



FUNDRAISING *Toolkit*

THIS DECEMBER

Grow a beard, raise funds and help us beat bowel cancer

SIGN UP TODAY AT DECEMBEARD.NZ

 /DecembeardNZ

 /decembeardnz

 **Bowel Cancer**
NEW ZEALAND

ARE YOU READY FOR A *Big, Hairy Challenge?*



beard 1. (noun): a growth of hair on the chin and lower cheeks of a man's face. 2. (verb): to boldly confront or challenge, to face, brave, meet head on, square up to, throw down the gauntlet.

Grow a beard this December, get your mates to back you, and help beat one of New Zealand's most common cancers: bowel cancer.

100% of funds raised by your facial fur will be used by Bowel Cancer New Zealand for awareness, education, research and to support people living with bowel cancer.

Plus, you'll be sharing the message about this silent killer so that fewer people will sit on their symptoms and more lives will be saved.

So give your razor a rest and sign up for the challenge!



IT'S TIME TO GET *Beardly* SERIOUS ABOUT BOWEL CANCER

Bowel cancer is the second highest cause of cancer death in New Zealand. It kills as many of us as breast and prostate cancer combined – and it can affect anyone at any age.

Every day, on average:

8 OF US ARE DIAGNOSED
WITH BOWEL CANCER

3 OF US WILL DIE
FROM BOWEL CANCER

During December alone:

250 OF US WILL BE
DIAGNOSED WITH BOWEL
CANCER

100 OF US WILL DIE
FROM BOWEL CANCER

On the upside, bowel cancer is treatable – and beatable – if caught early enough.

ABOUT BOWEL CANCER NEW ZEALAND

We are a national patient and whānau-led charity aiming to reduce the impact of bowel cancer on the New Zealand community through awareness, education, support, research and promotion of access to appropriate screening and treatments. Through our work we aim to save lives from the second biggest cancer killer in New Zealand.

We receive no funding from the Government, so we rely on the generosity of New Zealanders like you to help us spread the word and beat bowel cancer. Thank you!



HOW *Decembeard* WORKS

1. Ditch the razor and grow a beard in December. Goatee, imperial, Vandyke, mountain man or designer stubble: it all counts.
2. Already bearded? Good stuff. Grow, ditch, dye or decorate your beard. See page 6 for ideas.
3. Women ... okay, not so easy to grow a beard. Chin up, why not organise a Decembeard event? Have fun, raise funds to beat bowel cancer and help spread the word.
4. Go it alone or get a team of hairy heroes together.
5. Sign up your mates, family and colleagues to support you and follow your epic beard-growing journey.
6. Spread the word – together with hundreds of other beardsmen, you'll be encouraging New Zealanders to get serious about taking action to beat bowel cancer.

Decembeard kicks off 1 December,
SO GET A HEAD START NOW.



GETTING STARTED



1. **Sign-up.** Go to www.decembeard.nz
2. **Start your beard.** Not sure where to begin? Check out our beard-growing tips on page 7.
3. **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.
4. **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.
5. **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.
6. **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.
7. **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.
8. **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.
9. **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?

Enter as a team

1. **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. Check out page 6 for ideas.
2. **Sign up.** Go to www.decembeard.nz/event/Decembeard2018/create
3. **Challenge your mates.** Dare them to push the boundaries on style, length and even colour. Sideburns, muttonchops, the Abe Lincoln: there's no shortage of magnificent beard options out there. Check out our tips for growing the perfect beard on page 7.



GO WILD! *do your own thing*

Don't want to grace your face with a beard? Why not host your own event or fundraising activity during Decembeard? It doesn't matter what you do: it's all about getting people together and spreading the word to beat bowel cancer. We've come up with a few thought-starters or feel free to create your own event (and let us know all about it!):

PARTY HARD. It's a great time of year to throw a beard-themed pre-Christmas party or New Year's Eve bash. Ask everyone to come as a bearded character – females included. Or why not organize a quiz night, raffle, charity auction or a ball (a fur ball?).

