



Event Tool Kit

# INTRODUCTION

Pantene Beautiful Lengths is built upon a simple act of generosity: yours. And it is only through this simple but incredibly significant act that we are able to provide real-hair wigs for women who are suffering from hair loss due to cancer treatment.

Pantene Beautiful Lengths is also honoured to work closely with HairUWear® and the Canadian Cancer Society\* in this initiative. HairUWear, the leading global producer of real-hair wigs and extensions, helps transform campaign hair donations into the highest-quality, real-hair wigs. It takes roughly eight to fifteen ponytails to create each Pantene Beautiful Lengths wig, which is why your support is so important. The finished wigs are distributed, at no cost to female cancer patients, through the Canadian Cancer Society who has wig banks in community offices across the country and supplies wigs to a number of cancer centers.

Thousands of people across Canada have set a shining example by cutting and donating their hair. The campaign's continued ability to give women these free, high-quality wigs depends on the participation of people like you. Whether you are a parent, an employee of a small or large company, a business owner, a student, a teacher, a community leader, or simply just someone with a passion for getting involved, this Pantene Beautiful Lengths "tool kit" was created with you in mind.

Inside you will find hair donation criteria and instructions, a list of the many ways to get involved in the cause, and tools to help you or your company make a meaningful difference for a woman during the greatest fight of her life. We have provided you with a variety of materials, including timelines and checklists for hosting your own Pantene Beautiful Lengths event, templates to help you raise awareness for the campaign, and much more. If you have any questions, please contact us at 1-800-945-7768 or visit us online at [www.Pantene.ca](http://www.Pantene.ca).

Your interest in Pantene Beautiful Lengths has the potential to transform the life of a woman struggling with cancer. At its heart, Pantene Beautiful Lengths connects individuals to each other and their community at large. Thank you for making this connection possible.

# HOW TO GROW LONG, HEALTHY HAIR

Pantene Celebrity Stylist & Global Brand Ambassador, Danilo, gives great advice for growing long, healthy hair:

- **DO** use a conditioner after every wash to help keep hair moisturized and strong.
- **DON'T** use a brush on wet hair when you step out of the shower. Once hair is washed and conditioned, use a comb with smooth, wide-set teeth to gently detangle hair, working from tip to root.
- **DO** use a spray, leave-in conditioner for extra protection when using heated hair appliances.
- **DON'T** attempt to blow-dry soaking wet hair immediately. To expedite your blow-out process and help prevent thermal damage, towel wrap your hair for 10-15 minutes to remove excess water before using a hair dryer.
- **DO** look for new technology in your drying and styling tools to help minimize damage.
- **DO** use a root lifter spray to achieve volume; avoid excessive teasing of hair as it can uplift the cuticles, making them fragile and susceptible to breakage.
- **DON'T** over-brush hair. Despite the common myth that 100 brush strokes a day make hair shiny, it can actually lead to breakage. Regular, gentle brushing promotes hair health and natural oil distribution.
- **DO** use deep conditioning treatments once a week, or as often as needed, to help minimize split ends and keep hair in top condition.
- **DON'T** wait more than eight weeks to get hair trimmed. Regular salon visits are essential to keep hair looking healthy and beautiful.

# WHAT YOU NEED TO KNOW ABOUT GOING SHORT

## Tips from Pantene Celebrity Stylist & Global Brand Ambassador, Danilo

### 1. How do I know if short hair will work for me?

Nearly everybody looks good with short hair! Think about it – if you look good in a ponytail, you'll almost certainly look great with short hair.

First, you need to understand the silhouette of your face and identify your best features, because you want your new cut to complement them. Pulling all of your hair back into a tight ponytail will give you the best view. Once you know your silhouette, pull pictures of different hairstyles you like and bring them to your stylist. Together, you can explore which short styles will work for your face shape, hair texture and lifestyle.

### 2. What styling products are essential for short looks?

Styling products should be tailored to your hair's existing or hoped-for texture, not the cut. If you have fine hair, use styling products that aren't too heavy and that don't weigh hair down. Visit [www.Pantene.ca](http://www.Pantene.ca) for product recommendations.

### 3. Which short styles will make me look youthful?

"Youthful" or "mature" short hair is a personal distinction. A clean-lined, stylized cut can be gorgeous and youthful or it can be too severe, depending on the woman. This is another decision that's best made by consulting a stylist you trust to talk you through what you want, and what you're prepared to style and maintain.

### 4. How can I go short but still look feminine?

Everyone should take a walk on the short side because very few women look bad with short hair! It opens up the face and it definitely gives off a more playful, natural vibe. In fact, some of the classic beauties of our time have had feminine, shiny short hair – an icon isn't defined by her hair length!

### 5. Do any hair textures work better than others with short hair? Will curly hair get curlier or straighter?

Short hair works on any hair texture, as long as you're taking your hair's density and texture into account when you get the cut. For example, curly hair tends to tighten up when it's shortened, which a good hairstylist considers before cutting.

### 6. What are some quick styling options for short hair? I'm used to just pulling my long hair into a ponytail!

The great part about short hair is that it is lifestyle-friendly. Women with shorter hair usually have to do less to achieve a beautiful, finished look. If you want something a little more sophisticated than a wash-and-wear look, you can do a finger-wave set or blow it out for a sleeker, more finished effect. Sometimes with short styles, the cut is the look, and you don't have to do anything extra beyond the cut.

