

NO SHAVE NOVEMBER.®

★ PARTICIPANT TOOLKIT ★

What is No Shave November?

No Shave is a fundraising campaign built to support cancer education and awareness. This November we're asking everyone to let their hair grow, raise awareness, and help fund cancer advocacy, education, and research. Pledge the dollars you'd normally spend on grooming and hair care to support the cause. Every hair and every dollar fuels the fight against cancer.



INCLUDED IN THIS KIT:

- How to Get Started
- Key Messages and Talking Points
- Fundraising 101
- Social Media Guide
- Inclusive Ways to Give Back
- FAQ Section

OUR HISTORY

No Shave November began in 2009 as a grassroots Facebook campaign started by the Hill family of Illinois in memory of their father, Matthew Hill, who passed away from colon cancer in November 2007. What began as a bold and heartfelt idea to grow hair, start conversations, and fund cancer research quickly became a nationwide movement uniting people through purpose and a whole lot of hair.

In 2024, No Shave November found a new home with Fight Colorectal Cancer (Fight CRC). We proudly carry forward the Hill family's inspiring legacy supporting all cancer communities through awareness, advocacy, and grants that fund impactful education and awareness efforts.

GETTING STARTED

Whether you can grow your hair or not, your voice matters. Support the cause by donating, raising awareness, or inspiring others to get involved. Everyone has a role to play in the fight against cancer—and together, we can make a real impact.

DID YOU KNOW: On average, consumers spend \$60–\$150 a month on grooming—from haircuts and razors to skincare, shaving supplies, and styling products. This No Shave November, we're asking you to skip the shave and pledge those dollars to support cancer research, education, and powerful advocacy efforts.

WHETHER IT'S \$30, \$60, OR \$150 EVERY DOLLAR MAKES A DIFFERENCE!

HOW TO PARTICIPATE:

1. SET UP A FUNDRAISING ACCOUNT

- Go to our fundraising platform at secure.ggiv.com/event/noshave2025/ or scan the QR code to the right. Then scroll down and click "Start Fundraising."
- Decide whether you'd like to participate as an individual, start a team, or join an existing one.



INDIVIDUAL

CUSTOMIZE YOUR OWN PERSONAL FUNDRAISING PAGE. KEEP TRACK OF PERSONAL AND EXTERNAL DONATIONS.

TEAM

CREATE A TEAM PAGE FOR YOU AND YOUR COMMUNITY TO FUNDRAISE. COME UP WITH A CLEVER NAME AND A TEAM GOAL AND START GETTING HAIRY TOGETHER.

To join an existing team, click the "Join or Start a Team" option and search for your team's name.

- Set a goal for how much you want to fundraise! Every dollar makes a difference.

GETTING STARTED CONT.

2. PERSONALIZE YOUR PAGE

- Upload a photo to your fundraising page and social media that proudly shows off your hair, and share why you're getting involved—whether it's a personal connection or just your way of making a difference.
- Share achievable donation milestones (like a progress photo for every \$50 raised) to keep supporters engaged.

3. SPREAD THE WORD

- Tell your story: Your personal “why” can inspire others to give, because real people connect real stories people, not just campaigns.
- Engage the media: Reach out to local newspapers, TV stations, and influencers using our press release template.
- Rally your crew: Host a virtual or in-person event to boost excitement and raise funds. Events can range from a “Best Beard” contest to a scruff-themed trivia night, challenging friends and coworkers to see who can raise the most. A little competition goes a long way!
- Show off your progress: Regularly post updates — progress pics, funny grooming fails, or milestone celebrations. Visual updates keep supporters engaged to help meet your fundraising goals. Send fundraising emails and share your campaign page widely. Your updates keep the momentum (and donations) going!

THE MORE YOU SHARE, THE BIGGER YOUR IMPACT.



KEY INITIATIVES AND GOALS

FUNDRAISING:

Join the fight against cancer this No Shave November by growing your hair, rallying support, and helping us reach our \$250,000 goal to fund awareness, prevention, and education efforts.

RAISING AWARENESS:

The American Cancer Society predicts there will be more than 2 million new cancer cases diagnosed in the year 2025 in the United States, and more than 618,000 people will die from cancer in the same time period. [Source: American Cancer Society, Cancer Facts & Figures 2025.] This movement unites entire communities around a common cause: Building support for cancer education and awareness. That's why we're amplifying funding for not just for CRC patients, but for individuals facing all forms of cancer.

To learn more about No-Shave November and how your support makes an impact, visit no-shave.org

SUPPORTING CRITICAL RESEARCH EFFORTS:

Cancer diagnoses are on the rise, impacting millions of men and women across the U.S. each year. This growing burden highlights the urgent need for strong support systems, bold advocacy, and sustained funding for research.

A portion of proceeds from the 2025 No Shave November campaign will fuel the mission of Man Up To Cancer, a nonprofit breaking the stigma and isolation that too often surrounds men during their cancer journeys. Your contributions help expand free, high-impact programs designed to connect, support, and empower:

ELEVATOR PITCH

No Shave November challenges everyone to embrace their natural hair by skipping grooming for the month—all to raise awareness and funds for cancer patients. No Shave is powered by Fight CRC since 2024 and dedicated to turning funds from this campaign into action: Cancer prevention, research, and education.



FUNDRAISING 101

LET/IT GROW. LET/IT SHOW:

Post bold updates on Instagram, Facebook, TikTok, X, and LinkedIn. Ask for donations with pride (and stubble). Link your fundraising page to Facebook and launch a built-in fundraiser—make it easy for your friends and family to donate.

