



Grower Reference Guide

<http://www.m4krichmond.org>

Do you like kids? Do you like having fun? M4K is for YOU! This guide will show you how we have a great time while raising money to help kids in Richmond that really need our help!

First: Register

Sign up on our website! It's easy, go to m4krichmond.org and click on Grower Registration. Fill out the information and pay your \$20 registration fee. You will be asked to set a fundraising goal. Start with at least \$1,000. You will be surprised how many other people want to help kids in Richmond.

Second: Setup your webpage

You will be set up with your personal fundraising page on our website (www.m4krichmond.org) where you can:

- Allow people to donate to you directly online
- Upload pictures of your personal growing progress
- Track and display your fundraising progress

Instructions on how to access your personal grower page will be emailed to the address provided. Below are more detailed instructions on how to access and maintain your personal fundraising page.

You will receive an email from m4krichmond@gmail.com with you website and login information.

FROM: m4krichmond@gmail.com SUBJECT: Your participant information DATE: 9:30 PM

Delete Reply Forward Spam Print Settings Up/Down arrows

Your participant information

*** Please do not reply to this message. ***
*** This message was sent from a notification-only email address that does not accept incoming email. ***

Dear Test,

Please keep this email for future reference.

You have successfully registered as a participant on the M4K Richmond - Let's Grow This Thing! website.

Your profile will appear once it has been approved by the website administrator.

Username: tgrower
Password: password
Your page: <http://m4krichmond.org/participant/5825>
Your control panel: <http://m4krichmond.org/participant-cp>
Website: <http://m4krichmond.org>

Your Page: Where you can direct your friends and family to donate to you on your own customized site
Your Control Panel: Where you can log in and customize your site

Log In to your page

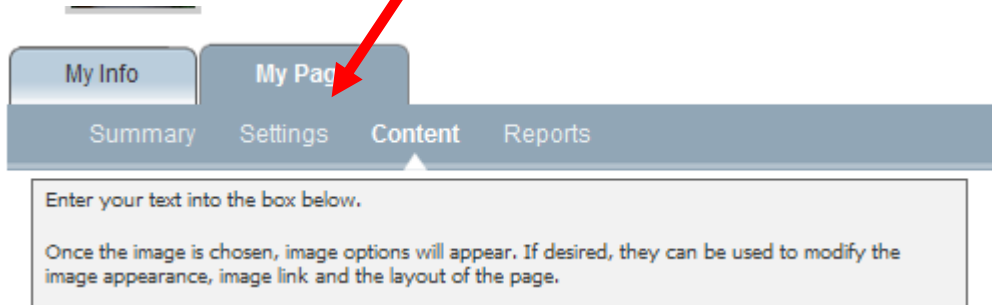
Go to www.m4krichmond.org and log in.

Update Your Page



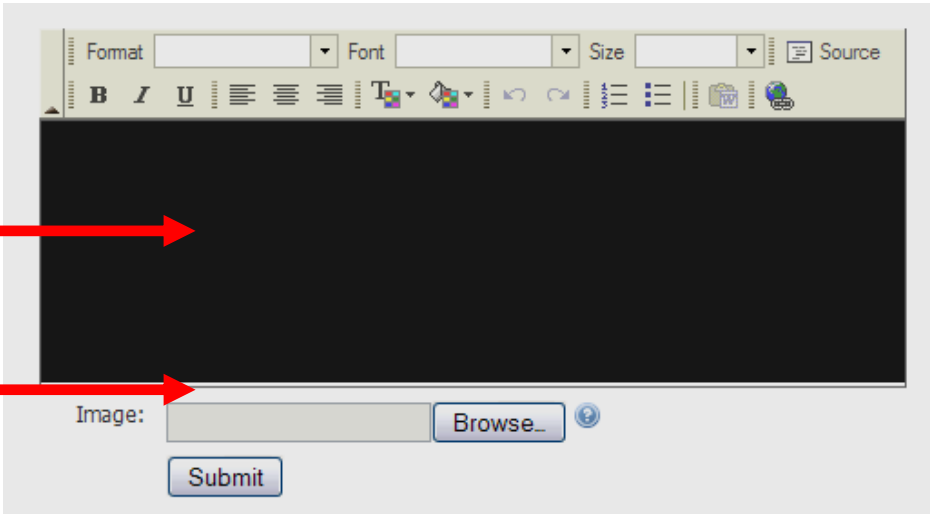
Once you are logged in you can update your personal and profile information using the My Info tab including mustache name, contact information, and fundraising goal