# HAIR DONATION REQUIREMENTS

In order to make the most beautiful, realistic and durable wigs, donated hair must meet the following requirements:

- Donated hair must be a minimum of 8 inches long (measured from just above the elastic band of the ponytail to the ends)
- If donating wavy/curly hair, you may straighten it before measuring
- Hair should be freshly washed and completely dry, without any styling products
- Hair may be coloured with vegetable dyes, rinses and semi-permanent dyes; it cannot be bleached, permanently coloured or chemically treated
- Hair may not be more than 5 percent grey

## Here's why:

- It takes at least eight to fifteen ponytails to make a Pantene Beautiful Lengths wig; in most cases, each donated ponytail comes from a different person and is a different colour. Even though some hair colours may look similar, including grey hair, each is completely unique.
- Therefore, to create a realistic-looking wig that has consistent colour throughout, donated ponytails must be processed and then dyed to the same shade. It is critical for each ponytail to absorb dyes at the same rate in order to create wigs of consistent, natural-looking colour.
- Grey hair, as well as some chemically-treated or permanently-coloured hair, does not absorb dye at the same rate as other types of hair. It is much harder to colour and, once coloured, fades more quickly.
- Most permanently-coloured hair, once it is processed and re-coloured, is too fragile and breakable under the rigorous processing required during the production of a Pantene Beautiful Lengths wig.

## OTHER WAYS TO DONATE

The success of Pantene Beautiful Lengths depends on the participation of individuals, schools, colleges, universities, and companies across the country, and there are many ways for people to get involved. In addition to donating hair, you can make a real difference by donating money, time or by hosting a cutting event.

### Host a Cutting Event:

Who doesn't love a celebration? A Pantene Beautiful Lengths hair cutting event celebrates our humanity and our willingness to make a difference in the life of a woman struggling with cancer. Bringing together a group of friends or an entire company to make the kindest cut for Pantene Beautiful Lengths is certainly something to celebrate! You can find cutting event templates, checklists, and helpful hints starting on page 6.

### Time:

Another great way to help is to volunteer your time at a local community center or related fundraising event.

The Canadian Cancer Society is at work in communities all across the country providing programs aimed at reducing the risk of cancer, detecting cancer as early as possible, ensuring proper treatment, and empowering people facing cancer to cope and maintain the highest possible quality of life. Donating your hair can easily become a fundraising event with all the online tools to help. The Society also holds a variety of active fundraising events like Relay For Life, Daffodil Month, Cops For Cancer and many other local events. For additional information about Canadian Cancer Society volunteering opportunities in your community, please call 1-888-939-3333 or visit [www.cancer.ca](http://www.cancer.ca).

These opportunities also offer a great chance to tell people that you meet about Pantene Beautiful Lengths!

### Monetary Donations:

Over the past 7 years, Pantene Beautiful Lengths has gained a very passionate following, with hair donations being the driving force behind the program. While this will continue to be at the heart of the cause, many people are unable to donate hair due to requirements/restrictions. The Canadian Cancer Society accepts monetary donations which help the Society fund ground-breaking research on all types of cancer, provide information and deliver programs and services to support people touched by cancer; and advocate on behalf of Canadians on important cancer issues. To make a donation, visit [cancer.ca](http://cancer.ca).



# PANTENE BEAUTIFUL LENGTHS CELEBRATIONS MAKING THE PROGRAM YOUR OWN

A hair donation is a special gift and an act that you and a group of colleagues, friends or family may want to celebrate together. In addition, a Pantene Beautiful Lengths celebration is a great way to help spread the campaign's message and to collect a large number of ponytails for the program. Depending on who is planning the celebration and the number of potential participants, there are several different event options that you might want to consider.

## **For An Individual or Small Group: Pantene Beautiful Lengths Hair Cutting Event**

A hair cutting event is a smaller gathering with approximately five to 30 participants. Planning a cutting event takes a month or two of preparation and can easily be done by an individual. This type of celebration consists of a group of donors cutting their ponytails together, on the same day and in the same location. It can be held in a person's own home or at a salon. Companies, schools and other organizations can schedule this event at a local venue or in their own public space. Refer to the Event Timeline and "To Do" Planner on page 11 for tips on how to plan efficiently.

## **For A Company, School or Organization**

### **Option 1: Pantene Beautiful Lengths Campaign**

A campaign is a large-scale cutting event and an ideal option for a group with at least 50 potential donors. It is best executed with a planning committee to help spread the word about what you have planned and to help with event logistics. Please remember to always work with your company, school or organization to get the necessary approvals before you start any planning.

Ideally the campaign begins with a public kickoff or announcement so that everyone can find out about the program and what you are doing to support it. This phase should continue for three to six months so that people can pledge to donate their hair and give it time to grow. The campaign concludes (generally after six months) with a large gathering similar to what is described in the Hair Cutting Event section on page 5.

This event has the potential to boost internal organization morale, as well as to generate shining publicity for the sponsoring organization. Refer to the Event Timeline and "To Do" Planner on page 11 for tips on how to plan efficiently.

## **Option 2: Pantene Beautiful Lengths Ponytail Drive**

A ponytail drive can be as large or small as you would like. Depending on how you decide to organize the drive and you get the word out, the drive might raise anywhere from 10 to thousands of ponytails. We suggest that you start by determining who you want to be a part of the drive. Will this be conducted through the company that you work for, a local school, nearby places of worship or through a community organization? The difference between a drive and other cutting events is that each participant can cut their ponytail at a time and place that works best for them. Ponytails are then collected in a designated drop-off location and mailed as a bundle to Pantene Beautiful Lengths.

A successful ponytail drive will require continued effort to keep it top of mind with participants. Circulating new information and updates about the campaign will maintain participants' interest in the drive and reach a significant number of people. It is a good idea to keep the drive open for at least three months to give interested donors time to grow their hair to the appropriate length. Refer to the Event Timeline and "To Do" Planner on page 15 for tips.











