



WIGS FOR KIDS

"Helping Children Look Themselves
and Live Their Lives!"

CUT-A-THON TOOLKIT



Thank you for your interest in hosting a Cut-A-Thon for Wigs for Kids.

Cut-A-Thons can become a community event- raising awareness about hair loss and the need for donations, and bringing the community together to celebrate the giving spirit. They can be as simple or as elaborate as you would like them to be.

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ORGANIZING A CUT-A-THON

FIRST STEPS

- **Plan In Advance-** The more time you have to promote the event, secure the help you will need and finalize details the better (we recommend at least 3 months in advance).
- **Determine Your Audience-** Decide if you are going to promote to salons in your community, the entire community, specific groups, schools, etc. You can choose to broaden your reach depending on your staffing and location.
- **Choose a Date-** When doing so be sure that there are no other major events occurring in your community on that date.
- **Select a Location-** An easily accessible location with plenty of parking is most desirable. The size of the location will need to be considered depending on the audience size you are reaching out to for the Cut-A-Thon.
- Be sure the location has the following:
 - Power – needed for hair dryers or flat irons
 - Water, if there is not an available water source you can have spray bottles with water for the stylists to use
 - A well lit area
 - Seating – if you have chosen a location without stylist chairs Director Chairs work very well. This is helpful for the stylists when braiding and cutting the hair
 - Tables – you will want a table for registration and information about Wigs for Kids and your business or organization
 - A stylist cart or table for the hair stylists to put their equipment on
 - Chairs for hair donors to wait
- **Secure Hair Stylists-** Visit the Wigs for Kids website (www.wigsforkids.org) and check out the Hair Donation Specialist Locator to see if there are partner stylists you can contact.



- It is not necessary to only use partner stylists, you can contact others in your community. Following is a link that provides a video on how to cut a ponytail or scan QR code to the left. <http://bit.ly/3XCnUDX>
- Stylists should provide their services at no cost for the Cut-A-Thon. It is desirable for them to do some styling with the cut. They can also provide a coupon to the donor for them to visit their salon for a styled cut.
- Ask the stylist if there are any limitations in your state as to where they can cut hair.
- Hair stylists should bring their scissors, styling tools, combs, hair dryers, smocks and any styling products they might want to use.

- **Materials Needed-** there are a number of materials that you will need for the Cut-A-Thon area:

- Pens for registration
- If you can have a computer at the event, donors can register online OR you can print out hard copies of the donor registration form.
NOTE: this form is very important so that Wigs for Kids can send recognition and a thank you for the hair donation. You can find the form in the Resources Section.
- Plastic Ziploc bags for each donor's ponytails
- **BE SURE** that the form is either stapled to the plastic bag with the ponytails or inside the bag. Without the form Wigs for Kids cannot recognize and thank the donors for their generous gift of hair.
- Rubber bands for the stylist to use when braiding the hair, some like to use zip ties
- Tape measures
- Be sure to have a broom or vacuum in the area
- Stylist chairs or Director's Chairs

PROMOTION & REGISTRATION FOR POTENTIAL HAIR DONORS

Wigs for Kids can provide you with a number of resources for promotional purposes.

- Please be sure to use our logo
- We can email you pictures of hair donors and of recipients
- We can email you a Hair Donor video
- A Cut-A-Thon poster
- Rack cards
- Wigs for Kids logo pens

Your promotion and follow-up with hair donors should include-

- When promoting the Cut-A-Thon, please be sure to let potential donors know that their hair should not be treated, should be clean and dry without product; and the length of the donation must be a minimum of 12" – longer if possible.
- You can choose to have donors register in advance or just take walk-ins or both
- If possible, send a confirmation/reminder to pre-registered donors of their time and the requirements for a donation
- Inform salons in your area about the Cut-A-Thon so that they can let their clients know about it as potential donors
- You can offer the opportunity for hair donors to secure pledges for their donation or to give a donation (this is not necessary)
- Keep in mind that the cost to Wigs for Kids to provide a wig to a child is a minimum of \$1,800

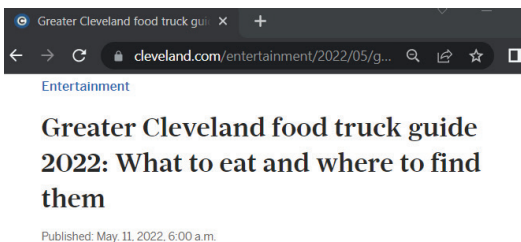
ADVERTISING THE CUT-A-THON

• Advertising-

- Social media is a great source to get the word out about your upcoming Cut-A-Thon (Facebook, Instagram, Tiktok, Snapchat, Twitter)
- Notify your local media sources (TV, newspapers, radio) – develop a press release – (a SAMPLE press release is in the Resources section)
- Promote in an e-newsletter if you have one
- Promote through email lists
- Develop flyers and/or posters to put in establishments in your community
- Make announcements at other community events or establishments (service organizations, churches, schools)

• Fundraising- this is not required for a Cut-A-Thon but often if people cannot donate their hair they would like to donate financially.

