



GROWER REFERENCE GUIDE

<https://myevent.com/m4kcville>

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 Charlottesville and the surrounding area that really need our help!

First Step: Register

Sign up on our website! It's easy, go to [M4K Cville](#) and click on Register. Fill out the information and pay your \$25 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 our area.

Second: Setup Your Webpage

You will be set up with your personal fundraising page on our website ([myevent.com/m4kcville](#)) where you can:

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

Below are more detailed instructions on how to access and maintain your personal fundraising page.

Log In using the email and password you established when registering:

Username *

Username

Password *

Password

 Login

[Forgot password](#)

Click on the profile tab to update any of your profile information including your goal, profile picture, and contact information:

 Home  Profile  Reports ▾

Profile

Goal:

30000



Url *:

myevent.com/m4kcville/donate-to-a-grower/ Keffer

Personal information

First name *

Ben & Doug

Last name *

Keefer

Email 

ben.keeper@gmail.com

Update your profile page with a personal message of why you are doing what you are doing:

Sample:

Yes, I am actually growing mustaches. And yes, I will look a little ridiculous for the next month. But it is for a great cause. This year I am trying to raise money to help local children in need through M4K Cville!

[M4K Cville](#) 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. M4K Cville is recruiting Growers who are shooting to raise money for Foothills Child Advocacy Center and Piedmont CASA.

Click on the link to learn more about how they help local children and their families. Both organizations' missions promote healing to children who have experienced abuse in Charlottesville and the surrounding area.

To donate please click on the "Donate Now" link below or you can mail checks directly to either charity at:

*Foothills Child Advocacy Center, 1106 E High Street, Charlottesville, VA 22902
Piedmont CASA, 818 E High Street, Charlottesville, VA 22902*

Send emails to your friends and family with links to your personal page or post links to your social media and watch the donations roll in!

Disclaimer about posting pictures and other content to your page:

You are not permitted to post content that violates someone else's intellectual property rights, including copyright rights. The best way to make sure that your post does not violate someone's copyright is to only post content that you've created yourself. If you post content created by someone else, you must obtain permission to use that content; written permission is best.

By posting content to this website, you are warranting that you have all necessary permissions and are sublicensing M4K Cville to display this content. If you do not have the necessary rights to use any content you post, by posting the content you agree to indemnify M4K Cville against any claims or demands for violations of intellectual property rights.

Third Step: Fundraising

The goal is to raise money for local children's charities while having fun growing mustaches. So have fun but let's 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 Charlottesville and the surrounding area that are helping kids when they need it most. Do you know of a child that has been abused? So many kids need these services. Either you already know someone, or you may know someone in the future. We are helping local kids, right here in our area. This is all you need to talk about to get donations. WHO DOESN'T WANT TO HELP LOCAL KIDS?

Craft a Compelling Message

The fundraising letter must be impactful. It must explain why you are raising money for charity and why the charity deserves it.

Share Your Story With the World

All successful fundraisers stress the importance of sending the message to everyone you possibly can. Ask anyone and everyone...you never know who will give. It's impossible to predict who will relate strongly to your cause. People will surprise you. Also send it 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.

Marketing Plan

Week 1

- Set up your website
- Send an email to all your family and friends letting them know what you are doing and why you are doing it. Everyone loves kids!
- Post what you're 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 'Stache 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 'Stache 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 'Stache Bash if they donate.

Final Week (November 25, 2024)

- This is the big push. *Update, update, update.* You may even want to do it daily at this point.
- Send an email reminding everyone this is the last chance to make a difference in a child's life right here, in our backyard.
- Make specific and direct asks for money.
- Invite your friends to the 'stache check in and tell them about the 'Stache 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 following words need to find their place: "*I'd like to invite you to donate \$50 to help children in Charlottesville and the surrounding area*". Ideally followed by a long pause, as long 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!

Invitations for Events

Invite your friends and family out to the M4K Kick-Off and Midway Check Point. 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 follow your progress by creating a blog, IG or a Facebook page with lots of pictures. Post photos that show you training and preparing for the 'Stache Bash.

Send a Personalized Thank You Note to Every Contributor

Finally 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 gratitude for and impact of their contribution.

KICK-OFF!
November 1st, 6pm at
Random Row Brewing
Company

MIDWAY CHECK POINT!
November 14th, 6pm at
Hogwaller Brewing

'STACHE BASH!
December 2nd, 6pm at
Three Notch'd Brewing
Company

LET'S GROW THIS THING!