



Mustaches for Kids

A Grower Packet / Fundraising Kit for DonorsChoose.org

Greetings Brave Growers!

Growing a Mustache is fun, but growing a Mustache and raising money for charity is totally sweet.

In short, here is how it works:

1. Grow a Mustache for 4 weeks
2. Create a personalized Giving Page at DonorsChoose.org (This is painless – we promise! We've even included instructions with screen shots at the end of this document)
3. Ask your family, friends and co-workers to sponsor your 'Stache by sending them to your Giving Page, where they can donate to a classroom project you've chosen

Enclosed is a brief fundraising kit and some tips to help you in your efforts. Click on the links below to get directly to the info included:

1. [About Mustaches for Kids](#)
2. [About DonorsChoose.org](#)
3. [Asking for Donations](#)
 - a. How to hit up your friends/loved ones/co-workers
 - b. Donations are 100% tax-deductible
 - c. Email template for soliciting donations
4. [Collecting Donations](#)
 - a. How to collect donations
 - b. How to set up YOUR UNIQUE Giving Page
5. [Frequently Asked Questions](#)

Always feel free to email m4k@donorschoose.org if you have any questions.

Who let the 'stache out,

DonorsChoose.org Mustache Team

About Mustaches for Kids

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.

About DonorsChoose.org

DonorsChoose.org was born in the teachers' lunchroom of a Bronx public high school where founder Charles Best taught social studies for five years. He and his fellow teachers were spending their own money on basic supplies but still seeing their students go without the books, art supplies, field trips, and other resources needed for a rigorous education.

They created DonorsChoose.org, a non-profit website where any public school teacher can post a resource request for their students, and donors from all walks of life can choose the projects they want to support. Check out our [search page](#) to see live requests from [New York](#) to [Los Angeles](#), and everywhere in between, like [Mississippi](#) and [Minnesota](#). There are also lots of requests that match personal interests, such as [yoga](#), [baseball](#), [autism](#), and [Dr. Seuss](#).



Asking for Donations

How to Hit Up Your Friends/Loved Ones/Co-Workers/Complete Strangers

You'll find that the Mustache is a natural conversation starter, which means you'll have many opportunities to hone your fundraising pitch. Most Growers send out an initial email letting people know why they're forsaking conventional grooming for four weeks. They typically follow this by weekly emails, including pictures of their Mustache progress. Check out [this model example of one Grower's emails](#) from last Growing Season. We also encourage you to wear an "Ask me about my Mustache" pin; you can talk to your chapters organizers about getting these pins.

Tax Deductions

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.

Email Template for Kicking off Growing Season

See below for a template email to kick off your Growing Season. Feel free to add any personal touches. The key message is that you're growing a Mustache for low-income classrooms, and that your friends/loved ones/co-workers need to go [to your unique link](#) to fund a project:

Subject: The 'Staches Are Coming! The 'Staches Are Coming!

Friends:

It is with mixed emotions that I send you this e-mail. That's right, from **[*INSERT GROWING SEASON DATES*]** I will be subjecting myself to "public humiliation and private doubt" by growing what will no-doubt be a ridiculous looking Mustache.

In order to justify this endeavor I need your support. I am asking you to "sponsor" my Mustache by making a contribution to one of the classroom projects I've chosen on Donorschoose.org. You can participate in a Mustache plan, like donating \$1 per day of my Mustache growth (\$30 in total). Because this is for the kids, any donation size, big or small, is welcome and will go directly to low-income classrooms. I also encourage you to pass this note on to other Mustache Enthusiasts. Please visit my Giving Page **[*INSERT UNIQUE LINK*]** to make a donation.

Mustaches for Kids depends on word-of-'stache publicity, so **please forward this email** to anyone who might be interested in doing good and having fun. Also, I'll note that there are still Grower slots available for those of you who are willing to "let it grow" and help public school classrooms.

Who let the 'stache out,
[NAME]

PS. To learn more, visit www.MustachesforKids.org or www.donorschoose.org.

Collecting Donations

How do I collect donations?

Growers collect donations through their Giving Pages (see example, courtesy of Master P'Stache below) on DonorsChoose.org. When you follow the instructions to set up your Giving Page (below), DonorsChoose.org will generate a unique link for you to send to your 'stache supporters. Collecting donations through your Giving Page will:

- Track all donations/donors for your reference
- Send tax-deduction receipts to all of your donors
- Thank your donors with a personalized email from the teacher

DonorsChoose.org 10yrs. Teachers ask. You choose. Students learn.