From the My Page tab you can update the content of your page, upload pictures and text, and run reports about your donors



Under Content you can:

- Upload Customized text
- Upload pictures to show your mustache progress



Send out emails to your friends and family with links to your personal page or post links to your page on Facebook and watch the donations roll in!

Third: Fundraising

The goal is to raise money for local children's charities while having fun growing mustaches. So have fun but lets raise some money.

Find your personal connection to the cause

We are raising money for kids! Who doesn't love kids! Who doesn't want to help sick kids? Do you have kids? Do your friends have kids? Everyone has a connection to kids. We are helping organizations in Richmond that are helping kids when they need it most. Do you know of a child that has had or has cancer? Do you know of a child that has been abused? How about a child that has needed treatment or therapy services at Children's Hospital of Richmond at VCU? So many kids need these services. Either you already know someone or you may know someone in the future. We are helping kids here in Richmond. This is all you need to talk about to get donations. WHO DOESN'T WANT TO HELP KIDS IN RICHMOND?

Craft a Compelling Message

The fundraising letter must be impactful. It must explain why you are raising money for the charity and why the charity deserves it. The first year that Jossem raised money for TNT, he raised \$4,500 within 24 hours of sending his email. Laura Leitner said that if you're raising money for a second year in a row, tell people about last year's race and tie it to your motivation for this next year. Leitner has raised \$12,000 for three different events. "Just before a race last year, I received a text from a friend who had recently been diagnosed with cancer. It said 'thanks.' I kept that in mind for the race the entire next day. I told people that story the following year."

Share Your Story With the World

All of the successful fundraisers stressed the importance of sending the message to everyone you possibly can. "Ask anyone and everyone...you never know who will give," said Moreno. For cancer-related causes, most people know someone who has suffered from the illness. It's impossible to predict who will relate strongly to your cause. "People always surprise you," says Leitner, who has received significant contributions from her landlord and even ex-boyfriends. Use email as much as possible because it's so easy to forward. However, don't forget snail-mail, particularly for your parents and people they may know. Also send to any association, network, or congregation to which you belong or used to belong. Frequently, they will forward the request to their entire membership list.

Week 1

-set up your website

- send an email to all family and friends letting them know what you are doing and why you are doing it. Everyone loves kids!
- Post what your doing with a link to your webpage on social media
- Don't be shy about telling people in person what you are doing and why. Face to face donations are the best. Make specific and direct asks for money.
- Seek out business and families that would like to support you and help you fundraise.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Week 2

- Update your website with a picture of your sweet stache
 - Sent an update email to family and friends with updated picture and some details about the organizations that you are raising money for and why.
 - Post to social media about your progress
 - People are going to start commenting on that stache, don't be shy about asking for donations. Make specific and direct asks for money.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Week 3

- Update your website with a picture of your stache.
 - Send updated email with picture and inviting everyone that donates to the Stache bash. All are welcome and it's a great time.
 - Make specific and direct asks for money.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Week 4

- This is the big push. Update update update. You may even want to do it daily at this point.
 - Send email reminding everyone this is the last chance to make a different in a child's life right here in Richmond.
 - Make specific and direct asks for money.
- Invite your friends to the stache check in and tell them about the Stashe Bash if they donate.