## **For Anybody: Pantene Beautiful Lengths Challenge**

The Pantene Beautiful Lengths Challenge is well suited for a chain of stores, rival high schools, sports teams or any other group with "sister" organizations. A ponytail cutting challenge is a great way to engage multiple groups of people with Pantene Beautiful Lengths. During this type of event, participating groups challenge each other to collect the most ponytails over the course of a few months. In the end, the groups come together for an awards ceremony to announce the winner. Its size requires a planning committee with representatives from each group to ensure smooth operation. Refer to the Event Timeline and "To Do" Planner on page 16 for tips.




The following timeline and “To Do” Planner will help you plan your Pantene Beautiful Lengths celebration. Please see the Pantene Beautiful Lengths Events section on page 6 to find out information about various options.

## **For An Individual or Small Group: Planning a Hair Cutting Event Getting Started:**

- Check with local cancer support organizations to find out if they have planned activities during the time that you would like to have your event. Tying into such activities might boost the visibility of your cutting event and help you set your event’s timing.
- Secure the location where you would like your event to be held, possibilities include, but are not limited to:
  -  A salon
  -  Your home
  -  A public venue
- If you are considering a location other than a salon, you will want to ensure that your venue can provide:
  -  Readily accessible power supply
  -  Scissors for each stylist and styling tools/products (including spray bottles, hair dryers, and smocks)
  -  Bar stools or other seating for donors during cutting and styling
  -  Tables for collateral material and stylist equipment
  -  Pantene Beautiful Lengths signage
  -  Index cards for donor information, collection box for hair donations, and plastic zipper-lock bags
  -  Vacuum or broom

- Begin recruiting potential ponytail donors and stylist(s). The more lead time you can give potential donors, the better. It will allow individuals to grow their hair to a length that feels comfortable. You can find pointers on recruiting both donors and stylists in the Planning Tools section on page 25.

 Consider organizing your event around a specific theme. For example, you might invite mother/daughter “teams,” people who share a specific interest, or are members of a particular organization.

## Two Months Out:

- Finalize location, time and date of your event.
- Continue signing up hair donors and remember, if you have a potential donor who is under 18, it’s wise to insist that a parent or guardian sign a permission slip.
- Secure stylists for your event based on the research that you conducted last month.
- Send invitations to colleagues, friends and any other attendees that you would like to include. You can design your own paper invitations using the Pantene Beautiful Lengths logo or choose an online invitation that will go out to guests via e-mail.
- If your event is being held in a public location make sure all requirements for the space are met in a timely manner, including:







 Event insurance

 Licenses

## One Month Out:

- Touch base with your hair donors. Confirm as many ponytail donors as possible so the best arrangements can be made.
- Confirm attendance of your stylists and begin to firm up all site logistics.

- This is your event, so feel free to include unique special touches:

-  Find out if the salon or public space would permit you to serve snacks or beverages.
-  Make name stickers that let guests say who they are honouring with their haircut or why they are attending.
-  Bring a guest book that guests can sign and use to share their special thoughts and feelings.
-  If you are holding your event at a public venue ask about displaying signage and decorations.
-  Bring Pantene Beautiful Lengths brochures for attendees and fact sheets for media, and a camera to capture the exciting happenings of the day. A shot list and Pantene Beautiful Lengths flyers are provided on page 21-22.
-  Consider creating T-shirts for your attendees and donors.

## Two Weeks Out:

- If you are having your event in any location other than a salon, confirm that you and your venue have taken care of everything on the checklist provided in the Getting Started section on page 19-20.
- Send a friendly reminder to all participants reminding them of the event date, time and location.
- Remind donors to arrive at the event with clean, dry hair that doesn't have any styling product in it.

## One Week Out:

- If you are planning to contact local media, start sending out a Media Alert and gauging their interest. Use the Media Alert template that is provided in the Spreading the Word section on page 29 and think about contacting the assignment or news desk at the most popular news program or newspaper in your area.

## Day Of:

- Arrive at your event venue at least one hour early to leave ample time for set-up and to tie up any loose ends.
- Consult your checklist to make sure that all outstanding tasks are complete or in motion.

## Post Event:

- Mail in the ponytails that you collected at the event. Each ponytail should be sent in a separate plastic bag with a name and mailing address, so that your donors can be properly acknowledged. These individual bags can then be put into a larger box or envelope and mailed to the address provided in the Shipping Instructions section on page 24.
- Thank the generous donors who attended your event. Pantene Beautiful Lengths will contact each person who donates hair to the campaign if an address is provided; however, you may want to send a personal note to a friend, family member or stylist thanking them for their participation in your cutting event.

## For A Company, School or Organization: Planning a Campaign Three – Six Months Out:

- Define an objective and strategy for a campaign. Having a well-defined direction will help you propose a Pantene Beautiful Lengths campaign to the decision makers within your organization. Think about what you want to accomplish and then set goals accordingly.
- Based on the goals that you have set, develop a reasonable budget that includes the cost of a venue, refreshments, stylists, etc. Having set budget parameters will help determine how large your campaign can be and what components can be included.
- Organize a campaign planning committee and assign responsibilities so that everyone involved is clear on what role they will be playing as you start to execute. For example, one person might be assigned to event logistics while somebody else will handle donor recruiting.
- Begin educating the members of your organization or employees of your company on Pantene Beautiful Lengths and its mission. Communicate the different ways that they can get involved in your campaign.

- If you are interested in promoting your event via the media, start preliminary local media outreach to announce the campaign. Looping the media into your plans from the beginning will allow those who are interested in following the progress of your efforts. Use the Media Alert template that is provided in the Spreading the Word section of this tool kit on page 29 and think about contacting the assignment or news desk at the most popular news program or newspaper in your area.

