



# FUNDRAISING TOOLKIT

**THIS DECEMBER**

**KEEP GROWING OR GROW A BEARD,  
RAISE FUNDS AND HELP US BEAT  
BOWEL CANCER!**

**#DECEMBEARD**

**DECEMBEARD.ORG.NZ**

DUNG FROM THE ROCK



**Bowel Cancer**  
NEW ZEALAND



# THANK YOU!

FOR SIGNING UP TO DECEMBEARD 2021 – LETS GO!

## WHATS NEXT?

- 👉 **PERSONALISE YOUR PAGE.** FUNDRAISERS WHO CUSTOMISE THEIR PAGE RAISE MORE MONEY. ADD A BEFORE-BEARD PIC AND LET EVERYONE KNOW WHY YOU'RE DOING THIS.
- 👉 **SET A FUNDRAISING TARGET.** DON'T SET YOUR TARGET TOO LOW! YOU MIGHT BE SURPRISED BY HOW DEEP YOUR SUPPORTERS WILL DIG TO HELP YOU REACH YOUR GOAL.
- 👉 **1ST DECEMBER – START YOUR BEARD.** NOT SURE WHERE TO BEGIN? CHECK OUT OUR BEARD-GROWING TIPS ON PAGE 2. ALREADY BEARDED? GOOD STUFF. GROW, DITCH, DYE OR DECORATE YOUR BEARD.
- 👉 **GET YOUR MATES TO BACK YOUR BEARD.** ASK YOUR FRIENDS, FAMILY, WORKMATES, HECK, EVEN YOUR BARBER. MOST PEOPLE ARE SURPRISINGLY DEEP-POCKETED WHEN IT'S A GOOD CAUSE.
- 👉 **SPREAD THE WORD.** SHARE YOUR BEARD-GROWING PROWESS ON SOCIAL MEDIA, TO ENLIST SUPPORT AND GET THE WORD OUT THERE ON WHY KIWIS NEED TO GET SERIOUS ABOUT BEATING BOWEL CANCER. SEE PAGE 3 FOR SOME SHAREABLE SOCIAL MEDIA IMAGES!
- 👉 **KEEP ON POSTING.** KEEP SHARING YOUR JOURNEY OF PERSONAL GROWTH: THE HIGHS, THE LOWS AND THE PRICKLY BITS. KEEP REMINDING YOUR SUPPORTERS WHY YOU'RE DOING THIS.
- 👉 **SAY THANKS.** SEND A PERSONAL THANK YOU MESSAGE TO ALL OF YOUR SPONSORS. AFTER ALL, THEY'RE HELPING YOU AND HUNDREDS OF OTHER BEARDED BROTHERS TO BEAT BOWEL CANCER.
- 👉 **CELEBRATE!** ORGANISE AN END-OF-MONTH EVENT FOR SUPPORTERS TO WATCH THE GREAT SHAVE. OR NOW THAT YOU'VE EMBRACED THE HAIRY LIFE, WHY NOT STAY BEARDED FOR THE HOLIDAYS AND KEEP SPREADING THE MESSAGE?
- 👉 **DID YOU KNOW YOU CAN ALSO ENTER AS A TEAM?** GET THE BEARDSMEN TOGETHER. GET YOUR MATES, WORKMATES OR FAMILY MEMBERS TO TAKE THE CHALLENGE TOO, THEN GET CREATIVE. THINK OF WAYS YOU CAN MAKE YOUR DECEMBEARD CHALLENGE EVEN MORE IMPACTFUL AND RAISE EVEN MORE FUNDS.

ARE YOU READY FOR A  
BIG, HAIRY CHALLENGE?




SIGN UP NOW



 Bowel Cancer  
NEW ZEALAND

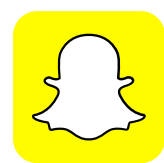
# BEARD GROWING TIPS!