Make Specific and Direct Asks for Money

People give because they are asked—if you don't ask, the answer will always be *no*. It can be tough to look someone in the eyes and ask for money, but somewhere in your pitch, some variation of the words "I'd like to invite you to donate \$50 to help children in Richmond" need to find their place, ideally followed by as long a pause as it takes to get an answer. For fundraisers, you can't make the mistake of not asking because you feel greedy or you think they will know what you want. Ask with pride for the cause you are so committed to raising

money for, and be honored to be the potential bridge for that donor from need to impact, donation to solution. Be sure to *ask for a specific amount (something that's a stretch, but not unrealistic)*. Tell the story of someone who has been impacted by the organizations that we are. Practice this type of asking. Don't be shy, you have a mustache on your face for a reason!

THANK YOU Event-

We have sweet Thank you Events. Each week invite your friends and family out to a M4K check in event. Once they see how hard you work to raise money for kids they will not only want to give but will probably want to join in the fun. At the end of the growing season we also hold the Stache Bash. No one wants to miss this event. Every person who donates is invited to this event. Please encourage them all to attend. It's a great way to honor our charities and we have a blast.

Don't wait

Start fundraising on Day 1. Don't wait until the week before the Stache Bash to reach out for donations.

Keep People Updated in a Savvy Manner

Let people to follow your progress. As Abramson put it, "People want to live vicariously through you." You should create a blog or a Facebook page with lots of pictures that people can access when and how they want. Post photos on that page that show you training and participating in races. There was some discrepancy in the feedback about how to get people to keep coming back to your page. Some, like Jossem advises against sending update emails beyond the original message with a link to your blog . Abramson sent two to three emails to her contacts over the course of her campaign. A few other fundraisers sent notes every other week. Everyone agreed that the frequency needs to be right for the group you're targeting and you shouldn't flood people with emails.

Send a Personalized Thank You Note to Every Contributor

Last but not least make sure that everyone who makes a donation, whether large or small receives a personal word of thanks from you. Some people send thanks via emails, some make a point of sending handwritten notes. The style is ultimately up to you, but the core message must convey the gratitude for and impact of their contribution.

Charities...

ASK Childhood Cancer Foundation serves as a leading source of support for children with cancer and their families in the greater Richmond area.

Children's Hospital Foundation is dedicated to funding and advocating for pediatric initiatives that improve the status of health care and the quality of life for children in our region. The Foundation provides support for the programs and initiatives of Children's Hospital of Richmond at VCU and the children it serves each year, as well as other pediatric health care programs in the community.

SCAN- prevent and treat child abuse and neglect throughout the Greater Richmond area by protecting children, promoting positive parenting, strengthening families and creating a community that values and cares for its children.

Awards

At the Stache Bash the following awards will be earned.

Goose Award- top money getter

Wolf Award- top recruiter

Sweetest Stache- overall award for standing out

M4K Richmond **2015 Board of Directors**

Chair – Ben Keefer (benjamin.keefer@capitalone.com)
Vice Chair – Steve Quattlebaum (squattle@vt.edu)
Treasurer – Aaron Breed (abreed@balzer.cc)
Secretary – TBD
Former Vice Chair- Mike Keogh (keogh.mp@gmail.com)
Member at Large- John Waters (watersjd@hotmail.com)
Member at Large- Mike Jackson (mjhokie@gmail.com)
Member at Large - Dave Hogan (dhogan@balzer.cc)
Member at Large- Tommy Johnstone (tkjohnstone@gmail.com)
Member at Large- Scott O'Connell
(scott.oconnell@benchmarklc.com)

Mustache Growing Rules

Lest you think this is some front for a bunch of guys who just don't want to shave,

our Ethics Committee has come up with Mustache Growing Rules.