### Three Months Out:

- If your plans include a cutting event at the end of the campaign, start thinking about the best location to hold the cutting event. Take into consideration how much space you will need, electrical capacity, convenience, lighting, etc.
- You may also want to check with local cancer support organizations to find out if they have planned activities during the time that you would like to have your event. Tying into such activities might boost the visibility of your cutting event and help you set your event timing.
- Begin recruiting potential ponytail donors and stylist(s). The more lead time you can give potential donors, the better. It will allow individuals to grow their hair to a length that feels comfortable. You can find pointers on recruiting both donors and stylists in the Planning Tools section of the tool kit on page 25.
- Continue to reach out to members of your organization to recruit people to pledge to grow, cut and donate their hair.

 Hang Pantene Beautiful Lengths posters in high visibility areas.

 Make brochures or pamphlets available for people interested in learning more about the campaign.

- If you are holding an event, finalize location, time and date of event.

### One - Three Months Out:

- Send invitations to anyone that you would like to include. You can design your own paper invitations using the Pantene Beautiful Lengths logo or choose an online invitation that will go out to guests via e-mail.

Try to confirm as many ponytail donors as possible so the best arrangements can be made to accommodate your capacity.

✂ It might help to create a sign up sheet with donation cut times assigned.

- Confirm attendance of your stylists and begin to think about day of logistics.
- This is your event, so feel free to include your own special touches:

✂ Think about serving refreshments.

✂ Make name stickers that let guests say who they are honouring with their haircut or why they are attending.

✂ Bring a guest book that guests can sign and share their special thoughts and feelings.

✂ If you are holding your event at a public venue, consider displaying signage and decorations.

✂ Bring additional Pantene Beautiful Lengths brochures and fact sheets, and a camera to capture the exciting happenings of the day. A shot list and Pantene Beautiful Lengths flyer is provided in this tool kit on page 21.

✂ Consider creating T-shirts for your attendees and donors.

- If you are considering a location other than a salon, you may want to ensure that your venue can provide:

✂ Readily accessible power supply

✂ Scissors for each stylist and styling tools/products (including spray bottles, hair dryers, and smocks)

✂ Bar stools or other seating for donors during cutting and styling

✂ Tables for collateral material and stylist equipment

✂ Index cards for donor information, collection box for hair donations, and plastic zipper-lock bags

✂ Vacuum or broom and dustpan



- Send a friendly reminder to all participants reminding them of the event date, time and location.
- Remind donors to arrive at the event with clean, dry hair that doesn't have any styling product in it.

### **One Week Out:**

- If you are planning to contact local media, start sending out a Media Alert and gauging their interest. Use the Media Alert template that is provided in the Spreading the Word section of this tool kit on page 29 and think about contacting the assignment or news desk at the most popular news program or newspaper in your area.

Make sure there is at least one person on the planning committee assigned to answer any questions the media may have prior to the event and to be on hand for media interviews on the day of the event.

### **Day Of:**

- Arrive at the event space at least one hour early to leave ample time for set-up and to tie up any loose ends.
- Consult your checklist to make sure that all outstanding tasks are complete or in motion.

### **Post Event:**

- Mail in the ponytails that you collected at the event. Each ponytail should be sent in a separate plastic bag with a name and mailing address, so that your donors can be properly acknowledged. These individual bags can then be put into a larger box or envelope and mailed to the address provided in the Shipping Instructions section of the tool kit on page 24.
- Thank the generous donors who attended your event. Pantene Beautiful Lengths will contact each person who donates hair to the campaign if an address is provided; however, you may want to send a personal note to a friend, family member or stylist thanking them for their participation in your cutting event.
- If you have worked with local media, follow up with the person that you have been working with thus far to tell them how successful your event was (how many ponytails were collected, etc.) and offer them photos from the event.

## For A Company, School or Organization: Planning a Ponytail Drive Three Months Out:

- Decide who you are going to invite to participate in the ponytail drive (e.g. coworkers, members of the local school district, places of worship or the entire community).
- When inviting individuals to participate, explain that each ponytail should be sent in a separate plastic zipper-lock bag with a name and mailing address, so that donors can be properly acknowledged. Pantene Beautiful Lengths will contact each person who donates hair to the campaign if an address is provided.
- Decide on a date when the ponytail drive will conclude.
- Decide where your ponytail drop boxes will be located.

 It is important to choose a secure location.

 If the ponytail drive is open to the general public, you may want to explore getting permission from local businesses to house drop boxes.

- Create buzz about your ponytail drive by announcing your plans to the media.
- Create an internal checklist for yourself to make sure you do not forget any important details as the drive start date approaches.
- Consider reaching out to local salons to discuss the possibility of their participation. They may be willing to offer a discount on haircuts for any client donating their hair for the drive.
- If you are planning to contact local media, start sending out a Media Alert and gauging their interest. Use the Media Alert template that is provided in the Spreading the Word section of this tool kit on page 29 and think about contacting the assignment or news desk at the most popular news program or newspaper in your area.

