

SHAVEE TOOLKIT



25 YEARS OF
GIVING HOPE A HOME

April 17, 2026

OVERLAND PARK CONVENTION CENTER



Shave TO Save

25 YEARS OF GIVING HOPE A HOME

Welcome to the Shavee Class of 2026!

We're excited to have you join the American Cancer Society's signature event, **Shave To Save**.

This year marks the event's **25th Anniversary**. A quarter century of making **Hope Lodge Kansas City** a home away from home for cancer patients and their caregivers. This milestone celebrates the lives touched, the hope given, and the incredible impact our Shavees have made over the years.

By stepping up as a Shavee, you're joining a passionate community that has been making a meaningful difference in the lives of people facing cancer for the past 25 years.

As a Shavee, you'll be raising crucial funds, sharing the Hope Lodge mission, and preparing for an unforgettable evening on **April 17**.

This Shavee Toolkit is designed to provide the resources you need to share your story, reach your fundraising goal, and make the biggest impact for Hope Lodge Kansas City.

Thank you for your commitment, your courage, and your support. We can't wait to celebrate you as we honor **25 years of giving hope a home!**

Kenzie Marshall

Sr. Development Manager
American Cancer Society



Shave TO SAVE

SHAVEE DETAILS

WHAT IS SHAVE TO SAVE?

For the past **25 years**, Shave To Save has rallied shavees, sponsors, donors, and guests to raise over **\$4.5 million** for the American Cancer Society Hope Lodge Kansas City. The event will feature **over 20 Shavees** committed to **raising \$7,500** and shaving their heads (or beards) on stage as a symbol of unity for all Hope Lodge guests. Proceeds from Shave To Save ensure Hope Lodge continues to offer free overnight lodging to cancer patients and their caregivers when traveling to Kansas City for lifesaving treatment.

AS A SHAVEE, YOUR MISSION IS SIMPLE:

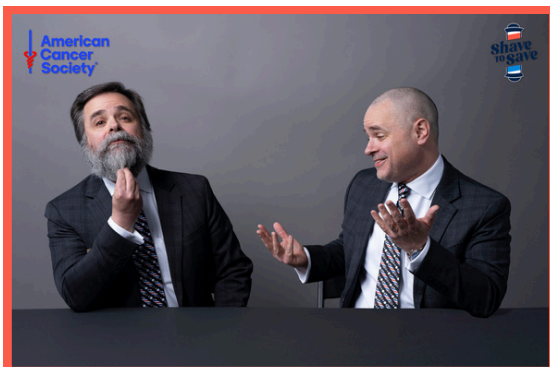
Meet your fundraising goal of **\$7,500** and have your head (or beard) shaved on stage during the event. The highest fundraising Shavee will be awarded '**2026 TOP SHAVEE**'.

ABOUT HOPE LODGE

- Hope Lodge connects thousands of patients all over the country to world class cancer care in Kansas City by providing a free place to stay.
- Since opening in 2000, Hope Lodge Kansas City has provided **455,524 nights of free lodging** to more than **28,585 cancer patients** and caregivers, estimating **\$28.3 million saved** in hotel expenses.

IMPORTANT DATES

- **Tuesday, February 17:** Shavee Kickoff | Hope Lodge | 5:00–7:00pm
- **Friday, April 3:** Sponsorship dollars added to Shavee fundraising totals
- **Monday, April 13:** Shavee Fundraising totals are pulled to determine program order and Top Shavee. All donations made before **7:00 pm** will count towards your total.
- **Friday, April 17:** Shave To Save Event Night | Arrive by 5:30pm



Shave TO Save

FUNDRAISING TIPS & TRICKS

SHAVEE FUNDRAISING PROFILE

After you register online, you will have access to the Society's online fundraising tools. Online fundraising is the easiest way to meet your goal. You will be able to:

- Customize your personal page with a photo and your reasons for being a Shavee
- Update your fundraising goal and keep track of your progress
- Send emails to friends, family and co-workers to request donations
- Send updates and thank you notes to your donors

More information on page #9

ACS FUNDRAISING APP

Download the American Cancer Society's Fundraising app for instant access to your personal page and fundraising efforts. *More information on page #11*

- Share your fundraiser with your contacts via text or email
- Accept in-person credit card donations
- Accept donations via Apple Pay, Google Pay, and PayPal

FUNDRAISE WITH FACEBOOK

Ask your Facebook friends to support your fundraising efforts. Login to your online Shavee portal to create a Facebook fundraiser. *More information on page #12*

DOUBLE YOUR DOLLARS WITH MATCHING GIFTS!

