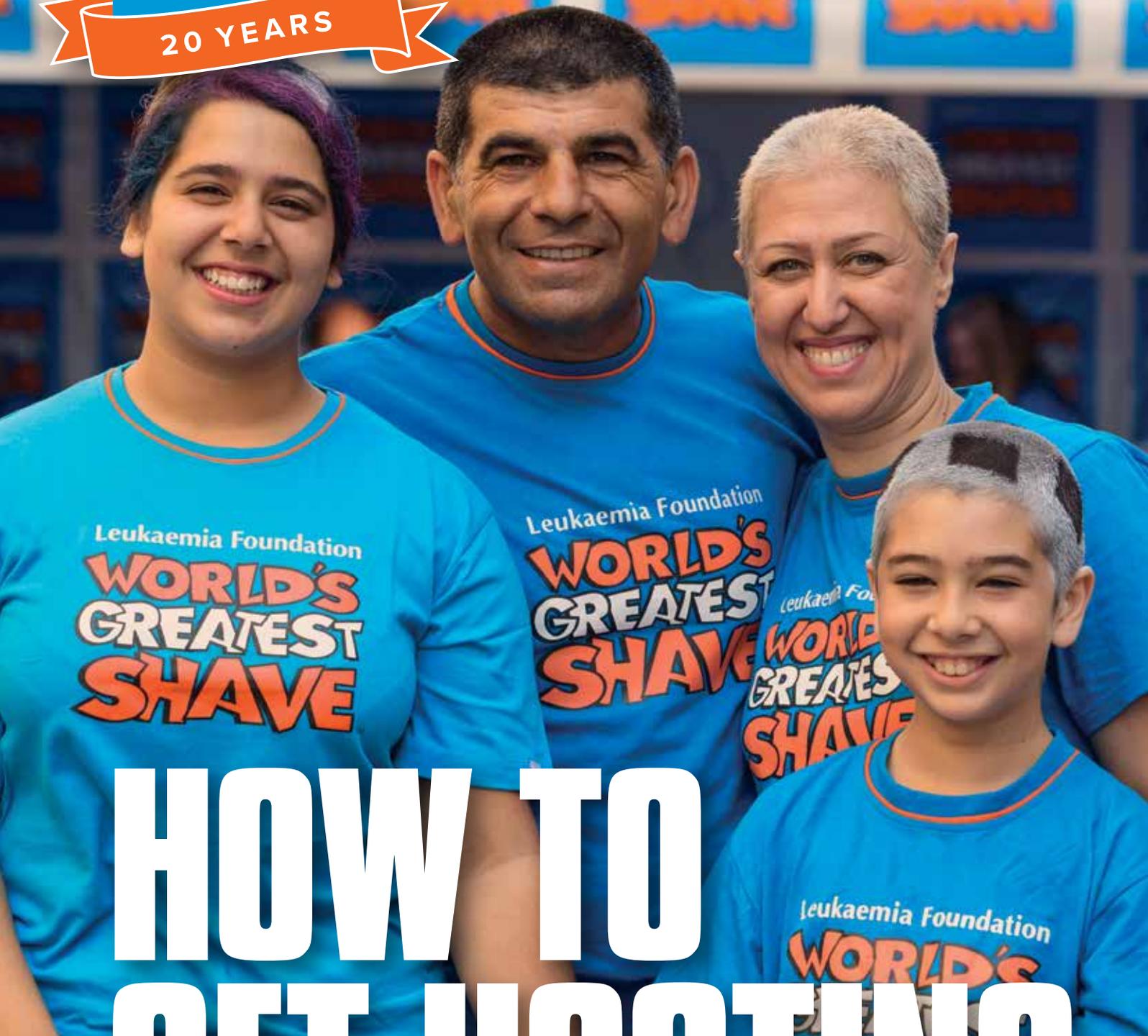


Leukaemia Foundation

**WORLD'S
GREATEST
SHAVE™**

20 YEARS



HOW TO GET HOSTING

All the tips, tools and ideas you need to make your public shave event a success.

☎ 1800 500 088

#worldsgreatestshave

thank you

Thank you for becoming a host for the Leukaemia Foundation's World's Greatest Shave, one of Australia's biggest fundraising events that is also loads of fun for everyone! This guide contains everything you need to know to plan a successful public event.

5 STEPS TO SUCCESS

PLAN

- ✓ Find a venue, date and time. Whenever and wherever suits you best.
- ✓ Make your event the place to be and encourage people to come.

PROMOTE

- ✓ Call 1800 500 088 and the shave team will advertise your event via the website.
- ✓ Display the promotional materials we send you.
- ✓ Download more resources from worldsgreatestshave.com

FUNDRAISE

- ✓ Think of fun ways to raise money on the day!
- ✓ Sign up to worldsgreatestshave.com so we can send you ways of banking the money you raise.