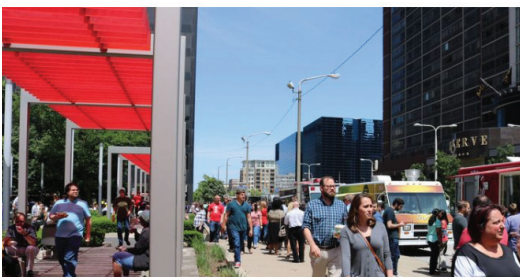
- You can have a collection box or jar onsite
- Wigs for Kids has an online platform that you can use to set-up your very own fundraising page for the Cut-A-Thon
- Hair donors can ask for pledges per inch
- Host a 50/50 Raffle



Additional Ideas:

You can keep it simple or add a bit more to the Cut-A-Thon. Keep in mind the items or resources you would need to add additional activities:

- Invite a food truck to participate or see if some local restaurants or bakeries would donate or sell items
- Have a DJ or music playing (be sure you have an electrical source)
- Include a raffle (i.e. Chance Raffle)
- Face painting
- Balloon art



Follow-Up After the Cut-A-Thon- It is important to share your story. Sharing pictures on social media with captions is a great way to celebrate your Cut-A-Thon. If you have email addresses of your hair donors, email them a thank you for their gift of hair.

HAIR DONATIONS ARE A CELEBRATION AS DONORS ARE GIVING A VERY PERSONAL GIFT OF THEMSELVES FOR THE BENEFIT OF OTHERS.

CHECKLIST

First Steps:

- Determined Your Audience
- Chose a Date
- Selected a Location
- Secured Hair Stylists

The Location Has:

- Power
- Water Supply
- Well Lit Area
- Seating
- Tables
- Stylist Cart or Area for stylist equipment
- Chairs

Materials Needed:

- Pens
- Computer or Hard Copy Donation Forms (or both)
- Plastic Ziploc Bags
- Stapler
- Rubber Bands
- Tape Measures
- Broom or vacuum
- Trash receptacle
- Stylist or Director's Chairs

Promotion (you can determine what works best in your community):

- Contacted Wigs for Kids for resources
- Contacted local media sources
- Flyers
- Posters
- Social Media Posts (Facebook, Instagram, Tiktok, Snapchat, Twitter etc.)
- Contacted local community groups
- Contacted salons in the community
- Made Announcements to community groups, schools, etc.
(if this is appropriate for your area)

Registration of Hair Donors:

- You have communicated the donation requirements to potential donors
- Determined registration process
- Sent confirmation to pre-registered donors (not necessary but helpful)
- Communicated with hair donors that if they choose they can secure pledges or donations for their hair donation (this is not necessary)

Fundraising: (this is not necessary to host a Cut-A-Thon), often if individuals cannot donate their hair they appreciate the opportunity to donate financially.

- A collection box
- You have set-up a fundraising page using the Wigs for Kids donor platform
- If hosting a 50/50 raffle; you have tickets and change

Additional Ideas for Your Cut-A-Thon-if you have decided to add some extras to your event:

- Secured food
- Secured entertainment
- Made sure you have all of the necessary equipment and resources for both food and entertainment at the Cut-A-Thon

Lastly:

- You have determined how you will let your community and donors about the success of your event.

Follow-Up After the Cut-A-Thon: It is important to share your story. Sharing pictures on social media with captions is a great way to celebrate your Cut-A-Thon.

- If you have email addresses of your hair donors, email them a thank you for their gift of hair.

Resources:

- Sample Press Release
- Poster
- Order Form for Tape Measures

**YOU ARE ALL SET TO HOST YOUR
CUT-A-THON & CELEBRATE THE
WONDERFUL GIFT OF HAIR!**

RESOURCES

TEMPLATE PRESS RELEASE

For Immediate Release

Date

Contact:

Name

Email

Phone

Name of Organizer is Hosting the **Name of** Cut-A-Thon

Example: Wigs for Kids Hosting A Hair Raising Experience Cut-A-Thon

(City, State) Join **Name of Organizer for Name of Event** Cut-A-Thon on **Date**. The Cut-A-Thon will be held at **Name of Location**, from Times. The donated hair will benefit the recipients served by Wigs for Kids.