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Contact your Human Resource Department to find out if your company has a corporate Matching Gift Program and how it works.

Visit www.matchinggifts.com/acs for a list of companies that may match donations.

ASK FRIENDS, FAMILY, AND CO-WORKERS TO HELP

Recruit friends, family and co-workers to share your emails and social media posts with their networks. Now you have a team to back you up!

GO OLD SCHOOL — WRITE A LETTER

Write and send a letter to those donors who may not wish to give online. Share why you are shaving your head to help raise funds for Hope Lodge Kansas City.

ORGANIZE A FUNDRAISING EVENT

Planning a fundraising event is a fun way to celebrate you as a Shavee and engage people you know to support your fundraising efforts. *See page #14 for sample fundraiser ideas*

Shave TO Save

HOW TO RAISE \$7,500

THREE EXAMPLES TO HELP YOU REACH YOUR \$7,500 FUNDRAISING GOAL

- **Example #1** - Company Sponsorship
 - Ask your company to be a Bronze Sponsor = \$7,500
- **Example #2** - Company Sponsorship + Community Support
 - Ask your company to be Table Sponsor = \$5,000
 - Ask 8 family members and/or friends to purchase a table = \$1,250
 - Ask 10 other family members and/or friends to donate \$50 = \$500
 - Ask 10 coworkers to donate \$25 = \$250
 - Ask 10 gym, club, or church members to donate \$25 = \$250
 - Make a personal donation = \$250
- **Example #3** - Company + Community Support
 - Ask your company to purchase a table = \$1,250
 - Ask 8 friends to purchase a table = \$1,250
 - Ask 8 family members to purchase a table = \$1,250
 - Ask 10 family members to donate \$100 = \$1,000
 - Ask 10 friends to donate \$100 = \$1,000
 - Ask 3 companies in your network to donate \$250 = \$750
 - Ask 10 co-workers to donate \$50 = \$500
 - Ask 10 gym, club, or church members to donate \$25 = \$250
 - Make a personal donation = \$250

WOO-HOO! YOU HAVE RAISED \$7,500!

These are just a few examples of how you can achieve your fundraising goal. Your ACS staff partner and Shavee mentor are here to support you and your fundraising efforts.

DONATIONS THAT COUNT TOWARDS SHAVEE FUNDRAISING TOTALS

- Sponsorship from your company
- Sponsorship from companies within your network
- Table and ticket sales
- Monetary donations made to your online fundraising page, through your [linked Facebook fundraiser](#), and/or cash and check given in your support.
- In-kind credit from auction item donations (\$1,000 max)
- Personal Fundraising Events

Detailed information about each donation type can be found on page #15

Shave TO Save

HELPFUL RESOURCES

ASKING FOR DONATIONS MADE EASY

The #1 reason people give is because they are asked! Provide everyone you know with the opportunity to give to your fundraising efforts. Every dollar counts and will add up as you strive to reach your goal! There are sample messages in the Recurse Appendix to help get you started. *Sample messages are on pages #16-19*

A FEW ADDITIONAL TIPS TO HELP YOU SUCCEED, INCLUDE:

- Make your message personal: share your reasons for raising money and shaving your head, share the story of Hope Lodge Kansas City.
- Re-share the mission: highlight the value of Hope Lodge through facts and stories.
- In all communications, include a link to your personal fundraising page to make it easy for your donors to give.
- Use multiple channels to reach people: social media/LinkedIn, text message, email.
- Share photos and short videos. Growing out your hair before shaving it? Share updates on your growth.
- Set mini-goals and celebrate milestones: "Help me hit \$1,000 by Friday!"
- Don't hesitate to remind people if they haven't made a donation. We all get busy and need reminders from time to time. Share updates on your fundraising efforts and where you are with reaching your goal to encourage them to give!
- Be genuine: let your personality shine. Authenticity will inspire people to give.
- **Have fun!**



