



Mustaches for Kids

How to Start a “M4K” Chapter!

TABLE OF CONTENTS:

Overview	2
Rules	3
Calendar	4
Growing Season: November 13 th – December 13 th	4
Timeline.....	5
Raising Money for Kids.....	6
About DonorsChoose.org	6
How to Collect Donations	6
M4K Nationwide Challenge 2008	6
Pledge Sheets	7
Tax Deductions	7
Emails.....	8
Events	9
Haiku Night.....	10
Look-Alike Contest	11
Mustache Olympics	12
‘Stache Bash	13
Miscellaneous Advice	14
Questions?	15

Overview

Dear Future Growers,

Mustaches for Kids is an annual Mustache-growing fundraiser held in cities across the country. Through word-of-mouth enthusiasm and serendipitous internet searches, many individuals discover our organization and express interest in starting a chapter in their city, town, hamlet, or village. We applaud those who have the energy and motivation to step up and grow with us.

Starting a chapter is less work than it might seem. For an organization to be successful, all you need is a small group of enthusiastic people, a children's charity that needs financial support, and friends willing to donate to that charity.

Moreover, "Growing Season" can also be one of the most fun times of the year. Weekly events bring your chapter together to gauge progress, share funny stories, and have a few drinks together at a local haunt. Competitions are encouraged as well, with some past examples being Mustache haiku readings, the 'Stache Olympics, and costume parties. Though M4K is a national organization, each individual chapter is afforded the freedom and individuality to create its own events and involve members however it sees fit.

More than anything, Mustaches for Kids is about attitude. Luckily, the type of person most likely to read about M4K and think, "I've found my calling," is probably someone who will intuitively understand the spirit of our organization. It is our hope that the following guidelines articulate the necessary nuts-and-bolts to help turn your excitement and energy into an organizational framework that allow Mustaches in your community to soar like beautiful eagles...beautiful eagles with facial hair... who happen to raise money for charity. Well, you get the gist.

These guidelines are not meant to constrain you, but rather guide you in the right direction towards creating a successful program in your city. They represent the accumulated knowledge of years of Mustache-growing and children's fundraising, so please use them for reference when starting your own chapter. Remember, no two chapters are alike, though they all should share two things in common: **they should be fun and they should raise money for kids.**

Word to your 'staches,

Mustaches for Kids

Rules

The founders of Mustaches for Kids established a series of Mustache growing rules that stand to this day. We have never seen the need to alter them, as they are comprehensive and just. Please note that our two most important rules—that faces, minus the mustache, must be shaved a minimum of one time per week and that the Mustache may only extend from “corner to corner”—should be strictly observed.

1. On the designated Clean Shaven Day, participants (Growers) will shave their faces clean of any and all facial hair. This includes, but is not limited to, Mustaches, beards, goatees, muttonchops, chinstraps, soul patches, sideburns that extend below the top of the earlobe, and Van Dykes.
2. For the duration of one month (4 weeks) sweet Mustaches will be grown for the world to behold. During that time, there will be weekly Mustache Checkpoint Days. All involved will shave their mugs on Checkpoint Days, save for the area above their upper lips. No fair growing a full beard or goatee for a month, and then shaving down to just the Mustache.
3. The Mustache must only stretch from one corner of your mouth to the other corner. No Edwardian tapers. No Rollie Fingers handlebars. Just corner to corner conformity.
4. No Hitler Mustaches are allowed.
5. The use of growth hormones and coloring agents is not condoned or sanctioned by Mustaches for Kids. We feel that these Mustache Growing Performance Enhancers violate the spirit of the contest.
6. Though the Mustache Checkpoints are not mandatory - Mustaches for Kids believes in the Honor System - they are a great opportunity to encourage your Mustache brothers-in-arms during the growing season. And drink beer.
7. With such burgeoning Mustaches firmly in place, fundraising should be a walk in the park. The minimum Pledge Goal for each Grower should be \$250.00 for the designated charity, but in no way should anyone be discouraged from participating in the contest because he doesn't think he can make the Pledge Goal - \$5 or \$750, it goes to a good cause. Please be aware of and obey all local laws when soliciting donations.
8. While Mustaches for Kids does not endorse trash-talking or making disparaging comments of any kind about another Grower's Mustache, there are a number of unsubstantiated medical theories that Mustache Abuse stimulates follicle growth.
9. When all is said and done, a Mustache Competition will be held, at which a panel of judges will select the Sweetest 'Stache, using a complicated, and very scientific, set of criteria; Mustaches will be judged solely on these standards. Race, creed, nationality, sexual orientation, and popularity will not be taken into consideration. As in past years, booing will not be tolerated, especially by rival competitors; this is for charity, after all. Much like the Mustache Checkpoints, the final judging should foster a party-like atmosphere to celebrate the fruits of everyone's Mustache labors.
10. While the Growing Season will end after four weeks, there is no deadline for fundraising. Donations, by credit card or check, to children's charity organization are tax-deductible.

