

GROW & GIVE

TO ZERO OUT PROSTATE CANCER



**SOCIAL MEDIA
TOOLKIT**

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Social Media Toolkit

It starts with you and your hair. Whether it's on your head or your face, join us this November to grow it out, dye it blue, or rock blue accessories all month long. Rally your friends, family, and community to 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 over 3.1 million Americans living with prostate cancer. ZERO Prostate Cancer's Grow & Give campaign helps provide financial and emotional support to patients and their families. It also secures life-saving research and raises awareness about this prominent disease.



TABLE OF CONTENTS:

[Page 1: Grow & Give \(You Are Here!\)](#)

[Page 2: Messaging](#)

[Page 3: Top Tips](#)

[Page 4: The Mighty You](#)

[Page 5: First Responders](#)

[Page 6: Corporate Teams](#)

[Page 7: Get Growing!](#)



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

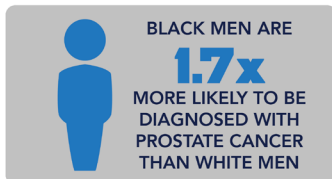
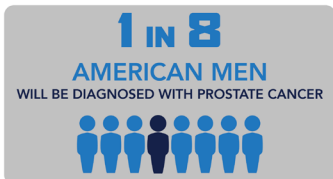
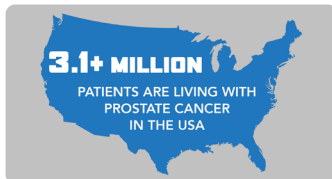
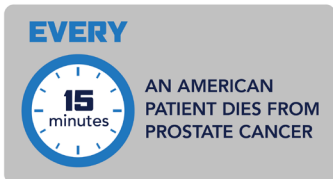
When you fundraise for ZERO's Grow & Give campaign, you're supporting the prostate cancer community in many ways. Be sure to let potential donors know the impact they're making.

SAMPLE MESSAGING #1: Did you know there are more than 3.1 million Americans living with #prostatecancer? My [DAD, HUSBAND, FRIEND, LOVED ONE] is one of them, which is why I'm teaming up with @ZEROProstateCancer for #GrowAndGive this November. Follow my journey as I [GROW MY HAIR OUT, ROCK A BOLDLY BLUE STYLE] and support my efforts by donating to my personal fundraising page at [LINK]. #ZEROProstateCancer

SAMPLE MESSAGING #2: 1-in-8 American men will be diagnosed with #prostatecancer, and they need help now more than ever. All November long, I'll be fundraising for @ZEROProstateCancer's #GrowAndGive campaign. You can support me as I raise awareness about this disease by making a gift to my personal fundraising page at [LINK]. #ZEROProstateCancer

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THE HAIRY TRUTH OF PROSTATE CANCER

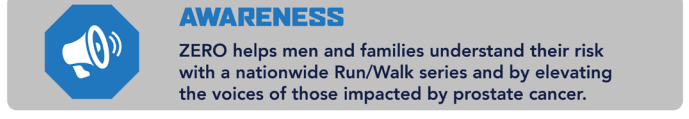


ZEROCANCER.ORG/GROW

Download this graphic.

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YOUR GROW & GIVE PARTICIPATION SUPPORTS:



ZEROCANCER.ORG/GROW

Download this graphic.



TOP TIPS: TELL YOUR STORY. Whether prostate cancer has touched your life personally, someone you know, or whatever the reason, our supporters want to know why this cause is important to you. Let them know why you're participating in **GROW & GIVE**.

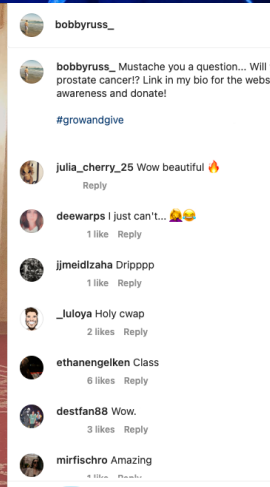
Try something new.
Use trending sounds or hashtags and show off what you're doing on your Reels. Maybe you want to do a "How to Dye Your Beard Blue" or show off your styling techniques!