Resource Appendix

	Page #
25 Years of Hope Lodge Kansas City.....	8
Shavee Fundraising Profile.....	9
Customized Shavee Profile.....	10
ACS Fundraising App.....	11
Facebook Fundraising.....	12
Personal Fundraiser Ideas.....	14
Types of Donations.....	15
Stars of Hope - Giving Opportunity.....	16
Sample Messaging - Stars of Hope.....	17
Sample Messaging - General Email.....	18
Sample Messaging - Email Reminder.....	19
Sample Messaging - Thank You Email.....	20
Sample Messaging - Text Messages.....	21
Sponsorship Opportunities.....	22





Support the Hope Lodge Program

Hope has a home

Sometimes the best cancer care is far from home. Each year, approximately 200,000 cancer patients must travel 40+ miles to treatment. American Cancer Society Hope Lodge® helps people with cancer be close to vital treatment when they need it most.

Hope Lodge stays are 100% free, which relieves a financial burden for guests and caregivers. Located near top cancer centers, Hope Lodge enables better access to equitable treatment.

Celebrating 25 years in Kansas City, MO

We are proud to be celebrating 25 years of the Hope Lodge program in Kansas City, Missouri. Through your support, you can ensure this vital resource remains available for many years to come.

Hope Lodge is more than a place to sleep



Care Support

Comprehensive cancer resources, information, and social, health and wellness programs



Access to Treatment

Located near treatment centers in Kansas City, Missouri



Healing Environment

42 guestrooms, homelike amenities, and recreation areas for social support and interaction

25 Years of Impact in Kansas City

(since 2000)



27,311 cancer patients and caregivers served



435,789 free nights of lodging provided



More than \$25.7M saved in hotel costs

When cancer care is far away, Hope Lodge is there.

cancer.org | 800.227.2345

SHAVEE FUNDRAISING PROFILE



Log in and access your Fundraising Dashboard from your computer, tablet, or phone. It's so easy to ask for donations and track your progress to your fundraising goals!

1. Create a Facebook Fundraiser and link your Facebook fundraising to your dashboard. *You must go through your dashboard to link your fundraising profile to the Facebook fundraiser.*
2. Update your profile to include your company.
3. Make a custom URL for your fundraising page.
4. Add a profile photo. *Profile photos only appear on your personal fundraising page.*
5. Personalize the title and description.
6. Edit your personal fundraising goal. *Once achieved, update and increase your goal.*
7. Add photos and a video to personalize your page. *The first photo added will appear on the Shavee Fundraising home page.*
8. Update your personal story and share why you're supporting the American Cancer Society through Shave To Save.
9. View and thank your donors.
10. Send emails to your contacts and share your Shavee page.

The next page will show how a customized Shavee page will look to the public.

CUSTOMIZED SHAVEE PROFILE

Personal Shavee Fundraising Page

3

4

5

6

7

8

http://main.acsevents.org/goto/KMarshall

I'm supporting the American Cancer Society in honor of all Hope Lodge guests.

McKenzie Marshall
Fundraiser Organizer

Hope Lodge Kansas City connects thousands of patients all over the country to world class cancer care in Kansas City by providing a free place to stay.

\$0 raised of \$15,000 goal **87 days left**

How much would you like to donate?

How would you like to pay?

Credit Card G Pay Apple Pay venmo

DAF pay | Donor Advised Fund

[Or Mail in your Donation by Check](#)

Why I Joined The American Cancer Society **Why This Matters**

Why I Support the American Cancer Society

Cancer has touched too many people I know and love, which is why I've joined the American Cancer Society to make a difference. By supporting this important work, I'm celebrating cancer survivors, honoring those we've lost, and raising critical funds to help end cancer as we know it.