Calendar

Growing Season: November 13th – December 13th

Growing Season typically lasts for four weeks, roughly between Thanksgiving and Christmas. We have found that the holiday season, while a busy time of year, is one when charitable impulses are most likely to be acted upon. In addition, the increase in large-scale social events (office parties, family gatherings, etc) and alcoholic consumption during this time period provides a concentrated context for Mustache exposure and the solicitation of donations. The “we’re-in-this-together” spirit that comes with having hundreds of partners-in-stache cannot be replicated during other times of the year. A typical Growing Season calendar looks like this:

November 2008						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6 Information Session	7	8
9	10	11	12	13 Shaving Day	14	15
16	17	18	19	20 Checkpoint #1	21	22
23	24	25	26	27 Checkpoint #2	28	29
30						

December 2008						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 Checkpoint #3	5	6
7	8	9	10	11	12	13 'Stache Bash/ Competition
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Timeline

This is a very general guide – each chapter should feel free to begin work on their Mustaches for Kids program whenever they want – and how to go about recruiting Growers, etc. However, since “Growing Season” is a national event, Growers should aim to adhere to the Growing Season dates.

September

- Start recruiting Growers through emails, networking, local shenanigans
- Start recruiting Mustache Enthusiasts (i.e., volunteers who want to help – see [Miscellaneous Advice](#) section)

October

- Log into Facebook and join the “Mustaches For Kids 2008 Nationwide Challenge” group
- Talk to local establishments about reserving space for weekly checkpoints
- Encourage Growers to start setting up their fundraising pages at DonorsChoose.org

November

- Email your local newspaper with information about M4K (email m4k@donorschoose.org if you would like a template for a press release)
- Growing Season begins!

Raising Money for Kids

Mustaches for Kids chapters are free to pick any children's charity to support during Growing Season. Below is information about a nationwide challenge for those chapters that Grow for DonorsChoose.org this year.

About DonorsChoose.org

DonorsChoose.org was born in the teachers' lunchroom of a Bronx public high school where Charles Best, our founder, taught social studies for five years. He and his fellow teachers were spending lots of 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. So they started a nonprofit 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.

Teachers' requests range from basic stuff like "Dictionaries for my Classroom" (\$200) to really imaginative ideas like "Therapeutic Horseback Riding for my Disabled Students" (\$800). Check out our [search page](#) and you can see that there are lots of live requests in your communities and/or projects that match a personal interest, like [yoga](#), [baseball](#), [autism](#), or [Dr. Seuss](#).

Your mustache sponsors can give as little as \$5 to the classroom project of their choice, and 100% of their donations go to the projects. Then they get a thank-you letter and photographs from the students and teacher they (and YOU) supported!

How to Collect Donations

You and your fellow Growers can choose classroom projects that reflect your personal interests. DonorsChoose.org will then create ***a unique webpage and link for each Grower***, with the projects he chose, which he can send to family, friends and co-workers. Family and friends can make donations directly to each Grower's page via credit cards or checks. (DonorsChoose.org will provide more details on how to do this after September 30th.)

Starting in early October, DonorsChoose.org will have a landing page with a list of Top Growers and Top M4K Chapters, which will spark a lot of fun competition that will likely mean more funds raised and more goodness achieved. (Lest you think that chapters in bigger cities will naturally do better, note that the Charlotte, NC chapter outraised the New York City chapter when Growing for DonorsChoose.org last year.)

M4K Nationwide Challenge 2008

The Knight Foundation has just made a \$250,000 grant to provide challenge and prize dollars for M4K chapters in the communities it serves ([see here for a list](#)). Thanks to these challenge funds, you and your Growers can multiply the goodness you achieve for students in your area. The funds will be allocated as follows:

Challenge Dollars: \$10,000 in additional support for local classroom projects for any M4K chapter that raises \$10,000 through DonorsChoose.org. And if you earn that \$10,000 in matching money, your chapter picks which projects to fund.

Prize Dollars: The Knight Foundation will be awarding prize dollars as follows (again, your Growers pick the projects):

Most funds raised
1st place: \$75,000
2nd place: \$25,000
3rd place: \$10,000

Number of Growers mobilized
1st place: \$50,000
2nd place: \$25,000
3rd place: \$10,000

We're optimistic about securing another major grant so that *all* M4K chapters (not just those in communities served by the Knight Foundation) can compete for prize money that will amplify the support you generate for local classrooms.