1. Rule 1, raise money!
2. On the designated Clean Shaven Day, participants (Growers) will shave their faces clean of any and all facial hair. This includes, but is not limited to, Mustaches, beards, goatees, muttonchops, chinstraps, soul patches, sideburns that extend below the top of the earlobe, and Van Dykes.
3. For the duration of one month (4 weeks) sweet Mustaches will be grown for the world to behold. During that time, there will be weekly Mustache Checkpoint Days. All involved will shave their mugs on Checkpoint Days, save for the area above their upper lips. No fair growing a full beard or goatee for a month, and then shaving down to just the Mustache.
4. The Mustache must only stretch from one corner of your mouth to the other corner. No Edwardian tapers. No Rollie Fingers handlebars. Just corner to corner conformity.
5. No Hitler Mustaches are allowed.
6. The use of growth hormones and coloring agents is not condoned or sanctioned by M4K Richmond. We feel that these Mustache Growing Performance Enhancers violate the spirit of the contest.
7. Though the Mustache Checkpoints are not mandatory – M4K Richmond believes in the Honor System – they are a great opportunity to encourage your Mustache brothers-in-arms during the growing season. M4K Richmond representatives will be available at all Checkpoints to address any Mustache questions or concerns. And we will drink beer.
8. With such burgeoning Mustaches firmly in place, fundraising should be a walk in the park. The minimum Fundraising Goal for each Grower should be at least \$200 (historical average is \$500) , but in no way should anyone be discouraged from participating in the contest because he doesn't think he can make that Goal – \$50 or \$5000, it goes to a good cause. Please be aware of and obey all local laws when soliciting donations.
9. While M4K Richmond does not endorse trash-talking or making disparaging comments of any kind about another Grower's Mustache, there are a number of unsubstantiated medical theories that Mustache Abuse stimulates follicle growth.
10. When all is said and done, a Mustache Competition will be held..the 'Stache Bash, at which time a panel of judges will select the Sweetest 'Stache, Weakest 'Stache, and other coveted awards using a complicated, and very scientific, set of criteria. Race, creed, nationality, sexual orientation, and popularity will not be taken into consideration. As in past years, booing will not be tolerated, especially by rival competitors; this is for charity, after all. Much like the Mustache Checkpoints, the final judging should foster a party-like atmosphere to celebrate the fruits of everyone's Mustache labors.
11. While the Growing Season will end after four weeks, there is no deadline for fundraising. Checks should be made payable to M4K Richmond, Inc and all donations are tax-deductible. You can hand off checks to a M4K Richmond Representative at the Mustache Checkpoints, at the 'Stache

Bash, or mailed to:

M4K Richmond
8741 Sunview Lane
Richmond, VA 23236
12. Good luck and good growing.

FAQs

What? You're confused? "Mustaches? For kids?"

Yes. Mustaches for Kids. We admit that it's a somewhat unusual concept, so we've collected some answers to the questions we get:

Is this a joke?

No. Since its inception in 1999, thousands of Growers across the US and Canada have joined Mustaches for Kids, and have raised nearly one million dollars for children's charities. The Richmond chapter, M4K Richmond, started back in 2003 and since inception have raised nearly \$200K for local Richmond childrens charities.

I'm a woman. Can I join?

M4K Richmond does not discriminate against anyone on the basis of sex, age, nationality, or anything else you can think of. Anyone can raise money for the cause. Just remember, "The Mustache is more in the heart than on the face."

I want to do it, but I'm scared.

Technically, that is not a question, but we will respond nonetheless. We suggest you step up to the plate. It's time to overcome your fears and grow a Mustache for a good cause. Remember, there's no "I" in "mustache".

What will I tell my friends/co-workers/loved ones who object to my Mustache and ridicule me for it?

Do what we do. Fix them with a steely gaze and tell them the truth: "It's for the kids." Then ask them to make a donation.

Why Mustaches? Why the silly name?

This is not your typical fundraising organization. We believe in doing good and having a good time doing it.

Are you sure this isn't a joke?

Positive.

Swear?

We swear to all that we hold holy that this is not a joke; we need your support.

Schedule of events

Wednesday, November 4th- Kickoff @ Hardywood

Wednesday, November 11th- Answer Brew Pub

Wednesday, November 18th- Bailey's on Robious

Wednesday, November 25th- Banditos

Wednesday, December 2nd- Answer Brew Pub

Friday, December 4th- Stache Bash @ Hardywood

Financial Summary...