Maximize your network.
Ask your friends, family, and coworkers to share your social media posts to reach more people.

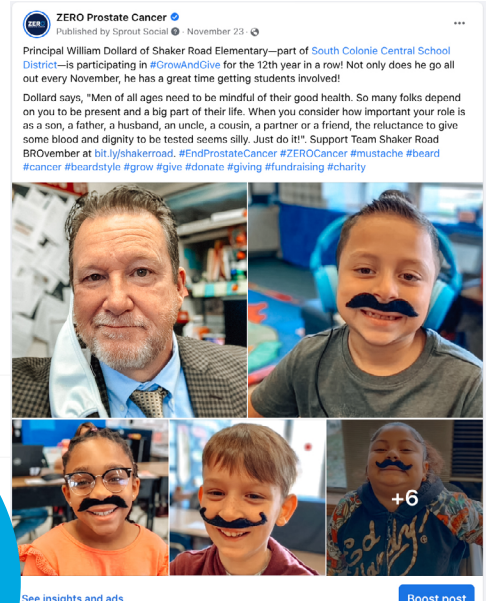
Be clear, concise and clever.
Your Call-To-Action is important.



Share ZERO's posts.
ZERO routinely posts about Grow & Give. Share those posts to spread the information and impact.



Be Bold for Blue.
Do something daring to encourage donations like dying your hair or beard blue. Try getting your kids and pets involved... your donors will love that!





INDIVIDUAL FUNDRAISERS: You don't need a team to participate! Individual fundraisers are critical to raising awareness and funds for prostate cancer during November for **GROW & GIVE**.



STANDOUT POST



Thomas Biegi
Nov 9 · 🌐

Day 15 and the [#mustache](#) keeps growing... Please join me and [#GrowAndGive](#) too in support of [@ZEROCancer](#) and men living with [#ProstateCancer](#)



👍❤️ 197

46 comments 4 shares

Use a photo with your posts, and remember to update your followers each week with your hair growth or awareness efforts and your fundraising totals.

SAMPLE MESSAGING #1: I'm putting down the razor this November and getting scruffy. Wondering why? Good, that means it's working. It's to raise awareness about [#prostatecancer](#) and the impact it's having on millions of men and their families. Through [@ZEROProstateCancer's](#) [#GrowAndGive](#) campaign, I'm fundraising to help support for those in need. Make a gift to my personal page today at [\[LINK\]](#). [#ZEROProstateCancer](#)

SAMPLE MESSAGING #2: How would I look with blue hair? You can find out! This November, I'm joining [@ZEROProstateCancer's](#) [#GrowAndGive](#) campaign to raise money for [#prostatecancer](#) patients and their families. Help me reach my fundraising goal of [\[\\$AMOUNT\]](#) and I'll dye my hair blue. Check out my fundraising page to donate at [\[LINK\]](#). [#ZEROProstateCancer](#)



FIRST RESPONDERS: THIS NOVEMBER, be part of the first line of defense for prostate cancer patients and their families when you participate in **GROW & GIVE**. This month-long campaign combines friendly competition and supporting your local community. Our police officers, firefighters, and emergency crews are some of our most vibrant fundraisers on social media.



STANDOUT POST



Take group photos or photos with your community as you spread awareness and get them involved.