ON THE DAY

- ✓ Keep it simple. Thank your volunteers. Have fun!
- ✓ Collect hair clippings and ponytails

AFTER THE EVENT

- ✓ Bank any final fundraising and return any equipment we've lent you.
- ✓ Send hair clippings and ponytails to Sustainable Salons.

PLAN

Where and when?

Do some research to see when and where other events are on in your area to make sure you don't clash/compete.

Choose a day and time that suits you. The official dates are 14-18 March 2018.

Hold your event at times and days when more people can attend. For example, Thursday 5.30-7.30pm, Friday 3.30-5.30pm and Saturday 10-12am or 2-4pm.

We recommend limiting your event to two hours.

Find a suitable venue like a shopping centre, foyer, a prominent city square.

Book it in with the appropriate people.

Decide how it will work

Have an MC belting out fast facts. Download a basic script from the resources page at worldsgreatestshave.com.

Have a photographer on hand to take before and after photos of participants.

Create a run sheet including contact details for everyone.

Have a local celebrity take part.

Public Liability insurance: We'll send you our policy, but some venues also need their own.

Recruit volunteers for the event

Place notices on community noticeboards requesting volunteers with specific skills.

Advertise throughout your venue via word of mouth and posters.

It's a good idea to recruit **hairdressers, beauty therapists** (to wax) and other reliable people to do the shaving, waxing or colouring. Local hairdressers will often happily donate their services. It's fun to involve local groups as well.

Depending on the size of your event, you will need at least **two volunteers** to help out at your registration table..

Find one volunteer to act as runner to clean up around the hairdressers and help out.

Equipment you need to find:

- Brooms, dust pan, garbage bags & waste bins
- Camera/photographer
- Chairs for the shavees
- Clippers (battery powered)
- Hair spray – multiple colours. We recommend Cinta hair spray available from many pharmacies
- Something to shield faces from hair spray
- First aid kit
- Hospital grade disinfectant/wipes
- Mirrors
- PA system
- Pens, sticky tape, blutack, string
- Plastic mats or sheets to stop hair going on the ground
- Power supply
- Towels and disposable Chux wipes
- Trestle tables

We can send you:

- Collection boxes
- Balloons
- Badges
- WGS banners



PROMOTE

Make your event stand out!

Call us to list your event on the WGS website. Tell us what fun activities you have planned.

Publicise your event throughout the venue with leaflets, posters and announcements. As well as the info in this kit you can download more ideas from our website.

Ask your local radio station to advertise for you with our media release template from the resources page at worldsgreatestshave.com.

Involve retailers, colleagues, or community groups such as the police or sporting clubs by challenging them to compete against one another to raise the most money or shave the most heads. Organising a prize for the winner can increase people's involvement.

Contact your local council to see if they can help promote the event.



What we can provide:

- Posters
- Online: Posters for your event
- Online: media release template
- WGS logo and guidelines for use

For more resources visit

worldsgreatestshave.com/tips/useful-resources

FUNDRAISE

Fun ideas to raise money

Recommend an amount to be donated, i.e. \$20 to shave and \$10 to colour for people who walk up – registered shavers do not need to pay.

Have a raffle or auction: Get a local business to donate vouchers or any kind of prize that can be used in a raffle or auction. Ask us about tickets if you need them.

Host a BBQ: Find a local business/community group that is happy to supply food for a BBQ (check safe food handling requirements) and sell for a donation.

Auction or raffle the right to shave someone else: This is a great opportunity if you have a celebrity. Sell a raffle ticket or run an auction to win the right to shave a celebrity's hair.

Matching gift: Suggest to your management and/or retailers they match the donation made by any of their staff who participate in WGS.

Bake chin face cookies and sell them the recipe is on our website.

Buy extra hats and shirts online to sell at your event.

Check our website for more ideas: worldsgreatestshave.com.

Shop online at
worldsgreatestshave.com/shop



📍 ON THE DAY

📍 AFTER THE EVENT



Set up

Arrive at your public shave event 1-2 hours prior to start time to set up. Try and be ready about 30 minutes before start time, in case you have some early arrivals.

- » Set up a table for merchandise and collecting other donations. One to two volunteers can manage this process.
- » Set up a table or area at the back of the stage for the hairdressers to put colour, disinfectant, clippers, towels etc.

Participants

You will have two types of participants:

1. WGS registered participants – please remember you are only providing a venue for participants to shave/colour. **You are not responsible** for collecting the funds they have raised.
2. People may ‘walk up’ on the day who have not registered online for WGS. This should be encouraged! However we do recommend you take a donation for them to shave or colour. All those previously registered for WGS may shave or colour for free.

Volunteers

Set up your volunteers behind the registration table.

