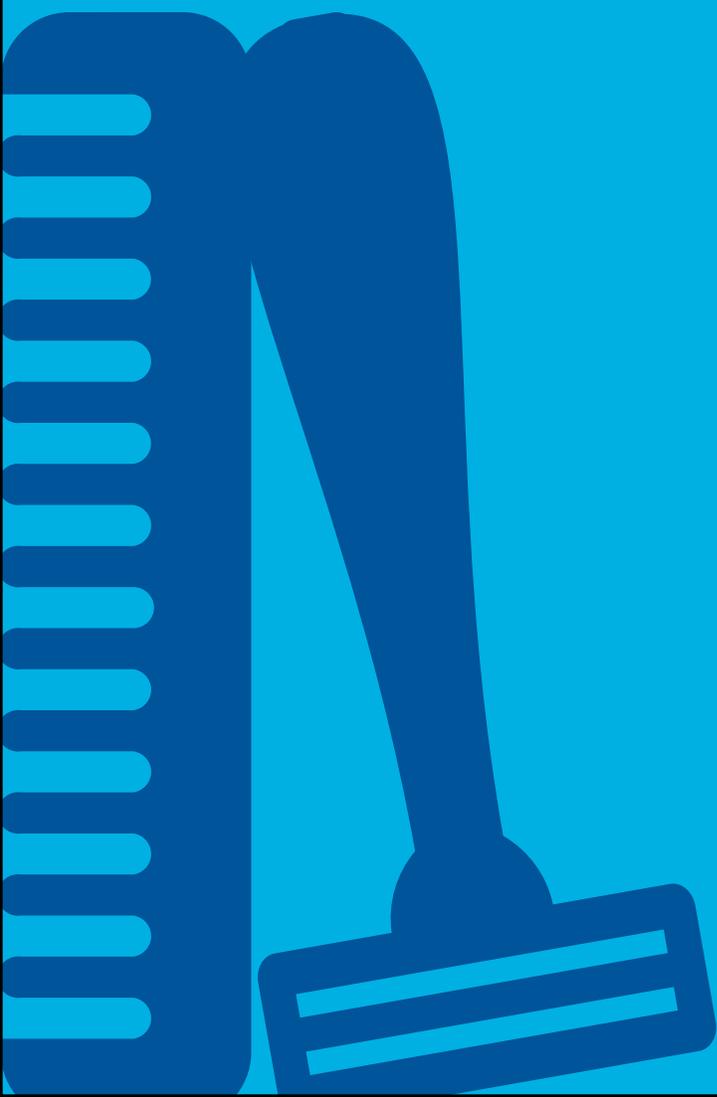


GROW & GIVE

TO ZERO OUT PROSTATE CANCER



Social Media
TOOLKIT

GROW & GIVE

TO ZERO OUT PROSTATE CANCER

Social Media Toolkit

It starts with you and your hair. Grow it out, dye it blue, rally your friends, family, and community—join the fight to ZERO Out Prostate Cancer. In this toolkit, we'll lay out the most effective social media tips and tricks for individual fundraisers, first responders and corporate teams.

GROW & GIVE is a nationwide fundraising and awareness campaign to zero out prostate cancer by growing facial hair or rocking a boldly blue style. There are more than 3 million people in the U.S. living with prostate cancer. ZERO's Grow & Give campaign helps provide financial and emotional support to patients and families. It also secures life-saving research and raises awareness about this disease.



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MESSAGING: GROW & GIVE is all about making things personal but we're beginning with the facts! Below are some of the most important facts and figures relating to prostate cancer. As you spread the word, incorporate some of this info. If you have a personal experience, tie that into your messaging.

SAMPLE MESSAGING #1: *Did you know that there are more than 3 million prostate cancer patients in the US? My dad is one of those patients and that's why I'm taking part in November's Grow & Give campaign.*

When you fundraise for ZERO's Grow & Give campaign, you're supporting the prostate cancer community in many ways. Be sure to let potential donors know the kind of impact they're making.