GO BIG. Push yourself to do something new. Climb that mountain. Take up running. Beat your best time. Learn to swim.

HAVE A HAIR-RAISING ADVENTURE. Organise a day out with the lads or the family. How about golf, sailing, paintball, bearded bowling or a cricket tournament? Include some exercise and you'll be helping them all reduce their risk of bowel cancer.

EAT TO BEAT IT. Have a beard-themed dinner party. Or a ladies lunch, brunch, afternoon tea or – here's one for the Dads and kids - a 'Teddy beards picnic'.

GIVE IT UP. Why not challenge yourself (and your mates) to quit alcohol or cigarettes for Decembeard? You'll raise funds and do great things for your bowel health too (see page 10).

WAX IT. How about something else hair-related, like a haircut, a head shave or a back wax? Or one for the ladies: why not get your legs waxed?

DO IT TOGETHER. What about a car wash, lawn-mowing or window-cleaning drive? Or a sausage-sizzle (preferably without the sausages – prawns on the Barbie anyone?).

FINISH DECEMBEARD IN STYLE. Why not organise 'a big shave' once you're ready to lose the beard? It's a good way to raise even more funds and share your event online to raise awareness too.

Don't forget to share photos of your fundraising event on Instagram: [#beardsbeatbowelcancer](https://www.instagram.com/beardsbeatbowelcancer)

**Your fundraising doesn't have to be online
- we can provide donation boxes for events and accept cash donations.**

See page 13 for our bank account details.



IN PURSUIT OF HIRSUTE: *how to grow the perfect beard*

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 Decembeard 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.

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.

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.

THE BEARD ESSENTIALS: BEARD FACTS

- Around 55% of males worldwide sport some sort of facial hair – the average man has 30,000 whiskers on his face.
- In your lifetime, you'll spend around 3350 hours shaving.
- Whiskers grow at around 5.5 inches per year – if you never shaved, your beard would grow to 27.5 feet on average.
- The longest beard ever was believed to belong to Hans Langseth of Norway, whose whiskers stretched an incredible 5.33 metres.
- High-ranking Egyptians dyed their beards and plaited them with gold thread.

HOW TO GET THE MOST out of your fundraising



1. ***Put your money where your mouth is.***

If people see that you've donated, they're more likely to stump up too.

2. ***Get your mates to back your beard.***

Make a list of potential donors – friends, family, work colleagues, your local barber – it never hurts to ask.

3. ***Follow up.***

People are busy – just because they haven't donated straight away doesn't mean they don't plan to. Keep sharing and keep asking for sponsorship as your bearded glory takes shape.

4. ***Match funding.***

Many workplaces will match money raised by employees dollar for dollar. Or hit up your company and see if they'll back your beard you with a donation.

5. ***Customise for the cause.***

We've said it before and we'll say it again, fundraisers who customise their page raise even more money – so add some images of you on your beard-growing journey.



GETTING SPONSORED FOR YOUR Decembeard challenge

Ask your friends, family and colleagues to sponsor your challenge. We've included an email message and social media posts below to help get you started.

Email friends and family to back your beard

You can personalise the following message to send out via email. Remember to fill in the blanks!

Dear (name),

Please back my beard to beat bowel cancer.

This Decembeard, I'll be growing my beard to help more New Zealanders beat bowel cancer, and I need your support. To help me reach my big, hairy goal of raising \$____, please sponsor me here (add the link to your page)

I'm taking it on the chin, because too many Kiwis are dying of bowel cancer. In December alone, around 250 of us will be diagnosed with it, and 100 Kiwis will die of it. I'm committed to changing that - but I need your help.

I'll be posting updates of my hirsute pursuit to my fundraising page throughout December, so please check back to see how it's coming along. And see beatbowelcancer.org.nz to find out more about the important work Bowel Cancer New Zealand is funding.

Thank you for supporting me to beat bowel cancer!