## If your campaign or drive includes issuing a challenge:

- Decide who you will be challenging to collect as many Pantene Beautiful Lengths ponytails as possible.
- Each participating group should have its own planning committee and a leader who will work directly with you, the challenge organizer.
- Have a meeting with all group liaisons to discuss the following:
  - ✂ Communicate the time frame that you established for the drive.
  - ✂ Who the third-party, non-biased donation counter will be.
  - ✂ How/when they will count both your ponytails as well as those of all other participating groups.
  - ✂ You may also want to establish certain parameters for when/where drop boxes will be located.
  - ✂ Share the templates provided in this toolkit with the other groups participating in the challenge so that they can raise awareness of Pantene Beautiful Lengths, and provide individuals with information about this event and how to participate.
- The challenge can culminate in a hair cutting event in which the first ten donors who committed to the campaign would be on hand to cut their hair and the challenge winner would be honoured.
  - ✂ If you decide to include this type of an event at the end of your challenge, please refer to the Planning a Cutting Event timeline on page 8 to help you with logistics.
- Have sign-up forms readily available for attendees who haven't already donated and who would like to "pledge" to donate their hair during the duration of the challenge.

### Three - One Months Out:

- Continue to correspond with the individuals and organizations that you invited to participate to keep up excitement for the drive. For example, think about sending out reminders with interesting Pantene Beautiful Lengths statistics or touching testimonials from past donors. Feel free to use the information provided in the Add the Inches and Testimonials document on page 22.

### Post Event:

- Collect the ponytails from your drop-off locations and mail them in. Each individual bag can be put into a larger box or envelope and mailed to the address provided in the Shipping Instructions section of the tool kit on page 24.
- If you have worked with local media, follow up to tell them how successful your event was (how many ponytails were collected, etc,) and offer them any photos that donors may have shared.
- Create flyers that thank the community for participating in the ponytail drive and include the number of ponytails that were donated.
- Send thank you notes to everyone who helped make the ponytail drive a success.

# EVENT INVITATION

Once you have secured a date, time, location, and stylists for your event, it's time to send out an invitation to everyone who has expressed interest in Pantene Beautiful Lengths, as well as people you think might be good potential donors. Invitations can be sent in the body of a regular email, using an evite format or via regular mail. If you decide to create your own invitation to mail, have fun with it! Using personalized stationery, fun fonts, graphics (like the Pantene Beautiful Lengths Logo) and photos will all add to the appeal of your invitation!

Whichever delivery method you choose, below is some suggested copy for the event invitation.

**You are invited to make the kindest cut of all at a cutting event hosted by**  
[INSERT NAME OR CORPORATION/GROUP]

**What:** Join us as we donate our ponytails to Pantene Beautiful Lengths to help support women during the toughest fight of their lives.

**Where:** [INSERT DETAILS]

**When:** [INSERT DETAILS]

**Why:** All qualifying donated ponytails will be transformed into free, high-quality wigs for women undergoing cancer treatment. Who knew a haircut could mean so much?

**R.S.V.P.:** [INSERT DETAILS]

Please note that to make the most durable, beautiful wigs possible, donated hair must be a minimum of eight inches in length and have no more than a few strands of grey. Hair may be coloured with vegetable dyes, rinses or semi-permanent dyes, but cannot have been bleached, permanently coloured or chemically treated. If you can't or choose not to donate your hair, please join us in a show of support for donors or make a donation to the Canadian Cancer Society in their honour.

# EVENT SUPPLY LIST

Below is a checklist of supplies and other items to consider having on hand at your event.

## Set-up:

- ☐ Readily accessible power supply for hair styling equipment, lighting, etc.
- ☐ Styling tools for each stylist (including scissors, spray bottles, hair dryers, combs, clips and smocks)
- ☐ Stools or other seating for donors during cutting and styling.
- ☐ Two folding tables (one table for printed materials, sign-up sheets, etc.; one table for hair styling equipment). Depending on the number of attendees, more tables may be required.
- ☐ Sign-up sheets for walk-in donors
- ☐ Name tags for donors (ideally the “In Honour Of” name tags that can be found in the Planning Tools section)
- ☐ Mirrors (large free-standing and/or hand-held)
- ☐ Drop cloths
- ☐ Digital camera & photo shot list
- ☐ Pens or markers
- ☐ Plastic zipper-lock bags for donated ponytails
- ☐ Rubber bands or hair ties
- ☐ Rulers
- ☐ Microphone and PA system (for public hair cutting ceremony)



### Post Cut:

- ☐ Styling products (hairspray, pomade, gel, etc.)
- ☐ Box for collected hair donations
- ☐ Broom and dustpan or vacuum for clean up
- ☐ Labels or index cards to be filled out with donor information and included with each hair donation
- ☐ Large padded envelope or box to mail hair donations

### Optional Special Touches:

- ☐ Signage (e.g. Pantene Beautiful Lengths posters, flyers and handouts)
- ☐ Pantene Beautiful Lengths brochures
- ☐ Decorations
- ☐ Pantene Beautiful Lengths T-Shirts
- ☐ Refreshments
- ☐ Ice
- ☐ Cups, plates and eating utensils
- ☐ Goodie bags
- ☐ Other \_\_\_\_\_




# SAY CHEESE!: TAKING PHOTOGRAPHS OF YOUR EVENT

Make the memories of your event last by taking pictures. While you and the hair donors will want to keep mementos of the occasion, you can also share high quality photos with friends and family, local media or online communities.

## Photography Tips

- The easiest and most universal format for your photos is digital.
- Make sure that your digital camera is set to the highest resolution possible to ensure the best quality.
- Save each photo as a jpeg file in medium to high resolution (300 dpi is the print media's standard resolution).
- If a digital camera is not accessible for the event and photos are taken on 35mm film, most commercial photo processing centers can provide a CD of photos, in addition to print copies, when you send your film to be developed.
- If attendees are posting to their social channels please encourage them to use the hashtag #BeautifulLengths.

