How to raise $1000 guaranteed!

So you've signed up to grow a mustache and raise money for children in need....so now what?

1) Get your contact list together. Friends, family, co-workers, those families you buy popcorn and cookies from every year.

2) Get an email ready to send out. What are you doing, why are you doing it, link to your page, goal, etc. **Example at bottom of this document**.

3) Update your webpage. Profile picture, some of the same what and why info from your email, some humor and personality. Chronicle your progress with pictures on your page. Take a look at what some of the other Growers have done on their pages.

4) Shave everything but your upper lip.

5) Send out 1 email each week to your distribution list (emails work the best). Post stuff on social media. Include a link to your webpage every time....don't give those awkward pictures away for free. Make your contacts visit your page and donate to see them! The average online donation is just over $50 so all you need is ~20 donors to raise $1000 and be a Grander. $1000 for the bronze pin, $2500 for silver, and $5000 for gold!

6) Attend the weekly check-ins and have fun. Invite your friends, family, coworkers, and donors to the check-ins. Everyone is welcome!

LET'S GROW THIS THING!

Sample Email:

Yes, I am actually growing a mustache. And yes, we will look a little ridiculous for the next month. But it is for a great cause.

M4K Richmond improves the quality of life for local children through individual fundraising, partnering with local charities and businesses, and having a little bit of fun with facial hair. Basically we grow mustaches for a month as a marketing tool to raise money for local children's charities. Last year M4K had over 140 growers raise and donate $268,000 to the ASK Childhood Cancer Foundation, Greater Richmond SCAN, Children's Hospital Foundation of Richmond, Feedmore, Cameron K Gallagher, and Friends Association for Children. This year we have 160 Growers and are shooting to raise even more money for these great local charities.

My personal goal is to raise over $1000 so please visit my website (enter your www.your page here) to donate now.