(your name)

Enlist more support on social media

Tweet it, Facebook it, Instagram it and more. Combine one of the following messages with images from our resource page, and add a link to your fundraising page with the hashtag #beardsbeatbowelcancer.

- This Decembeard, I'm taking it on the chin to beat bowel cancer. Please support me by backing my beard.
- Beards beat bowel cancer. That's why I'm growing a beard for Decembeard, 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 Decembeard 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 Decembeard challenge by backing my beard here.

**Don't forget to share photos of your resplendent new beard on Instagram:
#beardsbeatbowelcancer**



TIPS TO HELP YOU *Beat* **BOWEL CANCER**

No cancer is totally preventable, but you can reduce your risk of getting bowel cancer by exercising more, eating well and following these simple guidelines:

1

LOAD UP ON THE GOOD STUFF

Like your Mum said, eat your greens. Fruit and veggies not only help ‘keep you regular’, they also contain loads of vitamins, minerals and antioxidants, which help destroy cancer-causing free radicals in your body. Aim to eat at least two serves of fruit and five serves of vegetables every day. Even better, eat more.

2

EAT LESS OF THE MEATY STUFF

Sorry meat lovers, that second snarler isn’t doing your insides much good. To beat bowel cancer, it’s recommended that you reduce your intake of red meat – especially highly processed meats such as bacon, sausages, ham and salami. Red meat takes longer to break down in the gut and is suspected to play a role in bowel cancer.

3

LOSE THE BOOZE. SAY NO TO SMOKO

More bad news – alcohol and smoking have been linked to an increase in bowel cancer risk. It’s recommended that you limit alcohol to less than two drinks a day – and it’s a good idea to give up the cigarettes too.

ABOUT BOWEL CANCER: *New Zealand's silent killer*



No one likes to talk about bowel cancer, but the bottom line is, the more you know, the better the chances of beating it. So here's the lowdown...

Bowel cancer – also known as colorectal cancer or colon cancer – is any cancer that affects the colon (large bowel) and rectum (i.e. your back passage). Most bowel cancers start out innocently enough as benign growths, called polyps, on the wall of the bowel. These look a bit like small spots or cherries on stalks and most don't produce symptoms. They're pretty common as we get older and most aren't pre-cancerous.

However, one type of polyp, called an adenoma, can become cancerous. If undetected, the cancer cells will multiply to form a tumour in the bowel – which, if not caught early, can grow into the wall of the bowel. From there, they can travel into the bloodstream or lymph nodes, and to other parts of the body. The most common places for bowel cancer cells to spread (metastasize) to are the liver and the lungs.

The good news is that the earlier bowel cancer is caught, the easier it is to treat. In fact, 75% of bowel cancer is curable if caught early enough. So check out beatbowelcancer.org.nz to ensure you don't sit on your symptoms.

75% OF BOWEL CANCER
is Curable
if caught early.

AT THE END OF THE MONTH...



Give it one last push to get the remaining donations in.

Decide if you're going to see the New Year in bearded or not. If not, why not invite your friends to a de-bearding ceremony on New Year's Eve or January 1st?

Have a happy, healthy – and maybe hairy – New Year!





BEARDS *Beat* BOWEL CANCER

Decembeard kicks off on 1 December, but you can start now by spreading the word, getting your beard backers organised, or getting a team together.

Then let the beard growing begin – and help more New Zealanders beat bowel cancer.



NEED MORE KNOW HOW?

CONTACT US

Drop us a line at:
info@beatbowelcancer.org.nz

CONNECT WITH US

#beardsbeatbowelcancer

 /DecembeardNZ

 /decembeardnz

DONATE ONLINE

Donate online at decembeard.nz/donate
or via internet banking to
Bowel Cancer NZ (Inc)
Bank account: 38-9010-0509792-00

DONATE BY CHEQUE

Bowel Cancer New Zealand Inc
PO Box 301 517
Albany 0752
AUCKLAND

SEE OUR WEBSITE

decembeard.nz