



FUNDRAISING TOOLKIT





**Hair with
Heart**

WHY VARIETY?

At Variety - the Children's Charity we believe all children deserve a fair go in life, no matter their circumstances. Across Australia each year Variety supports thousands of children who are sick, experiencing disadvantage or living with a disability to attain their full potential.

About Hair With Heart

Hair with Heart is our national hair donation initiative.

Hair donations are made into specialised wigs for those who have lost their hair due to a medical condition. Funds raised through the sale of the hair go to Variety's grants and programs to give kids in need a fair go.



Equality
Community
Action
Joy



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Why should you fundraise?

We're inspired by our amazing hair donors, who go above and beyond for kids in need and their families. We reckon that your family and friends will be inspired by their own selflessness too.

Give them the chance to back your effort, you'll be surprised by their generosity. If you're a first-time fundraiser or if you're a fundraising veteran, we're so appreciative of every dollar raised and here to help you along every step of the way, so why not give it a go?

Funds raised go to Variety's grants and programs giving kids who miss out what they need to join in life with everybody else.



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Hair with Heart

ONLINE FUNDRAISING PAGES

Setting up a Hair with Heart online fundraising page through funraisin is quick and easy. Variety can work with you to tailor a page to your needs - either individual fundraiser pages or one simple portal for everyone to share. No matter where your friends and family are they can all support your kind and generous deed!

The screenshot shows a fundraising page for 'Jenny's Big Chop'. At the top left, there are logos for 'variety the children's charity' and 'Hair with Heart'. A navigation bar includes 'START FUNDRAISING', 'JENNY -', and links for 'HOW IT WORKS', 'SUPPORT A FRIEND', 'YOUR IMPACT', and 'CONTACT'. The main image features a woman and a young girl, with a circular inset showing the girl smiling. The title 'Jenny's Big Chop' is prominently displayed with social media icons. A progress bar shows 'Raised \$0' and 'My Goal \$1,000'. Below the bar, there are options to 'Select amount to donate' with choices for '\$30' and '\$50'. The '\$30' option is selected. A description reads: 'I'm chopping my hair and need your help! I have made the decision to make a difference by cutting and donating my hair to be made into a wig for someone who has lost their hair due to a medical condition. I'll be chopping off 36 cm on 15th of August. Wigs cost families up to \$6,000, lasting 1-2 years, meaning families can spend tens of thousands of dollars on the purchase of wigs throughout a child's youth. By making a donation'.

CREATE YOUR FUNDRAISING PAGE HERE!



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FUNDRAISING IDEAS FOR SCHOOLS

Getting your community involved can really boost fundraising efforts and help spread the word about Variety and Hair with Heart. There are lots of ways your workplace, school, sporting club, family and friends can support your big chop. Here are some of our favourites!



WEAR RED DAY

A classic! Make sure you ask for a gold coin donation to go towards your fundraising efforts. You could host a morning tea on the day as well!



BAKE SALE

An oldie but a goodie – everybody loves a good cupcake or cookie! Be as creative as you like, what about red icing or heart shapes?!



AUCTION OFF THE CHOP

Raise some extra funds and have a bit of fun on the day by holding an auction for who gets to chop off those ponytails!



CRAZY HAIR DAY

A great way to get the community involved and raise awareness for those who have lost their hair due to a medical condition.



GROUP CHOP

Is there a few in your class at school or in the workplace who are thinking of donating their hair too? Why not organise to have it on the same day?





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THINGS TO KNOW

Fundraising Materials

Let us know what you're organising by emailing us at hairwithheart@variety.org.au and we'll send you out a pack with some balloons, stickers and a pop-up collection box.

Variety's Name and Logo

It's really, really important when it comes to your flyers, posters and social media posts that you promote your fundraising event as "Supporting Variety – the Children's Charity" and use our Variety logo. All promotional materials must be approved by Variety's Hair with Heart Coordinator before being printed or posted. Please email hairwithheart@variety.org.au



CLICK HERE TO DOWNLOAD
THE CORRECT LOGO



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Heart

THINGS TO KNOW

Cash Donations

We encourage using your online fundraising page as much as possible, including banking the cash donations you receive through your page. If somebody needs a receipt you can enter their donation on their behalf through your page.

We also accept cheques and bank deposits.

Email us for more info hairwithheart@variety.org.au



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SPREAD THE WORD

So ... now what? It's time to share with the world, starting with your nearest and dearest.

Emails and Phone Calls

People can be a little shy when it comes to being the first to donate so start by asking the students to contact their closest friends and family to get the ball rolling – they're your biggest supporters!

Here's an email template we've put together to help get you started. Remember to add a few personal details too! The more unique to you, the more likely they'll be to donate.

Local Community and Businesses

Print off some fundraising posters and ask local businesses and community services, like your library or town hall, to post on their community boards or in their windows. This is a great way to spread the word about your efforts as well as Variety and Hair with Heart.

Download your fundraising and event posters, add in your school details and press print!

[DOWNLOAD FUNDRAISING &
EVENTS POSTERS HERE](#)



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SPREAD THE WORD

Local Newspapers and Radio

Community media are often very supportive of hair donors, so why not tell them about your efforts. Not sure what to say? No worries, our PR Manager prepared a media release template for you. Simply add in your schools' details and send it off to your local papers, radio, etc (best place to look for their news desk or story submissions is via their websites).

[DOWNLOAD THE MEDIA
RELEASE TEMPLATE](#)

Your School's Newsletter and Social Media

Ask your school to include an article or mention your efforts in their newsletter and/or their social media. Use your completed media release to give them all the information they need.

Remember to include an image or two of those involved!



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SPREAD THE WORD

Social Media

Once you've got the ball rolling, thanks to your generous close family and friends, you can start sharing your efforts further and social media is a great way to do that! You really will be amazed who will step up to support your chop!

Here are our top social media tips we've learnt from our fundraisers:

- Tag your friends who have donated to say "thanks"
- Use the share buttons on your online fundraising page
- Use images with your posts (we've made some to get you started)
- Be personal, include why you're donating your hair – it means much more to people!
- Tag @VarietyAustralia and use the hashtags #HairwithHeart #VarietyAustralia





**Hair with
Heart**

THANK YOU

Firstly, a big thank you to you! We know fundraising takes time and effort, and we're grateful that your school is supportive of your community members who are donating their hair and fundraising to give kids in need a fair go!

It's important to thank your generous friends, family, and community for all of their support for backing your efforts! There are lots of ways to do this – tagging them on social media, sending them a thank you certificate, giving them a call or thanking them in person!

Download a thank you certificate here and print as many as you need.



[CLICK THE THANK YOU
CERTIFICATE](#)



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WE ARE HERE TO HELP!

Got questions? Need a bit more inspiration or advice? Let's chat!

Drop us an email hairwithheart@variety.org.au