## Here are some moments worth capturing at a cutting event:

- Before and after pictures of donors
- Action shots from the actual cut, for example:
  -  Donors' expressions as their ponytails are being cut
  -  Stylists cutting the ponytails
  -  Stylists handing the ponytails to donors
- Group photo of all donors
- Donors holding up their ponytails
- Guest speaker(s) (if applicable)
- VIP guest(s) (if applicable)
- Ponytails all laid out on a table
- Stylist holding a ruler next to a donor's ponytail to show length
- Candid photos of audience members, if applicable

In addition to a fact sheet, media alert and press release, sharing fun statistics, quotes, and testimonials from hair donors and stylists help create excitement for your Pantene Beautiful Lengths event.

## Examples of Fun Statistics

Interesting statistics help to put the number of inches that you collected for Pantene Beautiful Lengths into context. For example, if 540 ponytails were donated, you could say that your event collected, at minimum, enough hair to reach across an entire football field. These statistics will be fun to share with participants in thank you notes and follow up conversations. A statistic can also be used as a goal to reach during your event!

- A dollar bill: 6 inches long
- Length of a regulation baseball bat: 30 inches
- Average length of a classroom chalkboard: 96 inches
- Height of a standard basketball hoop: 120 inches
- Length of a standard four-door automobile: 180 inches
- Length of a football field: 4,320 inches
- Height of the Eiffel Tower: 11,820 inches

## Testimonial Example

“It is so amazing how something so small, a resource that we hardly acknowledge we have, can mean so much.” Adriana Albano

This is just one example of the many comments that people have shared with us. It is through shared thoughts like these that the impact of this cause shines through. People often want to share their hair and their stories. One way donors can share this information is through the sign-up sheet.

Hair donors always appreciate a personal acknowledgement of their generous donation. Pantene Beautiful Lengths contacts each person who donates hair to the campaign if a legible address is provided with the hair donation; however, a personal note to a friend or family member, thanking them for their participation in your event or campaign, is even more meaningful.

**Below is a template as a starting point:**

Dear \_\_\_\_\_,

I want to personally thank you for helping me support Pantene Beautiful Lengths in its mission to help women battling cancer. We collected \_\_\_\_\_ inches of hair/ponytails in total!

Your shining generosity is touching. I hope that your selfless gift will inspire others that you know to follow your lead and donate their hair. As you may or may not know, it takes roughly eight to fifteen ponytails like yours to create one wig, so please spread the word to your friends and family about how important their donation is to this cause as well. Pantene Beautiful Lengths wigs will be distributed for free to female cancer patients through the Canadian Cancer Society which has wig banks in community offices across the country and supplies wigs to a number of cancer centres. More information can be found on [www.Pantene.ca](http://www.Pantene.ca).

With gratitude,

[Your Name]

# PONYTAIL SHIPPING INSTRUCTIONS

Individual ponytails should be kept intact with the elastic band and sealed tightly in a plastic zipper-lock bag. If you are sending a group of ponytails together, please individually bag each one and then place in a larger box. Please ensure that all ponytails are **completely dry** before sending.

Place the bagged ponytail(s) in a padded envelope and send to:

Pantene Beautiful Lengths  
Archway  
2-1055 Middlegate Road  
Mississauga, ON L4Y 9Z9

Please remember to include your full name and return address with the hair donation so that we can thank you. If you are sending donations from multiple people in one box, for example from a cutting event, please ensure that each person has included his or her full name and address with their donation.

# RECRUITING DONORS

Before contacting potential participants for your Pantene Beautiful Lengths cutting event, think about the campaign's hair requirements. (See Hair Specifications under the Donating Your Hair tab on page 4). Not everyone will be willing or able to donate, so try to identify at least 15 people who might be great candidates.

Some possible sources of candidates include:

- Family members
- Friends
- Colleagues
- Fellow members of your school, church, or other local community groups
- Members of local cancer support organizations

Reaching out to potential donors can be conducted with a quick phone call, personal note or e-mail. Explain your involvement in the program, why you are happy to support Pantene Beautiful Lengths and why you are looking for people to donate their hair. If you've reached out to someone and they are not interested or unable to participate, it's nice to write a brief thank you note for their time and encourage other ways to get involved in the campaign. For ideas, see Other Ways to Donate under the Donating Your Hair tab on page 5.

If you can't find enough people to donate, think of recruiting a salon instead. Maybe the salon owner would be interested in reserving one day or a given week when individuals could get a discount on any haircut after donating their ponytail to Pantene Beautiful Lengths.

Once willing donors are confirmed, continue to have an open dialogue about Pantene Beautiful Lengths and what their donated ponytail will mean to a woman undergoing cancer treatment. Be sure to keep them updated about event details such as time, date, and location. You can also encourage hair donors to recruit their friends and family to donate with them on that day.

**Please note that if you have a potential donor who is under the age of 18, we recommend that you have their parent or guardian sign a permission slip, confirming their approval of their child's participation in the program.**



# RECRUITING STYLISTS

One of the key elements to hosting a successful cutting event is to enlist the help of local stylists to make the donation ponytail cut and the post-donation styling. Before approaching stylists and salons, it is important to have a clear idea of the role you envision them playing at your event. Will you be asking them to provide their services for the ponytail donation cut only, or will you want them to stay and create post-donation hairstyles for all donors?