These volunteers will need to:

- » Welcome people.
- » Collect donations from ‘walk ups’ who have not previously registered.

Hair collection

This is your chance to do even more good by going green! Simply collect all of the ponytails and hair clippings at your event and send them back to Sustainable Salons using the reply paid packet in your kit.

Ponytails must be a minimum of 20cm and sent back dry and tied at the top, middle and bottom. It doesn't matter if they've been coloured.

Banking

Put it on your own plastic!

Log in and use the Sponsor Tools to Pay-In Funds you've received from family and friends. You can display their donation on your page and pay it with your own credit card or PayPal.

Direct deposit using BPAY®

We will send you a unique BPAY® biller code and reference number.

At the bank

Collect your cash and cheques and take them to any branch of the NAB - Call us for the account details.

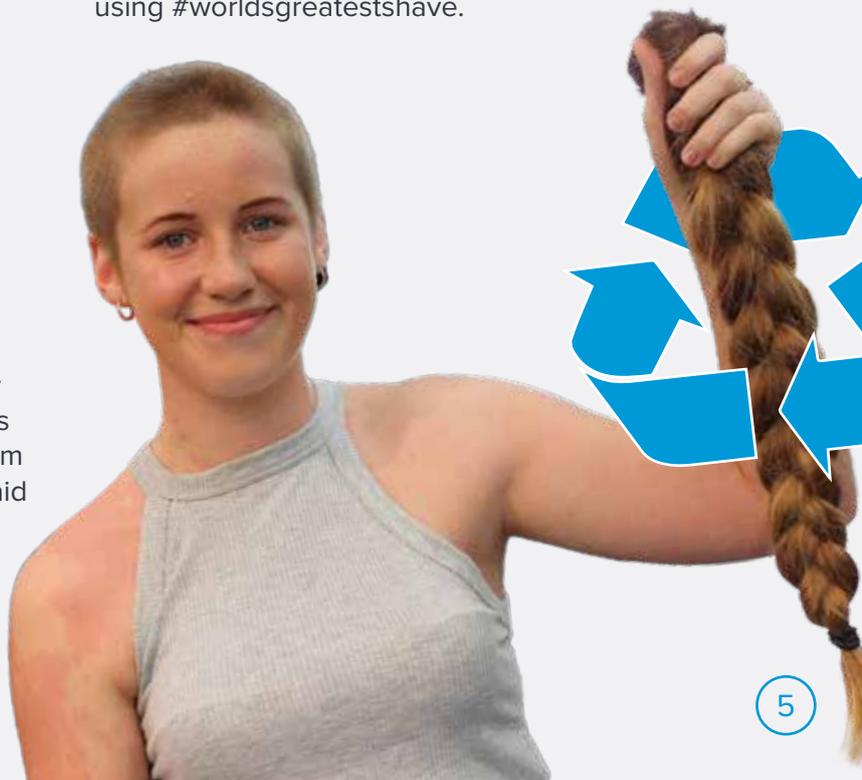
Mail us a cheque

Send us a cheque made out to:
Leukaemia Foundation
GPO Box 9954
IN YOUR CAPITAL CITY

Please note: You are NOT responsible for banking money for PRE-REGISTERED participants, only the money you raise yourself through your event.

Tell us how you did!

Share your stories and photos on social media using #worldsgreatestshave.



POLICIES

No blade shaves

We suggest clipper length No.1 or No.2, but if you're opting for a slightly longer do, choose No.3 or No.4. For health and liability reasons we don't recommend blade shaves down to the skin. If a blade shave is required by the shavee, then it must be carried out by a family member or friend independent of the public event. You must use disinfectant between each shave to sterilise the clippers.

Responsibility

It is the sole responsibility of each individual to advise the volunteer/hairdresser before they commence if they would like their hair coloured or shaved. No responsibility is taken by the Leukaemia Foundation for any misunderstandings which may occur on the day of the event.

Media

Contact the Leukaemia Foundation if you need additional media support and advice.

Volunteers

It is up to you to find volunteers for the day – including hairdressers, entertainers and caterers.

[Q World's Greatest Shave](#)

Purchasing materials required at the event

Please do not use sponsorship money you have raised during WGS to purchase materials such as clippers or T-shirts, or to pay hairdressers to participate. Your sponsors have donated money believing it will go towards the Leukaemia Foundation.

Public liability

The Leukaemia Foundation has standard public liability insurance of \$50 million which covers standard fundraising including World's Greatest Shave – as long as you stick to the event policies. You can download our policies at worldsgreatestshave.com/help. **Your venue will also need to have its own public liability insurance.**

More questions?

Visit worldsgreatestshave.com/help or call 1800 500 088



This guide is fully recyclable – once you've finished fundraising save it until next time or pass it on to a friend to encourage them to take part!