-  **GET GROWING.** THE GREAT THING ABOUT GROWING A BEARD IS YOU DON'T HAVE TO DO ANY PREP – SIMPLY DOWN TOOLS AND LET THE FUZZ FLOURISH. EVERY MAN'S BEARD GROWS AT A DIFFERENT RATE THOUGH SO DON'T BE PUT OFF IF IT'S SLOW TO GROW.
-  **KEEP IT CLEAN.** GROWING FACIAL HAIR IS NO MORE HASSLE THAN KEEPING YOUR FACE CLEAN – SIMPLY SPEND A FEW EXTRA SECONDS MASSAGING YOUR REGULAR FACE WASH INTO YOUR BURGEONING BEARD, THEN GENTLY PAT DRY.
-  **TAME THAT WILD THING.** WHETHER YOU'RE GROWING IT LONG OR KEEPING IT CROPPED, REGULAR PRUNING IS ESSENTIAL TO A WELL-GROOMED BEARD. TO KEEP YOUR DECENBEARD LOOKING DEBONAIR, INVEST IN A GOOD QUALITY TRIMMER AND USE IT REGULARLY.
-  **DITCH THE ITCH.** TO AVOID DRYNESS AND KEEP BEARD DANDRUFF AT BAY (YES, THAT'S A THING), MASSAGE A MOISTURISER, BEARD BALM OR A LITTLE SHAVING OIL INTO THE SKIN BELOW YOUR FACE FUNGUS – CHECK OUT OUR AMAZING SPONSORS [BEARDED!](#)
-  **PUSH THROUGH THE PATCHINESS.** A LOT LIKE LAWNS, BEARDS CAN BE A LITTLE PATCHY IN PLACES, ESPECIALLY AT FIRST. BUT DON'T GIVE UP – BEARDS OFTEN FILL OUT AFTER A FEW WEEKS.
-  **PUSH THE BOUNDARIES** ON STYLE, LENGTH AND EVEN COLOUR. SIDEBURNS, MUTTONCHOPS, THE ABE LINCOLN: THERE'S NO SHORTAGE OF MAGNIFICENT BEARD OPTIONS OUT THERE.
-  **HAVE FUN!** FACIAL HAIR IS FUN TO EXPERIMENT WITH. YOU WON'T KNOW WHAT YOU'RE GETTING UNTIL YOU'RE A FEW WEEKS IN, BUT ENJOY YOUR NEW LOOK. AND REMEMBER YOU'RE DOING IT FOR A GOOD CAUSE – TO BEAT BOWEL CANCER.



# GET SOCIAL!



 **ENLIST SUPPORT** – WHEREVER YOU CAN! FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN, TIKTOK, SNAPCHAT – GET IT OUT THERE!

 **LOGOS & IMAGES** – ONCE YOU’VE SIGNED UP, HEAD TO OUR [RESOURCES PAGE](#) ON OUR WEBSITE FOR LOGOS AND IMAGES YOU CAN USE ON YOUR SOCIAL MEDIA TO PROMOTE YOUR DECENBEARD CHALLENGE.

 **SHARE YOUR LINK** – TO YOUR FUNDRAISING PAGE IN EVERY POST

 **HASHTAGS** – USE SOME HASHTAGS TO GAIN ATTENTION AND SEE LIKE-MINDED SUPPORTERS.  
**#DECENBEARD #BIGHAIRYCHALLENGE #BOWDOWNTOTHEBEARD**

 **NEED SOME EXAMPLE BLURBS?** HERES A FEW (AND REMEMBER TO POST YOUR FUNDRAISING PAGE LINK):

- **THIS DECENBEARD, I’M TAKING IT ON THE CHIN TO BEAT BOWEL CANCER PLEASE SUPPORT ME BY BACKING MY BEARD!**
- **BOW DOWN TO THE BEARD FOR BOWEL CANCER! I’M GROWING A BEARD FOR DECENBEARD, AND I NEED YOUR HELP. PLEASE SUPPORT MY BIG HAIRY GOAL OF RAISING \$..... BEFORE 31 DECEMBER – AND HELP MORE KIWIS BEAT THIS SILENT KILLER.**
- **I’M GROWING MY BEARD DURING DECENBEARD TO HELP (NAME) BEAT BOWEL CANCER, AND I NEED YOUR HELP. PLEASE BACK MY BEARD TO RAISE FUNDS FOR BOWEL CANCER AWARENESS, SUPPORT AND EDUCATION. TOGETHER, WE CAN BEAT THIS!**
- **THIS DECEMBER, AROUND 250 NEW ZEALANDERS WILL BE DIAGNOSED WITH BOWEL CANCER AND 100 WILL DIE. I’M COMMITTED TO CHANGING THAT, SO I’M GROWING MY BEARD TO BEAT BOWEL CANCER. PLEASE SUPPORT MY DECENBEARD CHALLENGE BY BACKING MY BEARD HERE.**

THANKS TO OUR SPONSORS