Shavee Fundraising Home Page

7

2

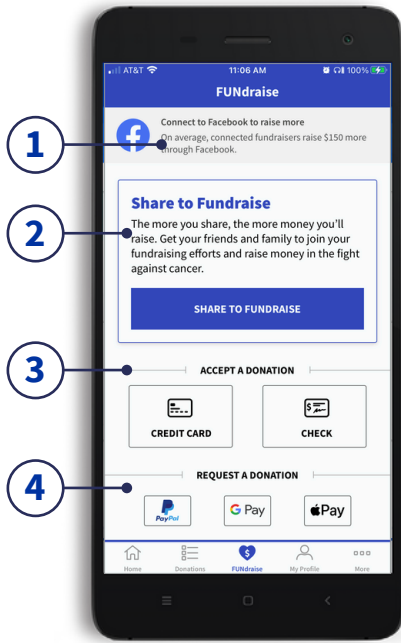
MCKENZIE MARSHALL
American Cancer Society
\$0

American Cancer Society FUNdraising App

Download now:



FUNDRAISE



Join the fight for a world without cancer! Download our **free** FUNdraising App today. It's so easy to accept donations and track your progress to your fundraising goals.

1. Set up a Facebook Fundraiser – it's easy to do and will help you reach your fundraising goal faster!

2. Share your fundraiser with your Facebook and LinkedIn networks. Send it to your contacts via text or email, too.

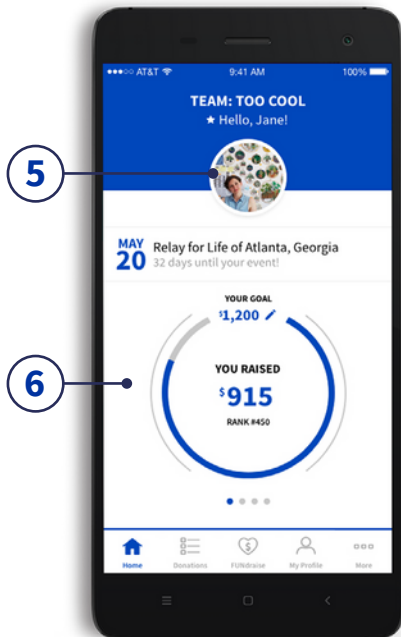
3. Accept in-person credit card and check donations with state-of-the-art scanning technology and bank-grade security features.

4. Solicit donations via PayPal, Google Pay, or Apple Pay – perfect for donors who prefer easy digital payment methods.

5. Easily update your personal profile to share your cancer-fighting story.

6. Keep track of your fundraising goals and progress with real-time updates. Track all mobile and web donations made to you, your team, and/or your event.

TRACK YOUR PROGRESS



Here are some other things you can do with our user-friendly app:

- Send donation receipts and thank-you notes.
- Keep track of event-wide messages from your event coordinator and volunteers.
- Fundraise for the American Cancer Society Cancer Action NetworkSM (ACS CAN) so we can continue our work to make cancer issues a national priority.



Facebook Fundraiser

Makes Raising Money to Attack Cancer Easier Than Ever



IDEA! What about donating your special day to help fight cancer? Turn a milestone – think birthday, anniversary, or even “cancerversary” – into a day that helps others, by asking for donations instead of gifts or cards.

Whether you’re celebrating something special, or just wanting to make a difference fast, Facebook Fundraiser simplifies and supercharges your fundraising for the American Cancer Society movement. You can inspire your social network to donate by sharing why you’re dedicated to the fight against cancer.

Here’s how in 4 easy steps.

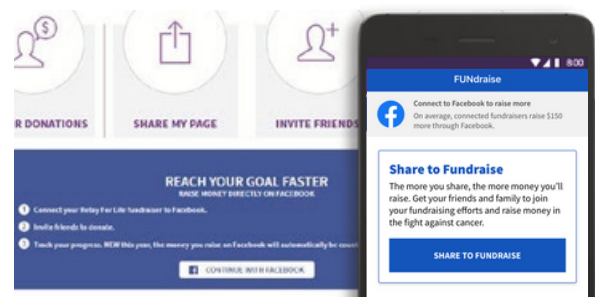
1 Sign in to your event fundraising

From Your Dashboard:

- Sign in
- Select CONTINUE WITH FACEBOOK

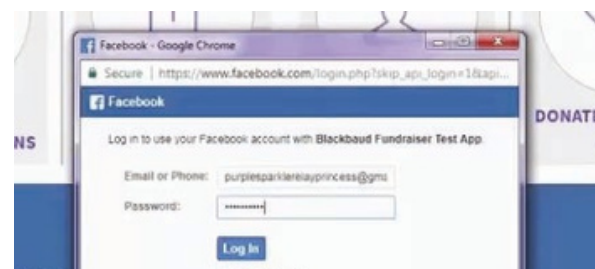
From Your Phone:

- Open FUNdraising app
- Tap FUNdraise at the bottom of the screens
- Select CONTINUE WITH FACEBOOK



2 Log In to Facebook

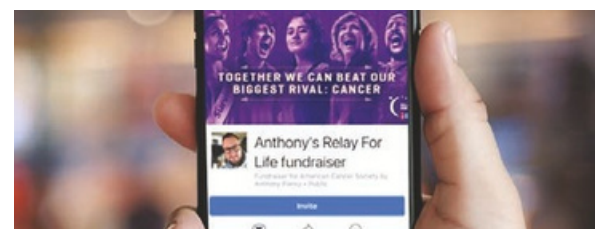
Grant permission to link to your event dashboard.



3 Click GO TO FACEBOOK FUNDRAISER



4 Invite friends to donate, and track your progress.

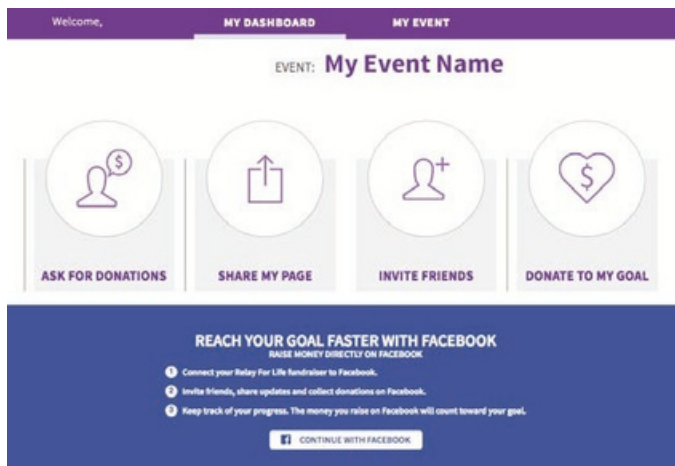


Want to learn more and see a demo? Watch this video: [youtube.com/watch?v=3RitK8sLOdQ](https://www.youtube.com/watch?v=3RitK8sLOdQ)

Additional Information

What do I need to do to get started?

Once you sign up on your fundraising page, you can connect it to Facebook Fundraiser right through your dashboard.



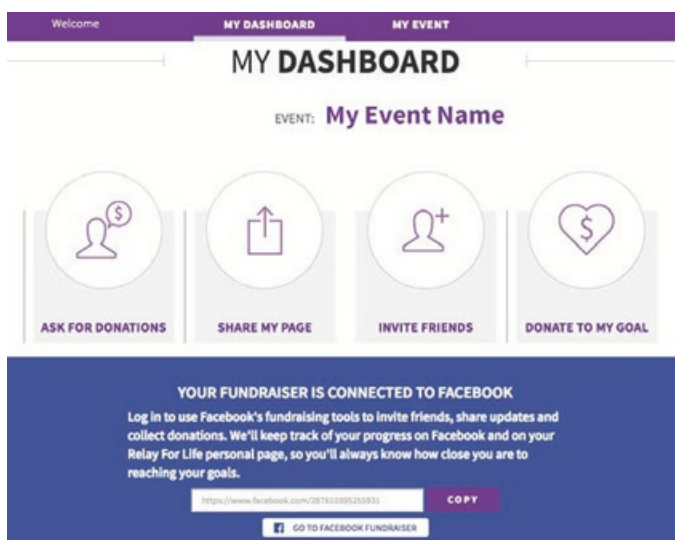
What if I have already created a fundraiser on Facebook?

If your Facebook Fundraiser isn't already connected to your dashboard, please close that fundraiser, and connect your fundraising page by logging into the dashboard and creating a new Facebook Fundraiser.

If you've already raised funds through Facebook without connecting to your dashboard, contact your staff partner to help you ensure all your funds are accounted for.

How do I know if my Facebook Fundraiser is connected to my dashboard?

If your Facebook Fundraiser is successfully connected to your dashboard, you will see a link telling you Your Fundraiser is Connected to Facebook.



