



25 YEARS OF  
GIVING HOPE A HOME

## Shave To Save 2026

### BOA Email Templates

- Page 2: Shavee Recruitment
- Page 3: New Outreach (Sponsorship Focus)
- Page 4: Sponsorship Outreach – Returning Sponsor
- Page 5: Sponsorship Outreach – Declined Last Year
- Page 6: Table Sales – New Attendee
- Page 7: Table Sales – Returning Attendee
- Page 8: Stars of Hope

### Key Messaging

- Shave To Save is the American Cancer Society's signature annual gala, benefiting the newly renovated Richard M. Schulze Family Foundation Hope Lodge Kansas City. One hundred percent of the dollars raised go towards funding the day-to-day operations of Hope Lodge Kansas City.
- Hope Lodge provides free, comfortable lodging for cancer patients and their caregivers traveling to Kansas City for treatment, saving families millions of dollars in lodging costs. Hope Lodge removes the financial barrier for patients so they can access the most effective treatment. It also offers hope beyond treatment by creating a community where guests connect, share meals, and support one another during their journeys.
- Since opening in 2000, Hope Lodge Kansas City has:
  - o Served 27,311 patients and caregivers traveling to Kansas City for treatment
  - o Provided 435,789 free nights of lodging to patients and caregivers
  - o Saved families an estimated \$25.7 million in hotel expenses
- Shavees are the heart and soul of the event, each pledging to raise at least \$7,500. In return, Shavees have their head shaved during the event, symbolizing unity and support for cancer patients. To date, more than 475 Shavees have helped raise \$4.5 million for Kansas City Hope Lodge.
- While celebrating its 25<sup>th</sup> anniversary, Hope Lodge Kansas City completed a major, \$7 million renovation in 2025. The renovation was supported by a \$2 million challenge grant from the Richard M. Schulze Family Foundation.
  - o Major upgrades include:
    - Eight new kitchen areas for guest use.
    - A revamped communal dining & living area.
    - A new meditation room and updated gym space for guest wellness and relaxation.



- Updated guest rooms and other common spaces to strengthen the “home away from home” feel.
- [Virtual Tour: Hope Lodge Kansas City](#)

*Note: Please personalize all templates as you wish and send to anyone you think would be interested in this year’s Shave To Save event.*

## SHAVEE RECRUITMENT

**Subject Line:** 25<sup>th</sup> Annual Shave To Save Kansas City

Dear [NAME],

I hope this message finds you well. On behalf of the Board of Ambassadors for the American Cancer Society’s signature gala, Shave To Save, I’d like to personally invite you to join us on **Friday, April 17, 2026**, at the Overland Park Convention Center for our 25<sup>th</sup> anniversary celebration.

At the heart of the event are our Shavees – community and corporate leaders who each commit to raising \$7,500 and bravely shave their heads or beards on stage in a powerful show of unity and support for those facing cancer.

[INSERT WHY YOU THINK THIS INDIVIDUAL WOULD BE A GOOD SHAVEE]

***Will you join me at Shave To Save and commit to being a Shavee?***

In 2024, Hope Lodge Kansas City provided **17,565 nights of free lodging**, saving patients and caregivers more than **\$1.9 million**. Your support will ensure that cancer patients and caregivers will continue to have a home away from home in Kansas City for their cancer treatment.

For more information, visit [ShaveToSave.org](https://ShaveToSave.org). Together we can have a profound impact on our community and in the fight against cancer.

Thank you for your consideration.

[YOUR NAME]

[2025 Shave To Save Recap Video](#)



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## NEW OUTREACH – SPONSORSHIP FOCUS

**Subject Line:** 25<sup>th</sup> Annual Shave To Save Kansas City

Dear [NAME],

I hope this message finds you well. On behalf of the Board of Ambassadors for the American Cancer Society's signature gala, Shave To Save, I'd like to invite you to join us on **Friday, April 17, 2026**, at the Overland Park Convention Center for our 25th anniversary celebration.