## Tips

- Your own stylist (or the stylist of one of the people signed up to donate their hair) is a good place to start, since you already have a relationship with this salon professional.
- Call local salons in your area to find one that would be excited to host your cutting party.
- If a stylist is unable or not willing to help, ask him or her for some recommendations of other stylists who may want to get involved. To avoid scheduling conflicts, try to contact those stylists early.
- Once stylists have expressed an interest, discuss how their salon can participate in the cutting event. Some salons might be willing to offer a discount for participants of the cutting event, or even offer to donate their services. Though media coverage should never be promised, it's always beneficial to point out the possibility of positive publicity. It might help encourage a salon to host your cutting event and/or offer discounts to cutting event participants.
- Always send a handwritten thank you note to the owner of the salon and all participating stylists as well as a Pantene Beautiful Lengths salon certificate to acknowledge their participation in the program. (Refer to the Thank You Note template on page 23).
- Ask stylists to sign in when they arrive at the event. Asking them to provide their name, work address and phone number will be helpful if you need to contact them in the future.
- Some hair donors may wish to have their ponytails cut by someone important in their lives (sister, mother, and friend) rather than a stylist. For public cutting ceremonies, this alternative may offer an easy way to create a single moment where everyone makes their donation cut. Stylists can then create the post-donation style after the ceremony.
- Some donors may wish to have their ponytails cut at your event but will then choose to go to their own personal hair stylist to have their new short style completed.

Build excitement in your community by submitting information about your involvement in Pantene Beautiful Lengths to community forums such as church/temple bulletins, school newsletters, company newsletters or community association websites etc. These submissions can inspire others in your community to shine by getting involved with the campaign. Telling just eight people could be enough to make a wig.

Below is a template for a newsletter that is formal in tone and content, suitable for a company newsletter or other official publication. Feel free to use a more informal tone if it better suits your audience.

## **Suggested Newsletter Content Template:**

[INSERT YOUR NAME/COMPANY] is [INSERT SPECIFICS E.G. THROWING A CUTTING EVENT OR CONDUCTING A PONYTAIL DONATION DRIVE] for Pantene Beautiful Lengths, a charity campaign created by Pantene in partnership with HairUWear® and the Canadian Cancer Society that encourages people to grow, cut and donate their healthy hair to create real-hair wigs for women who have lost their hair due to cancer treatment.

It is estimated that 93,600\* Canadian women will be diagnosed with cancer in 2014 and 2 in 5 Canadians will develop some form of cancer in her lifetime. These statistics make it abundantly clear that cancer will affect each one of us in some way. Hair loss, one of the most common side effects of cancer treatment, can be especially traumatic for women fighting cancer. That's why in support of this campaign, [INSERT YOUR NAME/COMPANY] has volunteered to play an important role in this charity campaign.

[I/We] encourage(s) people to get involved in this program as it is critical to the success of Pantene Beautiful Lengths. Learn how you can donate your hair or help in other ways at [www.Pantene.ca](http://www.Pantene.ca).

## TELLING THE MEDIA

Telling the media (newspaper and magazine writers/editors, television show producers, online news outlet writers/ editors) about your upcoming Pantene Beautiful Lengths event is a great way to tell your community about the campaign and the important work that you are doing.

Community and local newspapers, event calendars, local event websites and television stations all offer a connection to wider audiences and are generally interested to learn about the philanthropic efforts of local businesses, community organizations and community leaders. You and your company might even end up appearing in your local paper or on a local news program.

Speaking to the media is like speaking to any other group of people. First you want to ensure that you are calling the right person. Start by contacting the news or assignment desk at your favourite local news program or local newspaper.

Make sure that you have an idea of what you want to say before you get on the phone. The media advisory can help you to organize your thoughts.

Most often members of the media are extremely busy so try to keep the conversation short and packed with relevant details about your event.

After speaking with the individual on the phone, ask them if you can have their e-mail address so that you can send them a copy of the media advisory.

Page 29 is a template for the above mentioned media advisory. You can fill in the specifics of your event in the spaces provided and this tool will help you to tell the media about the event that you have been planning. Please feel free to adapt the language as needed to more accurately reflect the details of your specific event.

Once your event has happened, we encourage you to send post-event photographs with photo captions to the individuals that you had spoken with before the event took place contacted before your event. These photos should capture the event's most memorable moments. You can find some helpful hints in the Taking Photographs of Your Event section on page 21.

## Media Advisory

(insert Pantene Beautiful Lengths logo)

CUTTING [INSERT CITY]'S PONYTAILS!

[NUMBER] [CITY/COMPANY] [RESIDENTS/EMPLOYEES] Gather to Cut and Donate Hair For Cancer Charity Campaign

**WHEN:** [TIME] AM/PM, [DATE]

Actual cut to take place at [EXACT CUT TIME] AM/PM

**WHAT:** [CITY/COMPANY] [RESIDENTS/EMPLOYEES] are coming together for a Pantene Beautiful Lengths ponytail cutting event. Created in partnership with HairUWear® and the Canadian Cancer Society, Pantene Beautiful Lengths is the first campaign that encourages individuals to grow, cut and donate their healthy hair to make free wigs for women who have lost their hair due to cancer treatment.

By giving so selflessly of themselves, these individuals will be joining thousands of people across the country who have already made the kindest cut of all.

**WHO:** [NAME/COMPANY], [NOTABLE ADDITIONAL PARTICIPANTS] and local stylists.

**WHY:** Hair donations are made into free, real-hair wigs by Pantene Beautiful Lengths campaign partner HairUWear® and are distributed for free to female cancer patients through the national network of Canadian Cancer Society which has wig banks in community offices across the country and supplies wigs to a number of cancer centres.

**WHERE:** [LOCATION]

[STREET ADDRESS] [CITY]

**CONTACT:** [INSERT YOUR CONTACT INFORMATION]

For more information about Pantene Beautiful Lengths and ways to get involved in the program, visit [www.Pantene.ca](http://www.Pantene.ca) or call 1-800-945-7768.

GREAT PHOTO AND INTERVIEW OPPORTUNITY!