SAMPLE MESSAGING #2: *Prostate cancer patients need help now more than ever. When you donate to my Grow & Give fundraiser, your gift supports men and families who are battling this disease.*

GROW&GIVE
TO ZERO OUT PROSTATE CANCER

THE HAIRY TRUTH OF PROSTATE CANCER

EVERY



15 minutes

AN AMERICAN PATIENT DIES FROM PROSTATE CANCER

3.1+ MILLION

PATIENTS ARE LIVING WITH PROSTATE CANCER IN THE USA



1 IN 8

AMERICAN MEN WILL BE DIAGNOSED IN THEIR LIFETIME



BLACK MEN ARE **1.7X** MORE LIKELY TO BE DIAGNOSED WITH PROSTATE CANCER THAN WHITE MEN



ZEROCANCER.ORG/GROW

▲ [Download this Facebook graphic.](#)

GROW&GIVE
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GROW&GIVE
TO ZERO OUT PROSTATE CANCER

YOUR GROW & GIVE PARTICIPATION SUPPORTS:



PATIENT SUPPORT

ZERO's patient-centric programs directly help patients and their families financially and emotionally and provide education and access to free testing.



RESEARCH

ZERO helps secure and protect the largest amount of federal dollars dedicated to prostate cancer research.



AWARENESS

ZERO helps men and families understand their risk with a nationwide Run/Walk series and by elevating the voices of those impacted by prostate cancer.

ZEROCANCER.ORG/GROW

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ZEROCANCER.ORG/GROW

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TOP TIPS: TELL YOUR STORY. Your supporters want to know why this cause is important to you.

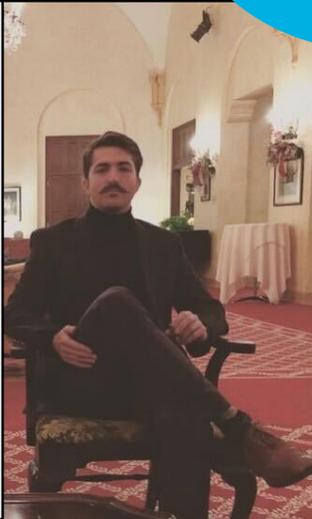
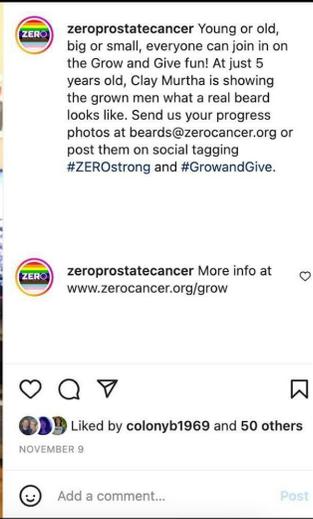


Try something new. Use trending sounds or hashtags and show off what you're doing on TikTok or Instagram Reels. Maybe you want to do a "How to Dye Your Beard Blue" tutorial (can we say viral, anyone?!)

Maximize your network. Ask your friends, family, coworkers to re-tweet or share your social posts to reach more people.

ZERO routinely posts about Grow & Give. Share those posts, especially the ones with infographics and messages of impact.

Be Bold for Blue. Do something daring to encourage donations like dyeing your hair or beard blue. And get those kids and pets involved. Your donors will love that.



Be clear, concise and clever. Your Call-To-Action is important.



INDIVIDUAL FUNDRAISERS: You don't need a team to participate in Grow & Give. Individual fundraisers are critical to raising awareness and funds during November.



SAMPLE POST #1:

I'm gettin' scruffy! I'm growing out my mustache/beard for @ZeroCancer's Grow & Give campaign. A man dies every 15 minutes from #prostatecancer and I'm not shaving until I've done my part. Check out my fundraising page to donate: (link). #EndProstateCancer.

SAMPLE POST #2:

I've decided to add a beautiful blue streak to my hair - but only if I can raise \$XXX for @ZeroCancer's Grow & Give campaign. I know it sounds a little crazy, but the fact that there are 3M men battling #prostatecancer right now is even crazier! Check out my fundraising page to donate: (link). #EndProstateCancer

Use a photo with these posts, and update your followers every week with your facial hair growth and your fundraising totals.

FIRST RESPONDERS: THIS NOVEMBER, be the first line of defense for prostate cancer patients and families when you participate in Grow & Give. Grow & Give combines friendly competition and doing good for the community. Our police officers, firefighters and emergency crews are some of our most vibrant fundraisers on social media.