SAMPLE MESSAGING #1: Did you know there are thousands of #prostatecancer patients and survivors in our own community who need financial and emotional support with their diagnosis? That's why the men and women of [UNIT] are showing off blue colors or ditching our razors this November. We're part of the #GrowAndGive campaign for @ZEROProstateCancer and have pledged to raise funds that will support those impacted by prostate cancer. Help us make a difference by donating to our fundraising page at [LINK]. #ZEROProstateCancer

SAMPLE MESSAGING #2: We are proud to represent our community for the #GrowAndGive campaign by @ZEROProstateCancer this November. Together, [UNIT] is working to spread awareness about #prostatecancer—which takes someone's life every 15 minutes. Whether you see us growing out our hair or adding a blue flair to our uniforms, it's to remind us of those in our community impacted by this disease and need our support. With your help, we can make a difference by meeting our fundraising goal. Donate today at [LINK]. #ZEROProstateCancer



CORPORATE: GROW & GIVE provides your business or organization with an important cause to get behind while engaging colleagues in a friendly competition. 1-in-8 men are diagnosed with prostate cancer, making this a cause that will hit home with many of your employees.



STANDOUT POST



Paul Devlin

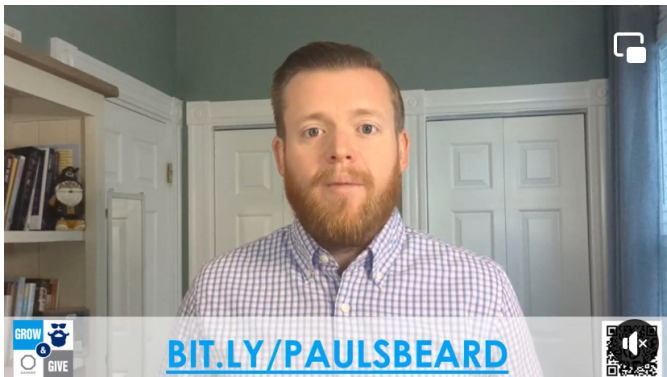
Oct 24 · 🌐



ZERO - The End of Prostate Cancer's annual [#growandgive](#) fundraiser is back which can only mean one thing...so is the Pick Paul's Beard Contest!

The rules are simple – donate to my fundraising page before October 30th and you'll have the chance to choose my beard style before I start fresh on November 1st.

Help me and the team [Boston Scientific Urology](#) and [Pelvic Health](#) raise funds for ZERO so we can [#endprostatecancer!](#)



👍 4

4 comments 2 shares 965 views

Use a representative with a personal story or group photo of your organization and update your followers every week with your progress and fundraising totals.

SAMPLE MESSAGING #1: Things are getting bearded, blue, and beautiful at [\[ORGANIZATION\]](#) this November. Some of us are growing out facial hair and some are adding blue to their daily style, but we're ALL doing it for [@ZEROProstateCancer's #GrowAndGive](#) campaign. With 1-in-8 men diagnosed with [#prostatecancer](#), this disease touches all of us in some way. Learn more about ZERO and our fundraising efforts at [\[LINK\]](#). [#ZEROProstateCancer](#)

SAMPLE MESSAGING #2: The employees of [\[ORGANIZATION\]](#) are growing out our hair and adding blue to our styles this November for [@ZEROProstateCancer's #GrowAndGive](#) campaign, which brings awareness to [#prostatecancer](#). Help us reach our fundraising goal—which supports patients and families—by donating at [\[LINK\]](#). [#ZEROProstateCancer](#)



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 different facial hair designs 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**
Go all out or accessorize for a week while you fundraise.
- **MAKE BLUE CUPCAKES OR TREATS.**
Share them with friends, family and coworkers and use it as an opportunity to raise awareness about your campaign.
- **BE CREATIVE.**
We're not picky with how you decide to Grow & Give.

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LEARN MORE AND SIGN UP TO PARTICIPATE AT:

ZEROCANCER.ORG/GROW

Download this bonus graphic.

FOLLOW @ZEROPROSTATECANCER ON SOCIAL. TAG US AND SHARE OUR POSTS!



USE THE HASHTAGS #GROWANDGIVE AND #ZEROPROSTATECANCER

QUESTIONS? CONCERNS? IDEAS?

Contact us at beards@zerocancer.org.

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LET'S GROW TOGETHER 7