



BIG CHOP GUIDE: FUNDRAISING TOOLKIT FOR SCHOOLS





Your opportunity... to give kids their opportunity!

Whether sick, experiencing disadvantage or disability: **all** children deserve a fair go in life, and the opportunity to life live to their full potential!

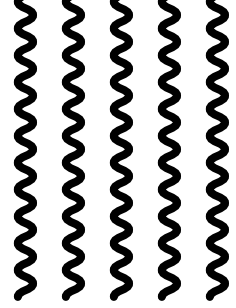
By encouraging people in your school community to support your **Big Chop** with a donation - or even make the **Big Chop** with you - you'll help provide specialised wigs for kids who have lost their hair due to a medical condition.

Every gift will go straight towards Variety's grants and programs to help Aussie kids who are sick, experiencing disadvantage or living with disability when they need it most.

Thank you for being part of the Hair with Heart community this year! Let's get started with your resources page:

[Find your fundraising resources](#)

Get ready to raise funds online



Setting up a Hair with Heart online fundraising page is quick and easy. We'd love to work with you to tailor a page to your needs.

Start off by completing the registration form to create your individual page. You will have the option to create a team page, aka your 'Chop Squad'.

Visit the My Team tab on your dashboard to find your invite link. Invite students and staff to join you via your team page link.

Now you're ready - with an online fundraising page, anyone can show their support—even from the other side of the world!



Create your fundraising page

The screenshot shows a fundraising page for 'Konstantina's Big Chop'. The header includes the 'variety Hair with Heart' logo and navigation links: 'FIND A FRIEND', 'DONATE', 'SIGN UP NOW', and 'LOGIN'. Below the header, there's a profile picture of Konstantina and her name. The main heading is 'Konstantina's Big Chop' with a sub-heading 'Please Help Me Reach My Goal'. A progress bar shows 'Amount \$8,261' and 'My goal \$5,000'. A 'DONATE' button is visible. The main content area has a red background with a circular image of Konstantina and the text 'I'm chopping my hair and need your help!'. Below this, there's a list of donation options: '\$30 Can help provide education supplies to a child experiencing financial hardship', '\$58 Can help fund a wig for a child experiencing medical hair loss', '\$93 Can help cover therapy costs for a child in need', and '\$128 Can help fund mobility equipment for a child living with a disability'. A 'DONATE' button is at the bottom.

The screenshot shows a fundraising page for 'Please Help Us Reach Our Goal'. The header includes the 'variety Hair with Heart' logo and navigation links: 'FIND A FRIEND', 'DONATE', 'SIGN UP NOW', and 'LOGIN'. Below the header, there's a profile picture of a woman and a child. The main heading is 'Please Help Us Reach Our Goal' with a sub-heading 'We're chopping our hair and need your help!'. A progress bar shows 'Amount \$462' and 'My goal \$1,000'. A 'DONATE' button is visible. The main content area has a red background with a circular image of the woman and child and the text 'We're chopping our hair and need your help!'. Below this, there's a list of donation options: '\$30 Can help provide education supplies to a child experiencing financial hardship', '\$58 Can help fund a wig for a child experiencing medical hair loss', '\$93 Can help cover therapy costs for a child in need', and '\$128 Can help fund mobility equipment for a child living with a disability'. A 'DONATE' button is at the bottom.

Event ideas for your school

Schools around Australia have hosted inspiring, memorable events – from primary to high school! Here are a few ways to build excitement, spread the word about Hair with Heart, and raise funds for kids in need:

WEAR RED DAY

A classic! Get students to wear red casual clothes to school for one day only and bring in a gold coin donation. Feeling ambitious? You could also organise a morning tea, walk or fun run.

BAKE SALE

Who doesn't love a tasty cupcake or cookie? Especially knowing that each bite can help provide opportunities to kids in need! Get as creative as you like (red icing and heart shapes anyone?).