STANDOUT POST



Ozaukee County Sheriff's Office
October 28

Every year, Sheriff Johnson asks the entire office to join him in an effort to end prostate cancer and participate in ZERO's #GrowAndGive campaign. In exchange for a donation, deputies get a short-term exemption from the "No Facial Hair Dress Policy" and may grow a beard for the month of November.

In years past, we have had fun competing with other police agencies and have always been in the top 10 fundraising team in the nation, last year taking home the #4 spot.

This year we'd like to ask YOU, our citizens, to join us in our November challenge by helping us donate to the cause and by showing us YOUR beards!

At the end of the month, those who have joined our team will be able to post a picture of their beard, where we will choose the best one. Winner gets a prize!

PS: ZERO - The End of Prostate Cancer puts every donation to good use. Funds raised through the Grow & Give campaign benefit prostate cancer research, patient programs, and awareness outreach.

So who's in? Go here to join our team!

<https://support.zerocancer.org/.../Growand.../GrowAndGive...>

#BeardUp



191

4 Comments 10 Shares

SAMPLE POST #1:

The (first responder name here) shaved for the LAST time today - and it's all for @ZeroCancer! We're putting our razors down in November to support the three million U.S. men who are battling #prostatecancer. Help us reach our fundraising goal by donating here: (link). #endprostatecancer

SAMPLE POST #2:

The men and women of (unit name here) are going Bold for Blue this November! Some of us are growing beards, some are rockin' blue nail polish - but all of us are doing it to #endprostatecancer. Check out our Grow & Give fundraiser at (link).

Use a group photo with these posts, and update your followers every week with your progress and your fundraising totals.

CORPORATE: GROW & GIVE provides your business or organization with an important cause to get behind while engaging colleagues in a friendly competition. One in 8 men are diagnosed with prostate cancer, making this a cause that will hit home to many of your employees.



STANDOUT POST



SAMPLE POST #1:

Things are getting HAIRY at (corporate name) this November. Some of us are growing out our mustaches, some are adding blue streaks to our hair - but we're ALL doing it for @ZeroCancer's Grow & Give campaign. With 1 in 8 men being diagnosed with #prostatecancer, this disease affects all of us in some way. Learn more and donate here (link).

SAMPLE POST #2:

This month, the men and women of (corporate name) are going BOLD FOR BLUE in the fight to #EndProstateCancer—which means you'll see us with blue beards, hair, outfits, and more! We've joined @ZeroCancer's Grow & Give campaign and need your support. Check out our fundraiser here: (link).

Use a group photo with these posts, and update your followers every week with your progress and your fundraising totals.



GET GROWING! YOU NOW HAVE THE TOOLS to rock your Grow & Give social media campaign. If you need some last-minute guidance on how you'll be growing and giving, here are some ideas:

- **GROW A MUSTACHE OR BEARD.** Feel free to shave patterns or grow types of facial hair, like handlebar mustaches or Grizzly Adams beards.
- **STREAK YOUR HAIR** (or facial hair) blue. You can use temporary dyes, chalks and sprays.
- **GLITTER THAT BEARD** or hairstyle! It's all the rage on YouTube.
- **WEAR BLUE** to work for a week while you fundraise.
- **PAINT** your nails blue.
- **MAKE BLUE CUPCAKES** or treats that'll raise awareness about your campaign.
- **BE CREATIVE.** We're not picky with how you decide to Grow & Give.

BONUS GRAPHICS

Here are some graphics you can use to help promote **Grow & Give**.

GROW&GIVE
TO ZERO OUT PROSTATE CANCER



Learn more and sign up at:

ZEROCANCER.ORG/GROW

▲ *Download this Facebook graphic.*

GROW&GIVE
TO ZERO OUT PROSTATE CANCER



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FOLLOW ZERO - THE END OF PROSTATE CANCER ON ALL SOCIAL MEDIA PLATFORMS!



facebook.com/ZeroCancer



twitter.com/zerocancer



instagram.com/zeroprostatecancer



linkedin.com/company/zeroprostatecancer



tiktok.com/@zeroprostatecancer

QUESTIONS? CONCERNS? IDEAS? Contact us at beards@zerocancer.org

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LET'S GROW TOGETHER **7**