ENGAGE YOUR WORKPLACE:

Rally your workplace to join the cause by starting a team and inviting coworkers to participate or donate. Take it a step further by asking your company if they'll match donations or step up as a corporate sponsor.

ENGAGE YOUR COMMUNITY:

Reach out to your local fire department, rotary club, library, grocery store, etc. Ask if they're willing to set up a place to accept donations in their office space or at an event.

GO OUT WITH A BANG:

Hit your goal? It's time for a Hair-Raising Shave-Off! Livestream your triumphant trim on December 1 and turn the big reveal into a fundraising finale.

NEED A LITTLE EXTRA SUPPORT?



Scan the QR code for our brand assets or visit fightcrc.medialet.com/portals/noshave2025 for step-by-step guides to activating your fundraising page and linking your fundraiser to Facebook.



QUESTIONS?



CONTACT OUR TEAM

noshave@fightcrc.org
(703) 548-1225
no-shave.org

SOCIAL MEDIA GUIDE: CAPTIONS

Use these ready-to-go social media captions to help spread the word and grow the movement. These samples make it easy to start conversations and inspire action on any platform. Use #noshavenovember on all your posts and tag @No_Shave_November to boost visibility.

For No Shave November branded social templates, follow the QR code on page 5!

BEFORE NOVEMBER:

- Get ready, everyone! November is just around the corner, which means the razor's going in the drawer for #NoShaveNovember! I'm raising funds for cancer research with @NoShaveNovember. Hair we go! Want to help me grow the impact? [link to your fundraising page]
- Who's excited for #NoShaveNovember? I'm committed to letting my hair down—literally. Whether it's a beard, mustache, or a full-on mane, I'm here to support cancer awareness! Join me in this hairy mission and donate to @NoShaveNovember today! Let's make this month a real "hair-raising" success. [link to your fundraising page]

DURING NOVEMBER:

- It's Week 3 of #NoShaveNovember! My mustache is growing, and so is our impact! Help me support @NoShaveNovember and raise funds for cancer research. Every dollar counts. [link]
- We're halfway through #NoShaveNovember and feeling the itch (and the love). Thank you to everyone who's donated so far. Let's keep pushing for awareness and research funding for cancer! Join us! [link]

END OF NOVEMBER:

- We did it! #NoShaveNovember is officially over, but the fight against cancer continues. Thank you for all your support! If you haven't donated yet, there's still time to make an impact! [link]
- I may have put the razor back to work, but I'm not done growing awareness and fighting for cancer research. #NoShaveNovember was just the start. Let's keep it going! [link]

INCLUSIVE WAYS TO GIVE BACK

HAIR OR NO HAIR — YOU BELONG HERE.

Whether you can grow your hair or not, your voice matters. Support the cause by donating, raising awareness, or inspiring others to get involved. Everyone has a role to play in the fight against cancer—and together, we can make a real impact.

HOW TO PARTICIPATE (OTHER THAN GROWING A BEARD):

- Donate the money you would spend on a monthly trim.
- Skip the nail salon in November and donate the difference.
- Flaunt your natural hair for the month (or longer!)
- Let your dog have the month off from the groomer.
- Forgo your wax – we heard bushy brows are very in!
- Avoid facials, massages, or spa days and contribute the funds to your chosen cancer charity.
- Try out home grooming techniques instead of professional services and donate the savings.



FUNDRAISING AND PARTICIPANT SIGN UP:



Scan the QR code to sign up
or visit no-shave.org to sign up for our No Shave November campaign.

FREQUENTLY ASKED QUESTIONS

HOW CAN I GET INVOLVED THIS NOVEMBER?

Join the movement by fundraising as an individual or as part of a team! Head over to no-shave.org to sign up and craft your unique fundraising page—it's simple to showcase your campaign's mission and the difference your efforts can make.

I'M IN TREATMENT AND UNABLE TO GROW MY HAIR, CAN I STILL PARTICIPATE?

Yes! Every voice is needed in the fight against cancer. Those unable to grow their hair are encouraged to support the cause by donating or encouraging others to join.

WHERE DO THE FUNDS RAISED DURING NO SHAVE NOVEMBER GO?

- Since 2009, No Shave November has raised more than \$13 million for cancer research and awareness, making a significant impact in the fight against cancer. This funding supports vital research initiatives, enhances screening programs, and provides resources for patients and families affected by cancer.
- In 2024, No Shave November found a new home with Fight Colorectal Cancer (Fight CRC) a national nonprofit dedicated to ending the second-leading cause of cancer death in the U.S. While Fight CRC focuses on colorectal cancer, this campaign continues to honor its broader mission fight all cancers. In 2025, proceeds will also support Man Up to Cancer's Gathering of Wolves, an event focused on healing and brotherhood.

WHY IS THE FOCUS ON GROWING HAIR TO RAISE AWARENESS?

- Many facing cancer treatment lose their hair, and our goal of No Shave November is to raise awareness of cancer's impact on patients and their families.
- What began with the Hill family as a tribute to their father has grown into a nationwide movement. Instead of spending money on shaving and grooming, participants are encouraged to donate those dollars to support cancer prevention, education, and research.

WHO IS BENEFITTING FROM THESE FUNDS?

No Shave November will benefit Prevent Cancer Foundation, Man up to Cancer, and Fight Colorectal Cancer.