For 25 years, Shave To Save has brought together Shavees, sponsors, donors, and guests to raise over \$4.5 million for Hope Lodge Kansas City, providing free lodging for cancer patients and caregivers traveling for treatment and saving families millions of dollars.

At the heart of the event are our Shavees – community and corporate leaders who each commit to raising \$7,500 and shave their heads on stage in a powerful show of unity and support for those facing cancer.

We would be honored to have you [add business name if appropriate] join us for this milestone year. Sponsorship opportunities offer meaningful visibility for your business while making a real difference for cancer patients and their caregivers. Full sponsorship details are attached, and you can learn more Shave To Save, [here](#).

Your support will help us reach our goal of raising over \$500,000 for Hope Lodge Kansas City, ensuring it continues to give hope a home. Together, we can make a lasting impact on our community and in the fight against cancer.

Thank you for your time and consideration. I'd be happy to connect to discuss how [business name] can get involved.

Best regards,

[Your Name]

[2025 Shave To Save Recap Video](#)



*Note: Please personalize all templates as you wish and send to anyone you think would be interested in this year's Shave To Save event.*

## SPONSORSHIP OUTREACH – RETURNING SPONSOR

**Subject Line:** 25<sup>th</sup> Annual Shave To Save Kansas City

Dear [Name],

I hope this message finds you well. On behalf of the Board of Ambassadors for the American Cancer Society's signature gala, Shave To Save, I'd like to personally invite you to join us once again on **Friday, April 17, 2026**, at the Overland Park Convention Center for our 25<sup>th</sup> anniversary celebration.

Thanks to the generosity of last year's sponsors, including [business name], Shave To Save raised more than \$550,000 for Hope Lodge Kansas City, which provides free lodging to cancer patients and their caregivers traveling for treatment. With your continued partnership, we can ensure that this life-saving service remains available for years to come.

We would be honored to have your support again this year. We offer a variety of sponsorship opportunities designed to provide meaningful visibility for your business while making a powerful difference for those facing cancer. Full sponsorship details are attached, and you can learn more about Shave To Save, [here](#).

I would be honored to connect and explore how [business name] can continue to play a part in giving hope a home for cancer patients and their caregivers.

Thank you for your time and consideration.

Best regards,

[Your Name]

[2025 Shave To Save Recap Video](#)



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## SPONSORSHIP OUTREACH – DECLINED LAST YEAR

**Subject Line:** 25<sup>th</sup> Annual Shave To Save Kansas City

Dear [Name],

I hope this message finds you well. On behalf of the Board of Ambassadors for the American Cancer Society's signature gala, Shave To Save, I'd like to personally invite you to our 25th anniversary celebration on **Friday, April 17, 2026**, at the Overland Park Convention Center.

Each year, community and corporate leaders commit to raising \$7,500 and shave their heads on stage to show unity with Hope Lodge guests. Since 2001, Shave To Save has raised over \$4.5 million to support Hope Lodge Kansas City, providing free lodging for cancer patients and caregivers traveling for treatment – saving families millions in lodging costs.

I understand last year wasn't the right time for [business name], but I hope you'll consider joining us this year. Our sponsorship opportunities offer meaningful visibility for your business while making a powerful difference for those facing cancer. Full sponsorship details are attached, and you can learn more about Shave To Save, [here](#).

I would love to connect and explore how [business name] can help give hope a home for cancer patients and caregivers.

Thank you for your time and consideration.

Best regards,

[Your Name]

[2025 Shave To Save Recap Video](#)



*Note: Please personalize all templates as you wish and send to anyone you think would be interested in this year's Shave To Save event.*

## TABLE SALES – NEW TABLE PURCHASE

**Subject Line:** 25<sup>th</sup> Annual Shave To Save Kansas City

Dear [First Name],

I'm reaching out personally to invite you to join me for a night that means a great deal to me and so many in our community.