Wigs for Kids is a national non-profit that provides human hair wigs to children who are experiencing medical related hair loss at no cost to them. Wigs for Kids believes that all children should feel beautiful inside and out and to be able to look themselves and live their lives!

Please note that to donate the gift of hair the following applies:

- A minimum of 12 inches must be donated
- It cannot be treated with color or perms
- Please do not have product in it the day of your donation
- Grey hair can be donated.

We will be accepting appointments in advance and walk-ins during the event. **PLEASE NOTE that as an organizer you can choose to only have walk-ins or you can ask hair donors to pre-register. If you are going to have a pre-registration you should put that information here.**

Help us to make an impact on children's lives with your gift of hair. If you don't have hair to donate, we will be accepting donations for Wigs for Kids. The minimum cost of one wig is \$1,800 and it takes between 25 to 30 ponytails to make a wig. **PLEASE NOTE if you will be hosting a raffle or any other type of fundraiser during the Cut-A-Thon you should share that within the press release.**

We hope to see you on **Date** for **Name of Event**. For additional information, please contact **Name** and **Phone Number and/or Email**.

SOCIAL MEDIA EXAMPLE POSTS

Create a Facebook event page!

Below are sample posts- always include a picture with your posts:

Give the Gift of Hair. Name of organizer is hosting Name of Cut-A-Thon, date, time, location. Your gift will make a tremendous impact on the lives of children who have medical related hair loss.

Want to make an impact on a child's life? Consider donating your hair at the Name of Cut-athon, date, time, location. All donations of hair will benefit children served by Wigs for Kids.



Join hair donors like Erin and make a huge impact on children's lives. Name of organizer is hosting a Name of Cut-A-Thon on date, time, location. All gift of hair will be donated to Wigs for Kids.

Your gift of hair will give confidence and joy to children like Cara who has medical related hair loss. Join us for the Name of Cut-A-Thon on Date, Location, Time. Benefiting Wigs for Kids.

We can provide you with pictures of both hair donors and recipients for your posts.





Hair Donation Form

Donor Information: (Please print)

Your Name: _____

Address: _____

City: _____ State/ Providence: _____ Zip: _____ Country: _____

Email: _____ Phone: _____ Age: _____

** If you include any before and after photographs, please be sure to include permission for usage on the back of the pictures or on another sheet for publication purposes.

Please add me to your mailing list: Yes No

Reason for donation? _____

Name of Salon that cut your hair: _____

Monetary Gifts (Optional)

This donation comes from _____ who is a Girl Scout and would like a patch sent. Enclosed is \$3.48 for the patch.

Yes, I would like to support Wigs For Kids.

My check is enclosed. Please make checks payable to **Wigs For Kids**.

I would like to make a gift by credit card: One time Monthly

\$100 \$75 \$50 \$25 \$20 other _____

Visa Master Card Discovery Card American Express

Credit Card Number: _____ Expiration Date: _____ CVV Code: _____

Name on the card: _____ Phone Number: _____



Thank you for helping a child look themselves and live their lives!



Please send this form to: Wigs for Kids – Hair Donation • 24231 Center Ridge Rd. • Westlake, OH 44145 Phone: (440) 333 – 4433 Website: www.wigsforkids.org Please weigh envelope for proper postage. Postage varies but typically \$3.00-\$5.00.

JOIN US FOR A **CUT-A-THON**



BENEFITING **WIGS FOR KIDS.**

"Helping Children Look Themselves
and Live Their Lives!"

OUR GOAL IS TO CUT

PONYTAILS

AND TO RAISE

\$

HOSTED BY _____

DATE: _____

LOCATION: _____

TIME: _____

Wigs for Kids provides wigs to children and teens experiencing hair loss due to medical conditions at no cost to them.

HELP US TO MAKE AN IMPACT!

To learn more about Wigs for Kids, visit www.wigsforkids.org.

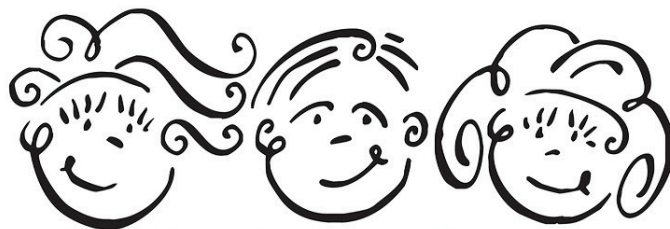
Hair must be untreated
Preferred minimum length is 14"
Hair can be naturally grey

Your gift of hair will positively impact the lives of the children served by Wigs for Kids.



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WIGS FOR KIDS®

"Helping Children Look Themselves
and Live Their Lives!"

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