Pledge Sheets

Chapters may also produce pledge sheets for their Growers to use in the field. Many people are swayed by the thrilling process of writing their name, contact information, and pledge amount on a spreadsheet. We cannot explain this phenomenon, but we do know that pledge sheets add a certain cachet to our undertaking.

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 at www.DonorsChoose.org. DonorsChoose.org will provide a receipt for tax-deduction purposes when a donation is made online using a check or credit card. Cash donations are not tax deductible.

Emails

One of the best ways to promote Mustache solidarity and to spread the word of our undertaking is through regular emails. Typically, a chapter organizer will send out a recruitment pitch several weeks before Shaving Day to alert potential Growers and the general public that Growing Season is nigh. That initial email should contain a general overview of the fundraiser, as well as Mustache growing rules.

Mustaches for Kids is staunchly a word-of-mouth operation, and a catchy email that can be forwarded, printed, or otherwise distributed is the best way to gain support and stir up interest. Chapter organizers should send out one email per week during Growing Season, reminding your troops about upcoming events and contributing to general Mustache enthusiasm.

For examples of emails from previous years see below, and email mustachesforkids@donorschoose.org.

From: Szarowicz, Michael
Sent: Friday, January 25, 2008 7:20 PM
Subject: Mustaches for Kids - Checkpoint #2

To my loyal supporters:

Well, it's been another interesting week of facial follicle follies. I thought last week was tough, but there's simply no way to hide now. My co-workers, peers and partners can no longer resist...they have to ask. I spend a good portion of my day explaining this ridiculous mustache.

At last night's weekly Mustache Checkpoint, I was deemed the "grower" who most resembles Borat Sagdiyev from the recent film – [Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan](#). You can imagine my hesitation to share this photo with this distribution list, but the fits of laughter it's been initiating in my house make it the obvious choice for this week's update.



My wife Katie has been researching annulment laws in the state of North Carolina all day as a result of this designation.

Despite the challenges, it's been another amazing week for Mustaches For Kids. We have passed the halfway point in our fund-raising efforts and have now funneled over \$13,000 into local schools and impacted the lives of 2,819 low-income children. I can't say enough about all of your generosity and the tremendous impact we are having in our community.

I've included the instructions again below for those of you who haven't had a chance to contribute. Feel free to visit our website to get the calendar of mustache related events and to see similar photos of my mustached cohorts (www.m4kclt.org).

Happy growing! Talk to you at Checkpoint #3.

Mike

Events

Checkpoints are weekly meetings at local watering holes that serve both practical and social purposes. Growing a Mustache can be a lonely endeavor, filled with moments of self-doubt. By providing a venue for Growers to interact, Checkpoints play a crucial role in strengthening the hairy bonds that hold us together. They are also used to highlight Growers who are excelling in fundraising and as an excuse to drink beer. By the second or third Checkpoint, your assembled Growers will be a visible presence at even the most crowded bar, and the curiosity of onlookers provides fuel for our hairy fire. Checkpoints may be held at a single bar, or depending on the size of your city and the location of your Growers, they may be held at different locations each week.

Checkpoints can be as simple as gathering to compare 'staches. Or checkpoints can take on a life of their own, with Mustache-specific competitions. Some chapters save all competitions until the final 'Stache Bash; some chapters sprinkle the competitions throughout Growing Season.

Again, these event guidelines should serve as references, they not meant to constrain you. As we mentioned at the beginning, remember that no two chapters are alike, though they all should all be fun and they should raise money for kids.

The next pages contain images from prior events for inspiration.

- [Haiku Night](#)
- [Look-Alike Contest](#)
- [Mustache Olympics](#)
- ['Stache Bash](#)

Haiku Night

Haiku = A Japanese lyric verse form having three unrhymed lines of five, seven, and five syllables, traditionally invoking an aspect of nature or the seasons.

Encourage your Growers to write a Haiku about their mustaches and hopefully deliver it aloud (not mandatory, but encouraged). You should plan on having blank index cards/paper so that unprepared Growers can compose their haikus on the spot.