AUCTION OFF THE CHOP

Raise some extra funds, and have some extra fun, by holding an auction. Who will get to be the one holding the scissors on the day to chop the ponytails?

CRAZY HAIR DAY

This is a great way to get your whole school involved. Instead of (or as well as) a 'Wear Red Day,' get students and staff in crazy hairdos to raise awareness for those who have lost their hair due to a medical condition.

GROUP CHOP

If there are a few students and staff taking the chop this year, get them together and organise one big event, with opportunities for extra donations!



Important information



EXTRA FUNDRAISING MATERIALS

Let us know if you're holding an event at your school and we'll send out a pack with balloons, stickers, and a pop-up collection box!

Get in touch at hairwithheart@variety.org.au



BANKING ANY CASH DONATIONS

We'd encourage you to use your online fundraising page as much as possible. Print out the QR code on your dashboard to make it easy for donors to reach your page from their phone on the day.

We do accept cash, cheques by bank deposit – please email hairwithheart@variety.org.au and we will send you the details.



IMPORTANT: NAME AND LOGO

It's super important to promote your fundraising events as "Supporting Variety – the Children's Charity" and use our logo and style guide. There are plenty of resources on our website. However, if you are feeling creative, all new promotional materials must be approved by our Hair with Heart team, before being printed or posted.

Please email hairwithheart@variety.org.au



Can you help spread the word?



ENCOURAGE YOUR SCHOOL COMMUNITY

We recommend that you chat with the person in charge of your school's newsletter and/or social media. Share your school's media release and encourage any students – whether they're chopping or not – to message their friends and family with a link to the school fundraising page! Share the date of your chop in assembly – and make sure everyone knows of any fundraisers you will be holding, and when!



GO VIRAL – NEWSPAPERS AND RADIO

We've put together a media release template you can share with your local media outlets, who are also often very supportive of Hair Heroes donors! Just add in your school's details and send them off to any local papers, radio, or even TV stations. Check their websites to look for news desk or story submissions to get in touch.



SOCIAL MEDIA

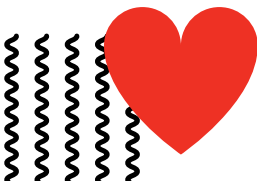
Once you've got the ball rolling, you can start sharing your efforts further – social media is a great tool for this!

- Tag any friends who've donated to say a big thanks
- Use images with your posts (and grab our pre-made ones to get started)
- Be personal, and include why you're donating hair or organising
- Tag @hairwithheart and use #HairwithHeart #VarietyAustralia



LOCAL COMMUNITY AND BUSINESS

Local businesses love supporting school fundraising events, especially for such a great cause. Print off some fundraising posters, send a few quick emails to local businesses, and check if they'd be ok to put them up in public spaces. It's a great way to spread the word! You can download your fundraising and event posters right here.



Tips from some of our best fundraisers...

We asked the Hair with Heart community to share their best advice for schools with an online fundraising page. Here's what they had to say:

THERE'S LOTS OF WAYS TO FUNDRAISE

"Use different channels – online fundraising page, face-to-face donations, raffles, events – so you can capture the widest possible donor audience. Most importantly, tell the story of why you're fundraising."

TIME OF DAY AND WEEK

"The time of day made a huge impact on the support I received. I found the most successful time where I had the most support was a Sunday evening. It may not all have been for donations, but I received a lot of support at this time."

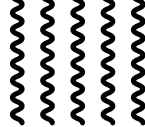
SAY THANK YOU

"It's important to make people aware that support is not just financial. Making people aware of Variety and the work they do is just as important. Make sure to say a big THANK YOU to anyone who donates to your school's page."

ONE TO ONE

"One big Facebook post can do the trick, but I found it may be better to directly message people about your fundraising."





Download your
THANK YOU Certificate

WE'RE HERE TO HELP!

Got questions?
Need some extra
inspiration or advice?
We'd love to chat!

Drop us an email:
hairwithheart@variety.org.au

