



Teachers Join in the Fun!

November 13th – December 13th

Dear DonorsChoose.org Teachers,

Mustaches for Kids is an annual Mustache-growing fundraiser held in cities across the country. Similar to a charity walkathon, for which participants collect donations per mile, "Growers" raise pledges for every day they grow Mustaches.

Last year, both New York, NY and Charlotte, NC chapters of Mustaches for Kids chose to give their proceeds to DonorsChoose.org. Over 175 Growers in the two cities raised over \$80,000 for classroom requests at DonorsChoose.org – in just four weeks! This year, we are working on making Mustaches for Kids + DonorsChoose.org a national phenomenon.

Why should you get involved?

1. It's hilarious! Believe us, watching the four-week evolution of Mustaches, and strangers' reactions to them, is funny.
2. It's a modern marvel. Who would have guessed that so many men in their 20's and 30's would be asking their friends and family to support public education?
3. It's helping to bring dollars to your classroom! And if you get involved, you can make sure your projects get funded.

How can you get involved?

1. Grow a Mustache, guys!
2. Everyone, peer pressure your friends and co-workers to grow!
3. Bonus points for anyone who starts a Mustaches For Kids chapter in your town!

Men, we applaud those of you who have the energy and motivation to step up and grow with us.

Women, we applaud those of you who wrangle guys they know to sport sweet 'staches.

Read on to find more info to help make Mustaches in your community soar like beautiful eagles...beautiful eagles with facial hair... who happen to raise money for your classrooms.

Word to your 'staches,

DonorsChoose.org Mustache Team

Mustaches for Kids 2008 Nationwide Challenge

Growing Season

“Growing Season,” which can be one of the most fun times of the year, runs from November 13th – December 13th. 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.) 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.

Getting Started: Giving Pages

Every Grower will create a unique webpage at DonorsChoose.org, called a Giving Page. At the Giving Page, Growers can add classroom projects in need of funding (hopefully yours or your friends!).

DonorsChoose.org will then create a website link for each Grower, with the projects he chose, which he can send to family, friends and co-workers. These “Mustache sponsors” can make donations directly to each Grower’s page via credit cards or checks.

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. ([DonorsChoose.org will include more information on how to create a Giving Page on October 1st.](#))

Ideas for Fundraising

Now that you’ve either agreed to grow a Mustache or wrangled an unsuspecting colleague or friend to grow one, you can:

1. Post a pledge sheet, alongside a funny picture, in the lunchroom, in bathroom stalls, local coffee shops; there is no limit!
2. Tell your local newspaper. We know from experience that newspapers love writing about Mustache fundraisers.
3. Send weekly emails to your friends and family, with a picture of yourself or your mustachioed friend, asking for a mustache sponsorship.
4. Visit the DonorsChoose.org blog and join in the nationwide smack-talking with other Mustache Growers and Mustache Enthusiasts that is sure to generate more excitement, and project funding.

Questions?

Feel free to send any questions you have about Mustaches For Kids to mustachesforkids@donorschoose.org.

Mustaches for Kids 2008 Nationwide Challenge

Email Template For Men

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 mid-November to mid-December 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 DonorsChoose.org for \$1 per day of my mustache growth (\$30 in total). This donation will go directly to projects in my classroom, and in my colleagues' classrooms, that will benefit our students. I welcome additional donations, and encourage you to pass this note on to other Mustache Enthusiasts. You can 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.

Houston, we have a Mustache,
[NAME]

Email Template For Women

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

Greetings lovers of facial hair and charity,

Mustaches for Kids, America's favorite mustache-based charity organization, is back for another year of questionable grooming, and this year they are supporting public school classrooms. The organization's formula is a simple one: brave Growers sprout Mustaches for four weeks during the holiday season. They subject themselves to public humiliation and private doubt, while raising money for children's charities. It's kind of like getting pledges to run a marathon. A whisker marathon.

The 2008 Growing Season runs from November 13th to December 13th. That's right, there is still plenty of time to sign up to grow a Mustache at www.DonorsChoose.org. Then you start asking people to sponsor your Mustache. It's fun, and it's for the kids.

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. The more Growers, the merrier.

Word to your 'stache,
[NAME]