Can I go directly to Facebook to create my Facebook Fundraiser?

No, you must log in to your dashboard to create and connect your fundraiser to Facebook.

Will my event get credit for funds raised through Facebook Fundraisers?

Yes, if you create a Facebook Fundraiser through your dashboard, your event automatically gets credit.

How will these donations appear on my website?

Donations received through Facebook Fundraiser will come through as an online donation, just like any other donation received through the event website.

How will these donations show up on my fundraising page's honor roll?

Donations will appear with the recognition names from your Facebook Fundraiser.

What does my Facebook Fundraiser look like when I connect to my dashboard?

You'll see a photo, and your personal page story. Once you create your fundraiser you can customize your photo and story. Remember, sharing your own story of why you fight will go a long way in helping people decide to donate to your cause!

Will my fundraising totals (and progress toward my goal) increase as I receive donations on my personal page and Facebook Fundraiser?

Yes! Both your personal page and Facebook Fundraiser will display totals of all donations.

How does a Facebook Fundraiser close?

The Facebook Fundraiser closes anytime you choose, or whenever the event website closes.

How do donors get a receipt?

Donors will receive an on-screen thank-you and an email receipt from Facebook. Donors can always view their payment history in Facebook.

What if a donor needs a refund?

The donor should contact Facebook to issue a refund, or they can contact the American Cancer Society at 1-800-227-2345.

If you'd like additional help from Facebook, please visit www.facebook.com/help/contact/162031714239823

Thanks for leading the fight against cancer – through your Facebook Fundraiser!



Shave TO Save

PERSONAL FUNDRAISING EVENTS

SAMPLE FUNDRAISING EVENTS YOU CAN PLAN & HOST

- Pledge Campaign: Invite people to pledge support tied to an activity you enjoy; running (per mile), shooting free throws (per basket), cycling, baking challenges, anything! Make a short video explaining the activity and how the pledges work, then share it with family, friends, and co-workers.
- Round Up: Ask a favorite local store or restaurant if they would run a round-up campaign where customers round their purchase to the nearest dollar and donate the difference to ACS. It's simple for businesses and adds up quickly!
- Breakfast at the Office: Organize a grab-and-go breakfast at your workplace. Employees can purchase items like pastries, fruit, or breakfast burritos, with all proceeds donated to your campaign.
- Host an Game Event: Plan a trivia or Bingo night and invite family, friends, neighbors, or co-workers to join. Charge a small entry fee, and offer simple prizes like gift cards, donated items, or bragging rights. You can host it at home, a community room, a local brewery, or even virtually. Add extra fundraising opportunities with a raffle, snack bar, or "bonus round" buy-ins.
- Themed Dinner Party: Host a dinner at home where guests donate to attend. Choose a theme (taco night, chili cook-off, pasta bar, backyard BBQ) and share a little about Hope Lodge as part of the evening.
- Professional Networking Event: Host a small networking mixer after work at a local venue or office conference room. Charge a small entry donation, provide light refreshments, and share a brief mission highlight about Hope Lodge KC.
- Donation-Based Workout Class: Partner with a local gym or fitness instructor to host a yoga, spin, or strength class where participants donate to attend. Many instructors are happy to support a meaningful cause.
- Craft or DIY Workshop: If you have a skill like, painting, candle-making, wreath-making, cookie-decorating, host a small workshop and donate proceeds.

Shave TO SAVE

TYPES OF DONATIONS

As you fundraise to reach (and exceed) your \$7,500 goal, there are several types of donations you can secure that will go towards your Shavee total.

SPONSORSHIP

Sponsorship levels range from \$5,000 to \$20,000. The entire amount of the sponsorship will be credited to your fundraising total. [See page #18 for Sponsorship Opportunities.](#)

- **Ask your company to become an event sponsor.** If your company has multiple Shavees, they can choose how to divide the credited amount.
- **Ask companies within your network to become event sponsors.** To count toward your fundraising total, these companies must not have sponsored Shave To Save in 2025.

TABLES AND TICKET SALES

Tables and tickets purchased in your support will go towards your fundraising total. When purchasing online, the donor will be able to add which Shavee they are supporting. Table and ticket sales will open to the public February 17, 2026.

