

2023



RESOURCE TOOL KIT



GET GROWING FOR THOSE AFFECTED BY CANCER TODAY



WHAT IS MUSTACHE MADNESS?

Mustache Madness is an interactive online fundraiser that encourages student-athletes to toss their razors, grow their mustaches, go head to head against teams across the country and raise money to help families affected by cancer with residential, financial and emotional assistance. From October 19 - November 28, players grow their mustaches and share their customizable fundraising page with family and friends to raise funds and compete against other teams.

WHY HEADSTRONG?

The HEADstrong Foundation was founded by Nick Colleluori, a Division I student-athlete when he was diagnosed with non-Hodgkin's Lymphoma. From his hospital bed he created the foundation to raise funds by empowering athletes to support his mission. After a 14-month battle, he passed away after making his family promise that others following in his footsteps would benefit from his life.

CONTACT US

 www.MustacheMadness.com

 [@MustacheMadnessHF](https://www.instagram.com/MustacheMadnessHF)

 [@StacheMadnessHF](https://twitter.com/StacheMadnessHF)



STEP 1

Toss the razor & grow your mustache this fall from October 1 to November 28



STEP 2

Make your fundraising page your own! Add images of you and your mustache



STEP 3

Update your social profiles with photos of your mustache & your fundraising page



STEP 4

Share a video explaining why you are fundraising on social media



REGISTER TODAY



NEXT STEPS FOR CAPTAINS



STEP 1

Visit MustacheMadness.com to set up your team's Mustache Madness page. Share the link with your team for them to register.



STEP 2




Lead by example. Toss your razor and #GetGrowing. Encourage members of your social circle to get involved in the campaign.



STEP 3

Use your personal and team platforms to make a difference. Share your link, tagging @MustacheMadnessHF and #GetGrowing.

QUESTIONS?

 www.MustacheMadness.com
 @MustacheMadnessHF
 @StacheMadnessHF

Contact Pat Colleluori at
pat@headstrong.org or 610-952-8191



STEP 1

Toss the razor, grow your mustache, get registered, join your team, and set your goals.



STEP 2

Share your personal fundraising page on social media. Encourage your family and friends to donate to the cause.



STEP 3

Share your why. Post about why you are growing a mustache and how the funds will help those affected by cancer.



STEP 4

Follow the Mustache Madness contest schedule for the opportunity to win great prizes all while helping a great cause.



STEP 5

Use #MustacheMadness & #GetGrowing to connect with other mustache growers. Be creative, be active & have fun!



HOW TO GET PEOPLE TO BE INVOLVED AND DONATE

SHARE YOUR WHY

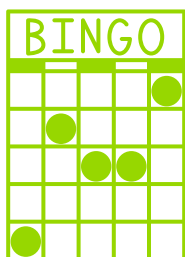
HOW TO SHARE YOUR WHY

- Record a personal video, share photos to track your Mustache growth progress.
- Pull graphics and language from this toolkit to inspire and educate your followers on WHY you're growing your mustache and HOW others can join or support you in the effort.
- Share your successes and acknowledge those contributing to your effort via social media.

THINGS TO TALK ABOUT

- How has cancer impacted your life?
- Why are you growing your mustache this fall?
- How is your mustache helping families affected by cancer?
- Who are you growing your mustache for this fall?

PROMOTION



BINGO

Download the Bingo Card from the resources and put it on your social media stories!

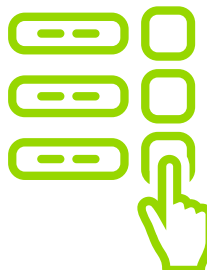


EVENTS

Host events as a team like Pie a Player or 3v3 basketball to raise money as a team!

QUESTIONS?

For promotional questions please contact Jen Hildebrand at jhildebrand@headstrong.org



POLLS

Create polls on your social accounts of who has the better mustache and people can donate to vote!

Your Donation At Work



\$50

Family Meals



\$100

Comfort Kit



\$75

Transportation



\$150

One Night Stay



\$350

One Weekend Stay



\$750

One Week Stay



CHALLENGES



SEPTEMBER



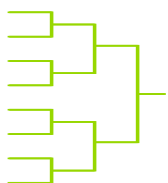
CAPTAINS ONLY: The September Challenge is all about getting your team registered. The captain with the most registrations on their team at the end of the month will win a \$250 DoorDash Gift Card.



OCTOBER



The October Challenge will consist of popup challenges that occur throughout the month. The challenges will be fundraising milestones hit, number of donations received, etc. Prizes for these popup challenges will include a variety of gift cards and product from popular brands. Each week there will be a Mustache of the Week winner chosen as well.



NOVEMBER



The November Challenge is the National Stache-Off. All fundraising teams are seeded into a massive bracket tournament pairing them off against each other. Fundraising progress during 72-hour rounds determines who survives and advances. Mustache of the Week will also be awarded throughout the tournament.

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RESOURCE PAGE

HOW TO DOWNLOAD

- Open the PDF on your desired browser
- Click link to share the file
- Use the export button to export
- Export to desired app

HELPFUL ARTICLES

- [Downloading on an iPhone](#)
- [Downloading on an Android](#)
- [Downloading on a Computer](#)

WEBSITES

[HEADstrong Foundation](#)

[Mustache Madness](#)

These are the primary websites that should be used when sharing information.

CONTACT US

- www.MustacheMadness.com
- [@MustacheMadnessHF](https://www.instagram.com/MustacheMadnessHF)
- [@StacheMadnessHF](https://www.tiktok.com/@StacheMadnessHF)

LOGOS



These are the primary logos that should be used when sharing information.

SOCIAL MEDIA

[Instagram](#)

[X](#)

[YouTube](#)

These are the primary social media accounts that should be used when sharing information.

QUESTIONS?

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pat@headstrong.org or 610-952-8191 or
Jen Hildebrand at
jhildebrand@headstrong.org