One of the fastest ways to help spread the word about Pantene Beautiful Lengths is to send an e-mail explaining you or your organization's involvement. Telling just eight people could be enough to make a wig. Below is some suggested e-mail copy as a starting point for personalization.

Dear [INSERT NAME],

[I/We] have recently become involved with Pantene Beautiful Lengths. Created by Pantene in partnership with HairUWear® and the Canadian Cancer Society, this charity campaign encourages Canadians to grow, cut and donate their healthy hair to create wigs for women who have lost their hair due to cancer treatment.

Nearly [STATISTIC\*] Canadian women will be diagnosed with cancer in 2014 and two in five women will develop some form of cancer in her lifetime. These statistics make it abundantly clear that cancer will affect each one of us in some way. Hair loss, one of the most common side effects of cancer treatment, can be especially traumatic for a woman fighting cancer.

[I/We] encourage you to become a shining example by get involved in this program. It takes approximately eight to twelve ponytails to make a single real-hair wig. The number of free wigs that will become available depends solely on the number of ponytail donations received – so please join [me/us] in growing and donating your hair!

To learn more about [my/our] current plans, please contact me at [INSERT CONTACT INFORMATION]

Thank you,

[INSERT YOUR NAME]

# REQUESTING A PANTENE BEAUTIFUL LENGTHS LENGTHS WIG

Pantene Beautiful Lengths wigs are being distributed at no cost through the Canadian Cancer Society which has wig banks in community offices across the country and supplies wigs to a number of cancer centres.

Individuals can inquire about the availability of a Pantene Beautiful Lengths wig by calling the Canadian Cancer Society's Wig Bank Line at 1-888-939-3333. The Society can also help callers with a number of resources, including educational and emotional support.



# STYLIST-TO-STYLIST TIPS FROM DANILO

Below is a sample letter that you can send to salons and stylists to introduce them to Pantene Beautiful Lengths.

## Stylist-to-Stylist Tips from Danilo

Dear Fellow Stylist,

Who doesn't love to work with fabulous hair? Of course, as hairstylists we see all types of hair – the good and the bad.

When it comes to the Beautiful Lengths campaign, the healthier the hair, the more beautiful the wig. The first of its kind, this campaign encourages people to grow, cut and donate their healthy hair to make high-quality wigs for women suffering hair loss due to cancer treatment.

You can help the cause by working closely with clients who are interested in growing their hair for donation or those who come to you for their donation haircut. And for those clients that come to you wanting to make a big cut just to change their look – why not tell them about the campaign, too? Naturally, for those in the growing phase, they'll need your help even before the cut to get ready – encourage them to have you perform conditioning treatments, regular shaping and trimming, and even semi-permanent colour to keep their hair looking fresh and healthy.

As we all know, the most important step in this process is the consultation. This is especially true for a woman (or man) who has grown their hair long enough for at least an 8-inch ponytail donation; it's a major, life-changing moment! Since she's been growing her hair for at least one year to be ready for donation, she'll need special care preparing for the transformation. It's an exciting opportunity to work together to create an empowering new style.

To make the most beautiful, durable wigs, donated hair should meet certain requirements:

- Hair can be coloured with vegetable dyes, semi-permanent colour or rinses, but not bleached, permanently-coloured or chemically treated.
- Wavy/curly hair should be measured smooth
- It cannot have more than a few strands of grey (roughly 5 percent)
- Ponytail length must be a minimum of 8 inches
- Hair needs to be clean and dry for submission (no styling products)

## **Here are some other ways that I approach working with my clients who want to donate their hair (both before the big cut and after):**

- Talk with her about options for her new shorter hair – how short is “short” in her mind? Of course, the higher on the head you place the band, the higher the elevation of the back guideline.
- Use celebrity photos in magazines to help you decide together on the right new style for her.
- Take the time to familiarize your client with her new style. She’ll need guidance about how to dry and style her new look at home, as well as what tools are best suited to her hair. Direct her to the appropriate styling products to maintain the style you created. Your client will surely tell all her friends about her donation to Beautiful Lengths ... and who gave her the new shorter look.
- Schedule a follow-up appointment after two weeks to determine if her new cut is still “right” or if she needs further styling changes. Be open to fine-tuning her original style. Knowing she has that appointment will allow her to get used to the new look. In fact several of my donation cuts have chosen to go even shorter once they were comfortable with the overall style. Once she’s made that first cut, she won’t be as hesitant to have more than a quarter inch removed with each haircut appointment. It’s up to you whether you’ll charge her for that follow-up session. After that appointment, it’s best to get her on a regular 4-6 week salon cut/colour/style routine following her hair donation.
- My clients love it when I snap before-and-after photos! These dramatic donations bring out a special radiance through the pleasure that their donation has generated. You can actually see the switch of energy, as each picture tells an amazing story of generosity.

Thanks for helping to spread the word about this incredibly important campaign.

## CONTACT US

If you would like to learn more about hair donation, how to download a hair donation kit, or other ways to get involved in Pantene Beautiful Lengths, please call our hotline at 1-800-945-7768 or visit [www.Pantene.com](http://www.Pantene.com).

### Related Resources:

- Canadian Cancer Society  
For more information on the Canadian Cancer Society and Pantene Beautiful Lengths wig distribution, or to learn about the Canadian Cancer Society's programs and services, please visit [www.cancer.ca](http://www.cancer.ca) or call 1-888-939-3333.
- HairUWear®  
For more information about HairUWear, please visit [www.hairuwear.com](http://www.hairuwear.com)

### Please send hair donations to:

Pantene Beautiful Lengths  
Archway  
2-1055 Middlegate Road  
Mississauga, ON L4Y 9Z9