

2024



RESOURCE TOOL KIT



GET STYLIN' FOR THOSE AFFECTED BY CANCER TODAY

WHAT IS GAME HAIR HAVOC?

Game Hair Havoc is an online fundraising campaign that empowers student-athletes to style their Game Hair in an effort to raise awareness and funds for families overcome by cancer. Throughout the year players style their hair and share their customizable fundraising page with family and friends to raise funds.

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.



STEP 1

Style your hair at any point throughout the year and rally your teammates to join you.



STEP 2

Make your Fundraising page your own! Share images of you or your favorite hair styles and set a fundraising goal.



STEP 3

Update your social profiles with photos of your best hair styles and the link to your page.



STEP 4

Share a video on social media and with your family and friends explaining why you're fundraising.

CONTACT US

 www.GameHairHavoc.com

 @GameHairHavoc

 @GameHairHavoc



REGISTER TODAY



NEXT STEPS FOR CAPTAINS



STEP 1

Visit GameHairHavoc.com to set up your team's Game Hair Havoc page. Share the link with your team for them to register.



STEP 2

Lead by example. Grab your ribbon and #GetStylin. 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 @GameHairHavoc and #GetStylin.

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QUESTIONS?

Contact Shannon Carty at
scarty@headstrong.org or 610-909-1515



NEXT STEPS FOR STYLERS



STEP 1

Grab your ribbon, style your hair, 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 styling your hair and how the funds will help those affected by cancer.



STEP 4

Use #GetStylin to connect with other stylers. Be creative, be active & have fun!

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HOW TO GET PEOPLE INVOLVED AND DONATE

SHARE YOUR WHY

HOW TO SHARE YOUR WHY

- Record a personal video, share photos show off your styles.
- Pull graphics and language from this toolkit to inspire and educate your followers on WHY you're styling your hair 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 styling your hair?
- How are your styles helping families affected by cancer?
- Who are you styling for?

PROMOTION



BINGO

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

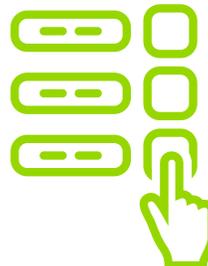


EVENTS

Host events as a team like Pie a Player or a bake sale 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 hairstyle and people can donate to vote!



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](#)

[Game Hair Havoc](#)

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

CONTACT US

 www.GameHairHavoc.com

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

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

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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