

# HOW TO HOLD A CUT-A-THON



*The following information will help you plan your Wigs for Kids Cut-A-Thon.*

**THE GOAL! – IT TAKES 20-30 PONYTAILS AND \$1800.00 TO MAKE ONE HAIRPIECE FOR A CHILD.**

## Getting Started

- Set a date for event. Wigs for Kids has their official Wigs for Kids day on the last Saturday in July EVERY year.
- Secure stylists for your event. Some states have rules limiting locations where stylists can cut hair so don't forget to ask about these state licensing laws when you inquire about stylists' availability. We ask that the stylists donate their time to do the ponytail cuts as well as providing a cut/style after the ponytail donation. This will encourage future donations and hopefully benefit the stylist with potential new business as well.
- If you are considering a location other than a salon, you will want to ensure that your venue can provide:
  - Power
  - Water
  - Plenty of Light
  - Vacuum if needed – check with venue
  - Seating for hair donor, preferably a stool or studio chair
  - Table for Wigs for Kids Display materials and registration

Organizer/Stylist should be sure they provide:

- Stylist - Scissors for each stylist and styling tools/products (including spray bottles with water, clips, combs, hair dryers, and smocks)
- Organizer
  - Table for stylist equipment
  - Hair Donation forms
  - Donation Container – for donations in case people cannot give hair
  - Box for hair donations, and plastic zipper-lock bags
  - PLENTY OF PONYTAIL HOLDERS – hair must be secure every 1-2 inches – if it is loose it may not be used.
  - Broom
- Begin recruiting potential ponytail donors and stylist(s). The more lead time you can give potential donors, the more it will allow them to grow their hair to a length that feels comfortable- **Hair donations must be 12" in length or more.**

Consider organizing your event around a specific theme. For example, you might invite mother/daughter "teams," people who share a specific interest, or are members of a particular organization – holding the event around Mother's Day.

**Encourage hair donors to collect pledges for their hair donations, Example: Certain decided amount per inch of hair donated.**



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## Two Months Out

- Finalize location, time and date of your party
- Continue signing up hair donors and remember, if you have a potential donor who is under 18, you will want a parent or guardian sign a waiver form.
- Send invitations to colleagues, friends and any other attendees that you would like to include. You can design your own paper invitations using the Wigs for Kids logo or choose an online invitation that will go out to guests via e-mail.
- If your event is being held in a public location make sure all requirements for the space are met in a timely manner.

## One Month Out

- Touch base with your hair donors. Confirm as many ponytail donors as possible so the best arrangements can be made
- Confirm attendance of your stylists and begin to firm up all site logistics
- This is your party, so feel free to include unique special touches:
  - Find out if the salon or public space would permit you to serve snacks or beverages – see if there are any restaurants or food service locations that might donate snacks.
  - Make name stickers that let guests say who they are honoring with their haircut or why they are attending
  - Bring a guest book that guests can sign and use to share their special thoughts and feelings
  - If you are holding your event at a public venue ask about displaying signage and decorations
  - Bring brochures for attendees and a camera to capture the exciting happenings of the day.

## Two Weeks Out

- If you are having your event in any location other than a salon, confirm that you and your venue have taken care of everything.
- Send a friendly reminder to all participants reminding them of the event date, time and location.
- Remind donors to arrive at the party with clean, dry hair that doesn't have any styling products in it.

## One Week Out

- If you are planning to contact local media, start sending out a Media Alert and gauging their interest. Contact the assignment or news desk at the most popular news program or newspaper in your area

## Day of Event

- Arrive at your event venue at least one hour early to leave ample time for set-up and to tie up any loose ends
  - MAKE SURE ALL HAIR DONORS COMPLETE A HAIR DONATION FORM.

## After Event

- Mail in the ponytails that you collected at the event. Each ponytail should be sent in a separate plastic bag with a name and mailing address, so that your donors can be properly acknowledged. These individual bags can then be put into a larger box or envelope and mailed to the address provided on the website.
- Thank the generous donors who attended your event. *Wigs for Kids will acknowledge each person who donates hair if an Hair Donations sheet is included with each donation.*

**THANK YOU FOR YOUR INTEREST IN HAVING A CUT-A-THON FOR WIGS FOR KIDS!!! YOUR GENEROSITY WILL CHANGE LIVES**