

Grower Toolkit



What *is* Mustaches for Kids, you ask?

Mustaches for Kids is a volunteer-run organization started in Los Angeles in 1999 to do good and have fun by growing Mustaches for children's charities. Since its humble beginnings, Mustaches for Kids satellite chapters have spread across the continent, a steady expansion that is not unlike the measured, deliberate growth of a Mustache. Mustaches for Kids has enjoyed the efforts of an impressive number of Growers who, collectively, have raised over a million dollars for children's charities.

Here's how it works: Each year, during the four-week Growing Season, Growers sprout sweet, sweet Mustaches. Per Mustaches for Kids bylaws, they shave their faces, except for the Mustache, a minimum of one time per week and solicit donations from friends, family, co-workers, and people in the community. Kind of like getting pledges to run a marathon. Without the exertion, cramping, or dehydration. Call it a facial hair marathon.

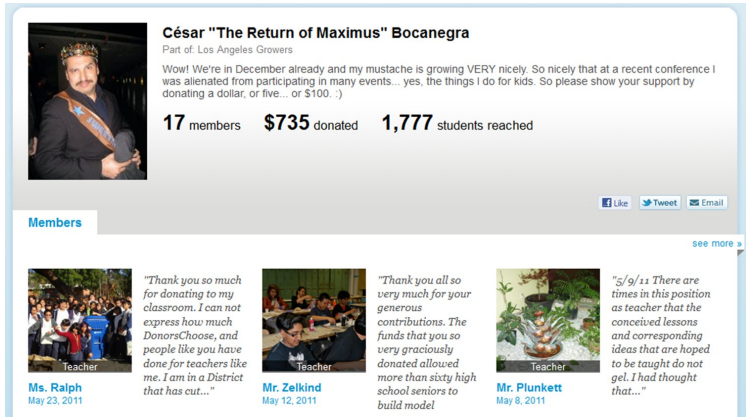
Ready to get started?

1. Grow a mustache for 4 weeks
2. Create a Giving Page on DonorsChoose.org — it only takes 60 seconds and we've included instructions in this toolkit!
3. Ask your friends, family, and complete strangers to sponsor your 'Stache!

Step 1: Create your Giving Page on DonorsChoose.org

What is a Giving Page?

A Giving Page is a unique, personalized page on DonorsChoose.org, where you can direct all your Mustache supporters.



The screenshot shows a Giving Page for César "The Return of Maximus" Bocanegra, a member of Los Angeles Growers. The page features a profile picture of César, a bio stating he is a teacher in a District that has cut... and a fundraising goal of \$735. It also displays statistics: 17 members, \$735 donated, and 1,777 students reached. Below the main profile, there is a "Members" section with three featured members: Ms. Ralph (May 23, 2011), Mr. Zelkind (May 12, 2011), and Mr. Plunkett (May 8, 2011). Each member has a small photo and a testimonial quote.

Your Giving Page will allow you to :

- Choose the classroom projects you want to support with your 'Stache;
- Keep track of your supporters and donations, and the number of students you support with your 'Stache;
- Compete with other Mustaches!

Ready? [Learn how to create a Giving Page!](#)

Step 2: Pimp your 'Stache

You'll find that the Mustache is a natural conversation starter, which means you'll have many opportunities to hone your fundraising pitch. But, the work doesn't stop there.

We've heard from other growers that the following tips and tricks will help you bring in lots of 'Stachy cash:

1. Send regular e-mail updates to your friends and family, and be sure to include pictures! Check out this model grower's [weekly e-mails](#) for inspiration.
2. Turn on Facebook Connect for your Giving Page. This is the last step in the Giving Page creation process.
3. Speaking of Facebook...Change your Facebook profile picture often. It's the easiest way for far-flung family members and friends to see that you're taking the contest seriously and that you're obviously up to something.
4. Make use of your e-mail signature: include a simple message and link to your Giving Page to inspire your network to support your 'Stache.
5. Wear your *Ask Me About My Mustache* pin and hand out your Mustache cards often. People will want to know about your Mustache and how to help!



Frequently Ask Questions

What if I don't want to set up a Giving Page?

We strongly encourage you to set up a Giving Page, so you can track your donors and donations. Your Giving Page allows you to view all donations made for your 'stache. If you have donors give straight to www.donorschoose.org, or if they give to one of the general M4K chapter pages, you will have no official way of knowing they donated!

How can I tell how much money my 'stache has raised?

In the upper right-hand corner of your Giving Page, you can see how much your 'stache has raised, how many donors have contributed, and the number of students reached by their donations.

How can I tell if people donate through my Giving Page?

After you have set up your Giving Page, you can log into your account anytime at www.donorschoose.org, and click on "My Giving Pages." Towards the bottom of the page, you can click on "View all of my donations", and see a list of your donors and which projects they funded. You will also get an email every time a donation is made on your Giving Page.

How do I handle cash or check donations?

When a Mustache sponsor gives you a check, you will need to log into your donor account, fund a project on your Giving Page with their donation, then follow the instructions to mail the check to DonorsChoose.org. You can then forward the tax-deductible receipt that you receive via email to the donor. Check donations will not be counted towards your Giving Page until DonorsChoose.org cashes the checks.

When a Mustache sponsor gives you cash, you will need to log into your donor account and fund a project on your Giving Page with your own credit card or check. You can then forward the tax-deductible receipt that you receive via email to the donor.

Are donations to my Mustache tax-deductible?

At this time, Mustaches for Kids is not a non-profit 501(c)(3) organization. As such, all credit card donations and checks should be made through your unique link at www.DonorsChoose.org. Donations to DonorsChoose.org are 100% tax-deductible. DonorsChoose.org will provide a receipt for tax-deduction purposes when a donation is made online. Cash donations are not tax-deductible.

What if other Growers choose the same project(s) I did on my Giving Page?

It is ok if you have the same projects as other Growers on your Giving Pages. Your Giving Page will only record donations given on your unique Page!

What happens if/when a project on my Giving Page is fully funded?

When projects on your Giving Page are fully funded, they will move to the "completed" tab of your Giving Page, so you can track the impact of your 'stache.

More questions?

Email us any time at m4k@donorschoose.org