Help Center | My Account | Giving Cart: 0 items

Gift Ideas | About

Donate to a project in support of Pranav "Master P'Stache" Saha

Hello friends, family and supporters! It's that time of year again, when I inexplicably choose, on my own free will, to grow what will no-doubt be a ridiculous looking Mustache to raise money for local kids in need. Additionally, this is the 2nd year for Mustaches for Kids Baltimore, and we're looking to improve on our impressive fundraising take from last year to help even more kids! In order to justify this endeavor I need your support. Please sponsor my Mustache by picking a classroom project from the list below to support! And please wish me and my Mustache luck. (By the way, DonorsChoose.org is a 501(c)3 charity. See below for approvals from Charity Navigator and the Better Business Bureau.)

Every donor thanked. Donation is tax-deductible.

Project Requests

Completed Projects

Give to any project below or Give to the most urgent projects ? \$ >



New Classroom for New Teacher in Baltimore City!

Having an LCD projector in my classroom will increase student engagement by ensuring that all different types of learners are able to have lessons that are catered to their needs and preferences. My s...[more](#)

My students need an LCD projectors, books, pencils, and sparkle stars.

Ms. N's Classroom
High Poverty, Baltimore, MD

Give any amount

\$ >

\$523 to go
19 donors



Help High School English Students Learn with Technology!

Give any amount

\$ >

Impact

Donated: **\$2,016**

Donors: **36**

Students Reached: **1,516**

Baltimore Growers

view leaders by most:

DONATED	DONORS	RECENT
1. Mark Gaither's 'Stache		
2. Dr. Alonso's Mustache		
3. Teach For America Baltimore		
4. Pranav "Master P'Stache" Saha		

Read on for instructions to set up your own Giving Page.

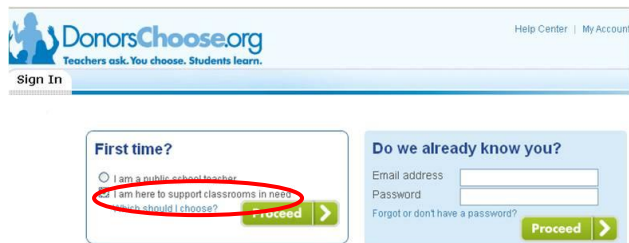
Step 1:

Go to www.donorschoose.org and click "Sign In" in the upper right corner.



Step 2:

Select the box that says "I am here to support classrooms in need," so that you can set up a Giving Page.



Step 3:

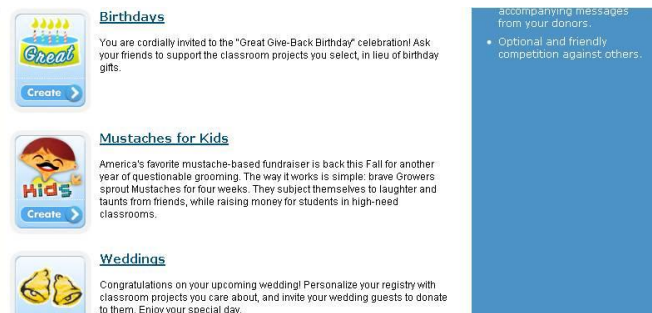
Fill out your contact information (which DonorsChoose.org will only use to mail you student thank-you notes, if you fund a classroom project.)

Click Submit & Create A Giving Page.



Step 4:

Click Mustaches for Kids.

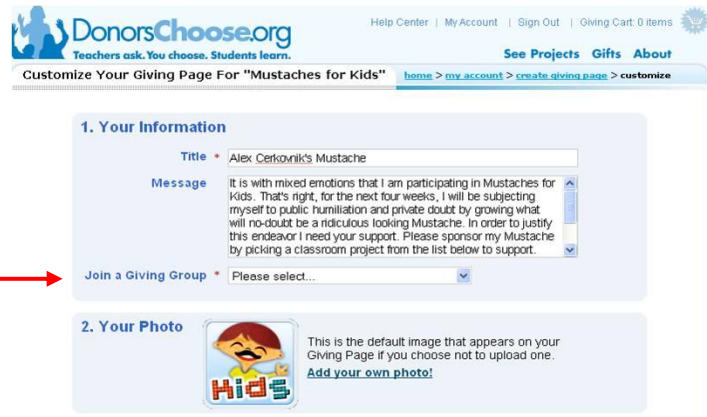


Step 5:

Create the **title** of your Giving Page. Make sure your name is in your title.

If you are growing with a chapter, make sure to **join the “Mustaches by City” Giving Group, and then associate yourself with your city.** If you’re not growing with a chapter, choose the “Unaffiliated Growers” Giving Group.