DONATIONS MADE DIRECTLY TO YOUR CAMPAIGN

All donations made directly to your Shavee fundraising page will be included in your total. If you receive a donation by check, you can “deposit” the check by using the ACS Fundraising app (similar to mobile bank deposits). All cash donations need to be turned in to your ACS staff partner. After turning in the funds, the amount will be added to your Shavee page.

STARS OF HOPE DONATION

Exclusive giving opportunity in honor of the 25th Annual Shave To Save and the 25th Anniversary of Hope Lodge Kansas City. Star of Hope donations can be made [online here](#). *Star of Hope donations must be made by April 13th in order to count towards final Shavee fundraising totals. Donors will add the Shavee they wish to support when purchasing online.*

SECURE IN-KIND DONATIONS FOR SHAVE TO SAVE

Secure in-kind donations for the auction. The value of the donated item/service will be credited toward your individual Shavee goal up to \$1,000! *All auction items must be delivered to the ACS office no later than April 1, 2026 to count towards your goal.

**The \$1,000 credit is the most a Shavee can receive for all in-kind donations. It is not \$1,000 per in-kind donation. For example: if a Shavee gets five different items donated and the total value of ALL five items is \$2,000, the Shavee will receive a \$1,000 in-kind donation credit towards their fundraising total.*

STARS OF HOPE



Exclusive Giving Opportunity

Join us in supporting the 25th Annual Shave To Save as we aim to raise \$500,000 for the Richard M. Schulze Family Foundation Hope Lodge Kansas City. Since 2002, Shave To Save has brought together shavees, sponsors, donors, and friends, raising more than \$4.5 million to ensure patients and families have a place to stay while facing cancer.

This milestone year celebrates both the 25th Annual Shave To Save and the 25th anniversary of Hope Lodge. Together, we honor a community whose generosity continues to give hope a home.

Stars of Hope | \$2,500

Stars of Hope is an exclusive 25th Anniversary giving opportunity that recognizes donors whose generosity helps ensure Hope Lodge Kansas City can continue providing free lodging for cancer patients and their caregivers when traveling to Kansas City for lifesaving treatment

Recognition includes:

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

Star of Hope donations can be credited to a Shavee's fundraising total.*

25 Years of Giving Hope a Home

Since opening in 2000, Hope Lodge Kansas City has:



Served **28,585** patients and caregivers



Provided **455,585** free nights of lodging



Saved families an estimated **\$28.3 million** in hotel expenses

Since Shave To Save's inception in 2002:



475 Shavees have helped raise **\$4.5 million** for Hope Lodge Kansas City!



Hope Lodge
Ribbon Cutting
September 2000

Inaugural
Shavee
Class
2002



Make your Star of Hope donation online.



**Donations must be made before April 13, to be included in Shavee's fundraising total for event night.*



www.ShaveToSave.org

Shave TO Save

SAMPLE MESSAGE: STARS OF HOPE

Subject: Join me in supporting Hope Lodge Kansas City

Dear <Name>,

I hope you're doing well. This year, I'm honored to be participating as a Shavee in the American Cancer Society's Shave To Save event.

I'm raising \$7,500 <update goal if needed> for Hope Lodge Kansas City, and if I reach my goal, I'll be shaving my head on stage on April 17, 2026. Supporting Hope Lodge is important to me because [insert personal reason].

This year marks the 25th Annual Shave To Save and the 25th Anniversary of Hope Lodge Kansas City. To celebrate this milestone year, there is a special giving opportunity called 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

Stars of Hope donations made in my support will go towards my Shavee fundraising total and will be included in the totals shared at the event. I would be incredibly grateful if you'd consider becoming a Star of Hope this year.

You can make a Star of Hope donation [here](#).

Thank you for helping give hope a home for families who need it most. I greatly appreciate your support!

Best regards,
<Name>

Shave TO Save

SAMPLE MESSAGE: EMAIL

Subject: Help Me Give Hope a Home Through Shave To Save

Dear <Name>

I hope you're doing well. I wanted to share something meaningful that I'm taking part in this year; I've signed up as a Shavee for the American Cancer Society's Shave To Save event. My goal is to raise \$7,500 for Hope Lodge Kansas City, and if I reach that goal, I'll be shaving my head on stage on April 17, 2026.

