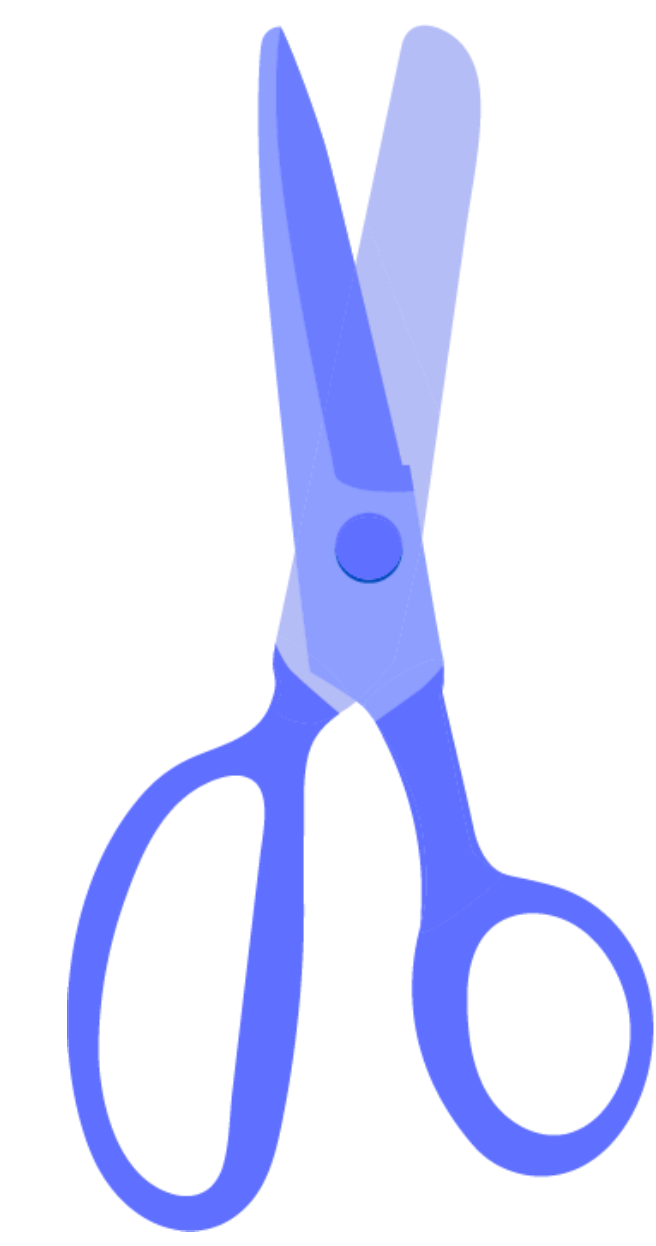


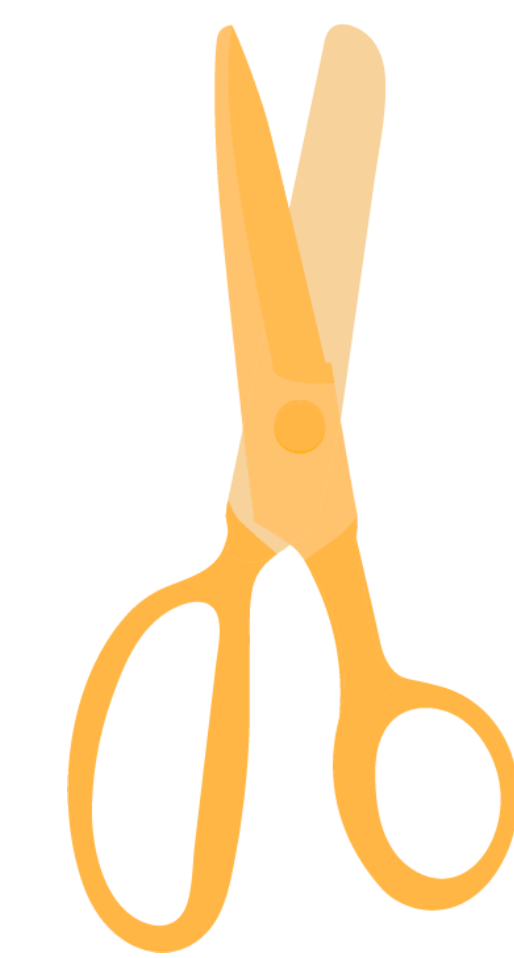


# Haircuts for Good

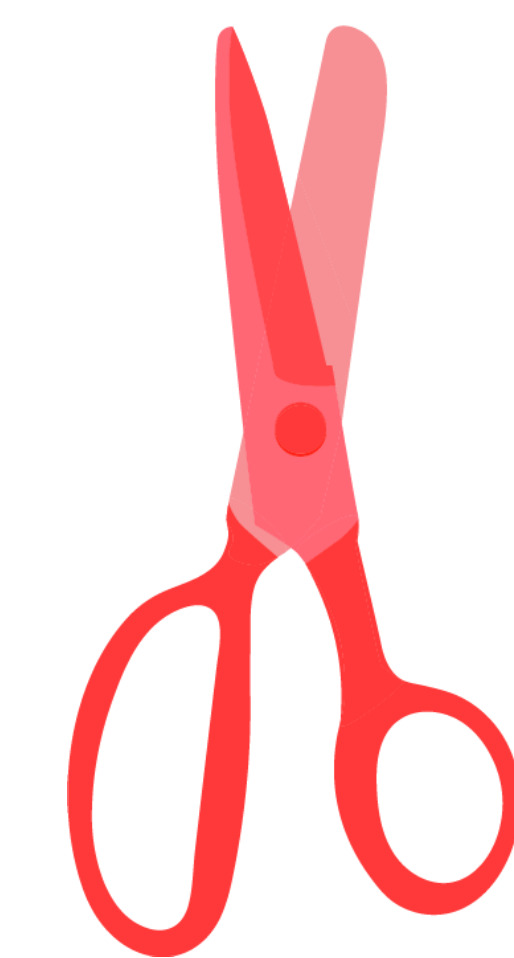
Charity Resource Guide



**Haircuts  
for  
Good™**



**Haircuts  
for  
Hunger<sup>✂</sup>**



**Haircuts  
for  
Health<sup>♥</sup>**



**We're  
empowering  
communities  
to raise funds  
for frontline  
organizations  
like yours.**

## **We've made it simple:**

We know that for many charitable organizations, time is tight and revenue is more important than ever so we've put together this easy and fun campaign to engage donors and generate support for your organization.

You've got a lot going on right now, so we've made it easy to raise funds for your cause. **It only takes 5 minutes to get started!** (and that's including the time it'll take to pour another coffee).

[\*\*get started\*\*](#)

## **About Haircuts for Good**

This is a movement to support the frontline organizations powering COVID-19 relief efforts. We've broken this initiative into 3 branches, **Haircuts for Good**, **Haircuts for Health**, and **Haircuts for Hunger** to allow different frontline sectors to take advantage of the campaign. With each branch, we've built a full **resource guide**, **marketing portfolio**, and **branding asset list** so your organization can easily jump on board and leverage this powerful initiative.

We're challenging people to get or give a much-needed home haircut and donate the funds they would've spent on a haircut to a local frontline organization instead.

Participants can visit **[www.haircutsforgood.com](http://www.haircutsforgood.com)** to donate to their local community organizations, or use the custom donation link that you'll create when you launch your page! Once they've donated they can use the hashtags **#haircutsforgood**, **#haircutsforhealth**, or **#haircutsforhunger** to share their new 'do's' with their network and challenge their friends to do the same!

[\*\*learn more\*\*](#)

**Promote the campaign. Make it your own.  
Generate \$5,000, \$20,000, \$50,000 or  
more for your cause.**