On Friday, April 17, 2026, we'll celebrate the 25th Annual Shave To Save at the Overland Park Convention Center. As a Board of Ambassador member, I've seen firsthand the impact this event has, and this milestone year feels especially meaningful. Shave To Save is the American Cancer Society's signature gala, bringing together community and corporate leaders for an unforgettable evening in support of the Richard M. Schulze Family Foundation Hope Lodge Kansas City.

When you attend Shave To Save, you're not just coming to a special night of connection, inspiration, and celebration — you're helping provide free lodging for cancer patients and their caregivers who travel to Kansas City for treatment. One hundred percent of the funds raised support the day-to-day operations of Hope Lodge Kansas City, removing a critical financial barrier for families when they need it most.

By reserving a table or purchasing tickets, you'll help:

- Celebrate 25 years of impact and hope in our community
- Witness the powerful moment when Shavees take the stage in solidarity with cancer patients
- Gather colleagues, friends, or clients for a meaningful night out
- Directly support a true "home away from home" for thousands of families

Tables and tickets are now available to [purchase online](#), and space is limited for this milestone year. Whether you're hosting a table or joining as an individual guest, your presence truly matters and helps ensure Hope Lodge Kansas City can continue giving hope a home.

I hope you'll consider joining me and being part of our 25<sup>th</sup> annual celebration. It would mean a lot to share this special night with you.

Best regards,

[Your Name]

[Shave To Save Website](#)

[2025 Shave To Save Recap Video](#)



*Note: Please personalize all templates as you wish and send to anyone you think would be interested in this year's Shave To Save event.*

## TABLE SALES– RETURNING TABLE PURCHASER

**Subject Line:** 25<sup>th</sup> Annual Shave To Save Kansas City

Dear **[First Name]**,

I hope you're doing well! I wanted to personally invite you to join me again for Shave To Save on Friday, April 17, 2026, as we celebrate the 25<sup>th</sup> annual event at the Overland Park Convention Center.

You've experienced the power of this night firsthand, and this milestone year will be especially meaningful. As a Board of Ambassador member, I'm proud to support an event where 100% of the funds raised help provide free lodging for cancer patients and caregivers at the Richard M. Schulze Family Foundation Hope Lodge Kansas City.

Tables and tickets are now available to [purchase online](#), and I'd love to see you back in the room helping us celebrate 25 years of impact, community, and hope.

Thank you for being part of this mission — I hope you'll join us again.

Warm regards,

**[Your Name]**

[Shave To Save Website](#)

[2025 Shave To Save Recap Video](#)



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## STARS OF HOPE

**Subject Line:** Shave To Save – Exclusive 25<sup>th</sup> Anniversary Giving Opportunity

Dear [First Name],

As we celebrate the 25th Annual Shave To Save and the 25th Anniversary of Hope Lodge Kansas City, we invite you to be part of a very special giving opportunity: Stars of Hope.

Stars of Hope is an exclusive \$2,500 giving level that recognizes donors whose generosity helps ensure Hope Lodge Kansas City can continue providing free lodging for cancer patients and their caregivers traveling to Kansas City for lifesaving treatment.

Stars of Hope recognition includes:

- Recognition as a Star of Hope at the event
- Name listed in the event program and displayed on-screen during the event
- An exclusive bidder paddle with Star of Hope designation

Star of Hope donations may also be credited toward a Shavee's fundraising total if purchased before April 13<sup>th</sup>. [insert information about a Shavee they could support] Make your Star of Hope donation [online today](#).

Since 2002, Shave To Save has brought together our community to raise more than \$4.5 million, helping provide over 455,000 free nights of lodging for patients and families when they need it most. This milestone year is an opportunity to honor that legacy and help give hope a home for the next 25 years.

Please see the attached flyer for additional details. If you have any questions or would like to talk more about Stars of Hope, I would love to connect.

Thank you for being part of this incredible community of support.

Warm regards,

[Your Name]

[Shave To Save Website](#)

[2025 Shave To Save Recap Video](#)