If you cannot find your city listed, please email m4k@donorschoose.org.



Step 6:

A message to your friends, family and co-workers is auto-populated. If you have time to create your own, we highly encourage you to!

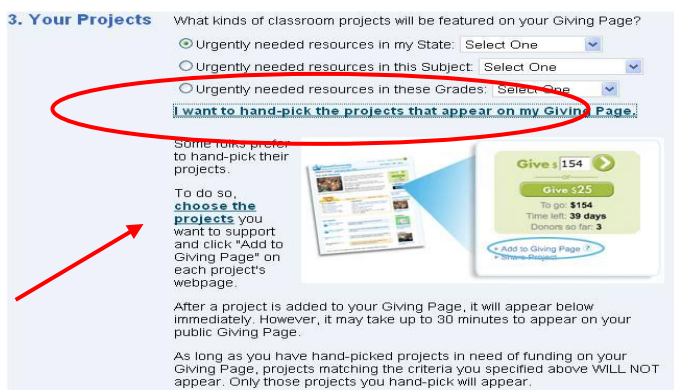
Also, click “Add” to add a picture of you, with or without a ‘stache!



Step 7:

You can choose for us to automatically fill your Giving Page with projects based on the state, subject or grade of your choosing. But we know you want to support LOCAL classrooms or teachers you know. So click, “**I want to hand-pick the projects that appear on my Giving Page.**”

Next, click “**choose the projects.**”



Step 8:

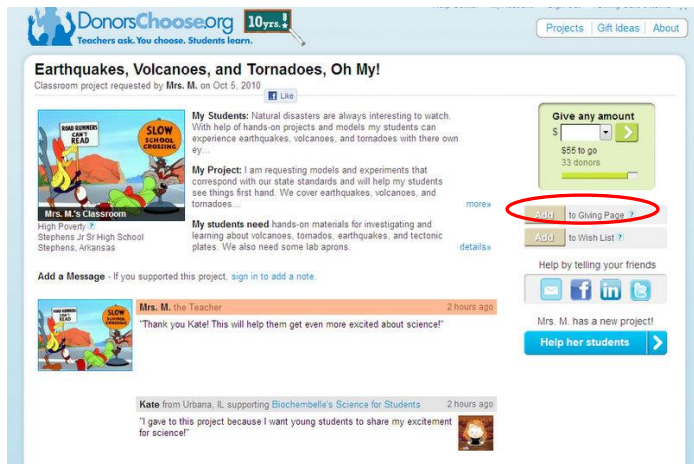
Search for projects by selecting your City or County. You can add additional criteria like subject and grade, too.



Step 9:

When you find a project you'd like to add to your Giving Page, click on the project, and then click "Add to Giving Page."

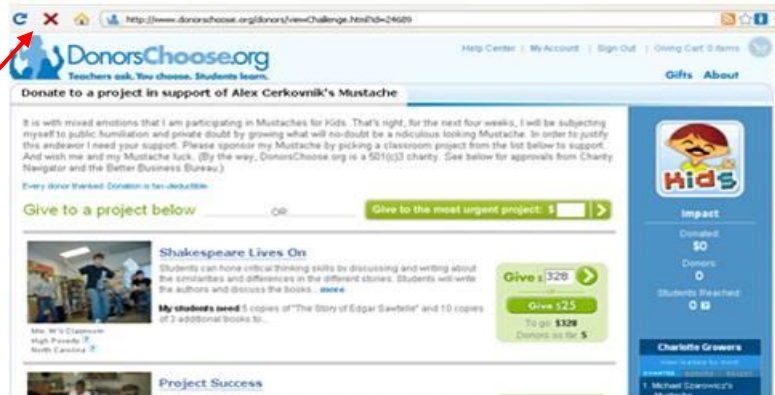
We suggest adding 5 – 10 projects when you're starting your Giving Page.



Step 10:

Bookmark your **UNIQUE LINK** to your Giving Page. This is the link you should use **every time** you ask people to donate for your Mustache.

You should **not** send people to www.donorschoose.org.



FAQs

Below are answers to some commonly 'stached questions. Email m4k@donorschoose.org if you have any further questions.

Giving Pages

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 that 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.

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.

Teachers

I have friends who are teachers, how can I help them post projects on DonorsChoose.org?

DonorsChoose.org is available to all public school teachers across the country. If you have friends who are public school teachers, please encourage them to visit www.donorschoose.org and click "Sign In." DonorsChoose.org will walk them through the projects from there!