**Oh, and did we mention you can get  
started in less than 5 minutes?**





# Options to get involved:

## 1. Share and shout it out!

Use our social media assets and branding package to share the word with your network about this COVID campaign you're participating in.

When your supporters participate in Haircuts for Good, they'll donate to our main campaign page, and select your organization to receive the funds. After the campaign wraps up, we'll make sure the money comes back to you. We know this won't help your organization raise as much, as the Ramp it Up option, but any little bit helps!

## 2. Ramp it up!

We know your organization could use donations right now more than ever, so this is your opportunity to raise funds as we face COVID. Here's how you can get started (ready to start the coffee machine?)

### 1. Sign-up to raise fun(ds).

Add your organization's details and make sure to include which branch of Haircuts your organization wants to be branded as. Your fundraising page will be back to you within 24 hours.

### 2. Add your details.

Add your logo, details about how you're supporting those impacted by COVID, and where the funds raised will go. Don't forget to add your bank details so the funds can be sent directly to you.

### 3. Share it with your network!

Challenge your supporters to start cutting for COVID! We've created some [social media posts](#) to get you started, and we've even put together some sample captions to save you time.

[get started](#)





## Want to take it to the next level?

Why not make it into a peer-to-peer campaign? Challenge your supporters to champion the cause themselves! Indicate in the form if you want to launch this as a P2P campaign, and we'll make sure to set it up accordingly.

## Trellis is here to help

We'll set up your campaign page, automate your tax receipts, and make sure the money goes straight into your account.

Have questions? No problem; we have answers! Join our next webinar to get all your questions answered in one place.

[learn more](#)[get started](#)[marketing assets](#)

## Haircuts for Good

ENCOURAGING CHANGE AND (SUBPAR) HAIRCUTS AMIDST AN OUTBREAK.