Some haikus to inspire you:

The mustache has might
Great power inside of it
Can conquer nations

darkened by Kool-Aid?
dirt stained - perhaps skin fungus?
um,,,,,,, no..... my "mustache"

Hair grows under nose
Catching my post-nasal drip
Furry little friend

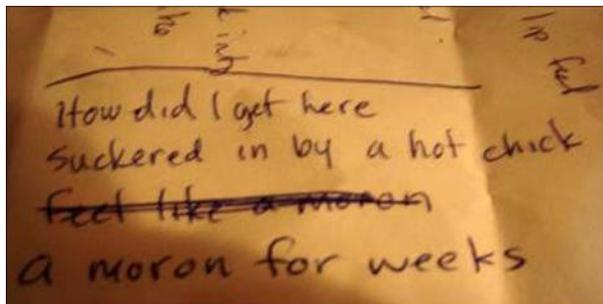
Cool, stylish mustache
Hey baby! It's for the kids!
Wait, where you going?

Some cause smiles, laughs
Others create fear, anger
You'll never know which

Scratchy coarse whiskers,
Growing on my lip this fall.
Cash...for 'stache...for kids.

Matisse was my cat
He had such a grand mustache!
Somebody stole him.

Executive track
In grows stache, out goes panache
Waffle House hiring?



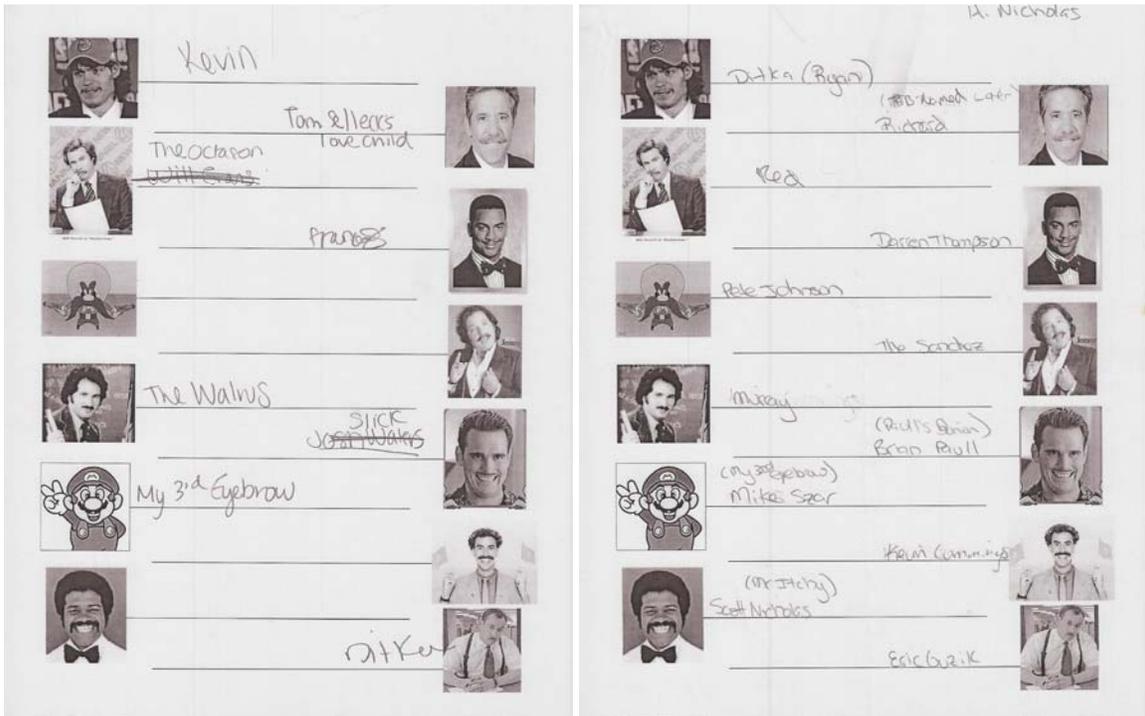
Look-Alike Contest

There's nothing better than inviting women to come to your event and compare you to celebrities, right?

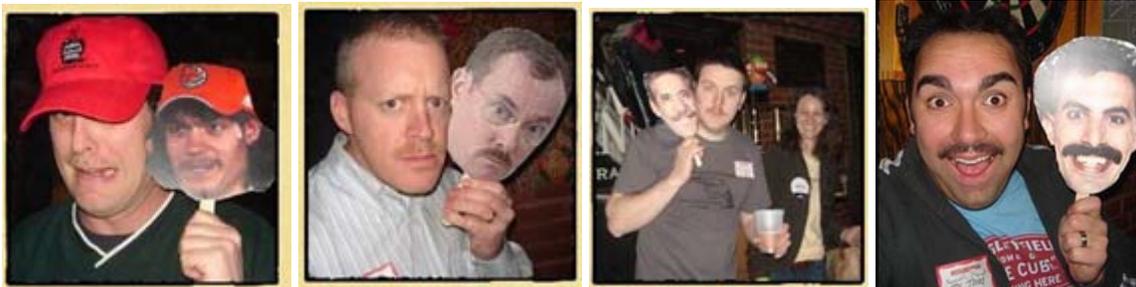
Create a ballot of your favorite mustachioed men, and invite the Mustache Enthusiasts to vote on which Grower most resembles the celebrity. Ask a Mustache Enthusiast to compile the votes, and announce the winners.

