HOW TO BE A HERO AT HOME!

Here are Shaverhands’ Top Tips for Planning a Virtual World’s Greatest Shave!

Plan

First things first – decide when and how you’d like to do your shave! Are you going to go live, public or private? Video or just photos?

Here are just some of the many options available for you to share your shave day:

Upload a video or photos AFTER the big shave.

Pre-recording your shave to do some edits or add some creative pizazz? Here are some places to upload or share your video:

- YouTube (YouTube is a great place to upload your video to create a link you can share anywhere!)
- Vimeo
- Facebook
- TikTok

Go LIVE

Lots of platforms allow you to go ‘live’ and have an audience join in on your shave. These are the top live streaming options:

- Facebook live
- Instagram stories
- Instagram TV

Go LIVE… privately!

Don’t want the world to see? Check out the following for controlling your audience:

- Zoom
- Google Hangouts
- Houseparty App
- Facebook Messenger
INVITE

Once you've figured out how you want your event to look – invite people to cheer you on!

Let your friends, family, work and sponsors know how and when you’re going to shave.

The options are endless! You can send a Facebook event invitation, SMS, e-mail or even send out a What’s App message with your live-streaming link!

PRO TIP 1: Don’t forget to include your fundraising page on the invite so people can help you reach your goal or share your page to their networks!

PRO TIP 2: Send special, personalised messages to people that have already donated, so that they can continue to share in your journey.

GET FUNDRAISING

If you’re going ‘live’ with your shave, you could do a live trial run that could double as a fundraiser!

Not only will you make sure you’re ready to go with the tech on the big day, but you can do live updates of fundraising totals and ask your audience to help you reach your goal.

You can use the Media Toolkits to get your local media on board with promoting your shave! You’ll be the beacon of shining light in often heavy news stories.

You’ve got access to plenty of other tools to help you promote your shave on the ‘Useful Tools’ section of the website. You’ll find:

- Social tiles that tell everyone the impact of their donations and will help you count-down to the big day!
- Zoom backgrounds to remind everyone in a video chat that you’re shaving the world from blood cancer.
- Poster templates to let everybody know when, where and how you’re shaving.
- Banners and social media profile pic frames.

PRO TIP 3: On your Fundraising page dashboard, you’ll also find some great online fundraising ideas.

Remember, no matter how you’re fundraising – online or in person – the basics still apply:

- Tell your story
- Ask people to sponsor you
- Thank people for helping you reach your goal.

Need some more inspo? Give us a call on 1800 500 088 any time – we’re here to be your sidekick!
THE BIG DAY!

It’s natural to feel nervous, you’re doing an incredible thing for people living with blood cancer!

The best thing to do is create a list or ‘run sheet’ on how you would like your day to run. Here are some things to include:

- When and how are you reminding people that it is your shave day?
- What time will you begin your ‘live’ stream or filming.
- Take a note to remember to capture your ‘Before’ and ‘After’ pics.
- Think about who will be helping. Is someone filming? Is someone helping you with the shave? If so, allocate roles to people.
- Do you have the right equipment? (Think: Clippers, scissors, cape, broom, tripod, internet connection, camera)
- If you’re doing a video, what are you going to say? Write some notes down to cover everything. Here are some things you could acknowledge:
  - Thanking everyone for watching
  - Reminding them of why you are doing what you’re doing
  - Let people know how you’re feeling
  - Remind people to help you smash your goal
  - Thank the people that have sponsored you so far
  - Auction off requests for different ‘shave styles’ like a mullet or a mohawk

We really want to be by your side and celebrate your shave! Make sure that no matter what you do, use the tag #worldsgreatestshave and update your fundraising page with your ‘after’ pic!

PRO TIP 4: Check out the online World’s Greatest Shave shop, where you can get the latest official merchandise for your shave!

SAY THANK YOU

After an incredible effort, don’t forget to thank your sponsors. They will be so proud that they’ve helped you in achieving your goal and will hopefully spread the word and ask others to sponsor you too.

Have fun!

Don’t forget - you are shaving the world for Australians facing a blood cancer diagnosis right now and for those facing a diagnosis tomorrow. THANK YOU.