This contest works best when the Growers have no idea what is happening. So ask the Mustache Enthusiasts to hide their ballots from the Growers as they fill them out.

Sample ballot:



Mustache look-alikes of Adam Morrison, John McGinley, Geraldo Rivera and Borat:



Mustache Olympics

Test your Mustache's strength and virility. Download the Olympics theme song to your ipod. Follow the activities below or invent your own.

Mustache Trivia

A quick Google search of "mustache facts" will probably be all you need to quiz the Growers on their Mustache knowledge. The [American Mustache Institute](#), whose mission is to "protect the right of, and fight discrimination against, mustached Americans by promoting the growth, care, and culture of the mustache," has a website ripe with Mustache facts.



Beer Foam Retention Test

Mustaches for Kids' signature event. This competition is simple: the best Mustaches trap the most Guinness foam.



And may the most unlikely candidates win:



'Stache Bash

The Sweetest Stache Competition is the jewel in the Mustache crown, a chance for Growers to strut their stuff under the encouraging gaze of the general public. The Competition should be a festive event whose ultimate goal is to identify and honor the Sweetest Mustache. To that end, we suggest a pageant-like structure, complete with several rounds of competitions that test the Growers' characters and personalities in addition to the merits of their Mustaches. Past rounds have included Q&A, touchability, and pose-down/dance-off.

We recommend selecting a panel of four to eight judges to adjudicate the proceedings. Judges should be thoroughly briefed about the elusive, and somewhat subjective, standards for determining Sweetness. We strive to find a balance between "the Mustache in itself" and "the Mustache and the Man". Meaning, attention should be paid to the objective traits of the Mustache (size, thickness, etc.) but also to the way in which the Mustache contributes to the Grower's character and demeanor. To that end, many Growers choose to dress in Mustache-enhancing costumes for the Competition. There is much debate in the Mustache community about whether such costumes detract from the purity of the judges' analysis. We leave it to each chapter to determine the dress code for its Sweetest Stache Competition.

It is typical for three awards to be distributed at the Competition: top fundraiser, Sweetest Stache, and worst Stache. Again, individual chapters may choose additional categories for recognition.



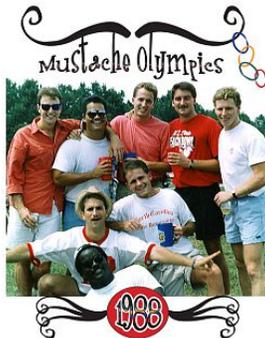
Miscellaneous Advice

Below are thoughts about potential Mustaches for Kids pitfalls, as well as opportunities for raising more money for kids.

1. Go Easy on Tom Selleck. Many chapter organizers and Growers find it useful to invoke the spirit of famous Mustaches to motivate Growers and to provide a familiar backdrop for their efforts. We support such real-world comparisons, but we remind organizers that Tom Selleck, while he has a beautiful Mustache, is in danger of becoming a hackneyed exemplar. Consider further explorations into the worlds of sports, politics, history, and music as you search for images and role models.
2. Rewards. A ridiculous homemade trophy or crown for the top fundraiser will inspire healthy competition, which will help kids.



3. Donated Beverages. When planning your weekly checkpoints venues, feel free to ask the drinking establishment if they can request a donated keg from their distributor for a charitable event. Then you can ask all event attendees for a \$5 donation, for the right to drink from the keg until it is gone (non-donors purchase drinks as usual). Charitable attendees get a few pints of free beer; and more money goes to kids.
4. Women. Invite Mustache Enthusiasts to get involved. Women like to help organize events, and they make the Growers happy.
5. Paraphernalia. We suggest that chapters make M4K business cards. Our venture, while true and just, is often greeted with a fair amount of skepticism. But even the most dubious naysayer is sure to be swayed by the veneer of legitimacy that a business card can provide. In recent years, several chapters have produced "Ask me about my mustache" buttons. Growers and donors alike seem to enjoy having a small Mustache souvenir. There are many web sites that provide this service.
6. Hazing. If any of your Growers have grown previous Mustaches, expose an old picture.



Questions?

Feel free to send any questions you have to mustachesforkids@donorschoose.org.