Being a Shavee and raising funds for Hope Lodge is important to be because <Insert reason(s)>.

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.

I would be so grateful if you'd consider supporting me with a donation of any amount. You can contribute through my personal fundraising page <Insert shavee page link>.

Thank you for helping me give hope a home for the families who truly need it.

Best Regards,
<Name>

OPTIONAL ADDITIONS

[optional add in: tickets]

If you're interested in attending the event, ticket sales open to the public on February 17. Tickets purchased in my honor will also count toward my fundraising goal.

[optional add in: sponsorship]

Shave To Save also relies on the support of companies like <insert company name>. Becoming a sponsor offers meaningful visibility for your business while directly supporting cancer patients and their caregivers. Your sponsorship would help me exceed my fundraising goal and ensure Hope Lodge Kansas City continues to give hope a home. If you'd like to learn more about sponsorship opportunities, let me know and I'll connect you with a representative from the American Cancer Society.

Shave TO Save

SAMPLE MESSAGE: EMAIL REMINDER

Subject: Reminder: Help Me Give Hope a Home Through Shave To Save

Dear <Name>,

I hope you're doing well! I wanted to send a quick reminder about my fundraising efforts for the American Cancer Society's Shave To Save event. My goal is to raise \$7,500 for Hope Lodge Kansas City, and if I reach it, I'll be shaving my head on stage on April 17, 2026.

Hope Lodge provides free, comfortable lodging for cancer patients and their caregivers traveling to Kansas City for treatment, saving families millions in lodging costs. Your support will ensure Hope Lodge continues to give hope a home.

If you haven't had a chance yet, I'd be so grateful if you'd consider supporting me with a donation of any amount. You can give online here: <Insert shavee page link>.

Thank you again for helping me give hope a home for families who truly need it!

Best regards,
<Name>

Second Reminder

Subject: Quick Follow-Up: Shave To Save

Dear <Name>,

I hope you're doing well! I'm sending a quick follow-up as I continue working toward my \$7,500 Shave To Save goal for Hope Lodge Kansas City.

If you haven't had a chance to donate yet, I'd be so grateful for your support; any amount helps families staying at Hope Lodge during cancer treatment. You can give here: <Insert shavee page link>.

Thank you again for your support.

Best,
<Name>

Shave TO Save

SAMPLE MESSAGE: THANK YOU EMAIL

THANK YOU #1

Subject: Thank you for supporting my Shave To Save Fundraising!

Hi [Name],

Thank you so much for your generous donation to my Shave To Save campaign. Your support truly means the world to me.

Because of contributions like yours, Hope Lodge Kansas City can continue providing free, comfortable lodging to cancer patients and their caregivers traveling for treatment. Your gift helps relieve financial stress so families can focus on healing, and I'm incredibly grateful.

Thank you again for being part of this effort, and for helping me get one step closer to shaving my head in April!

With appreciation,

<Name>

THANK YOU #2

Subject: Thank you for supporting my Shave To Save Fundraising!

Hi <Name>,

Thank you for your generous contribution to my Shave To Save fundraiser benefiting Hope Lodge Kansas City. Your support directly impacts patients and caregivers who rely on a safe, welcoming place to stay during treatment.

I'm grateful for your partnership in helping me reach my \$7,500 goal. With your help, I'm getting closer to earning that shave on April 17, 2026. More importantly, your supports helps provide comfort and care to families when they need it most.

Thank you again for your kindness and support.

Warm regards,

<Name>

Shave TO Save

SAMPLE MESSAGE: TEXT

TEXT MESSAGE #1

Hi <Name>! I'm taking part in the American Cancer Society's Shave To Save to support Hope Lodge Kansas City. My goal is to raise \$7,500, and if I reach it, I'll shave my head on April 17, 2026! Hope Lodge provides free lodging for cancer patients and their caregivers traveling for treatment. I'd be so grateful if you'd consider supporting me with a donation of any amount: <Insert link>.

Thank you for helping me give hope a home!

TEXT MESSAGE #2

Hi <Name>! I'm fundraising for the American Cancer Society's Shave To Save benefiting Hope Lodge KC, which provides free lodging for cancer patients and caregivers. My goal is \$7,500, and if I hit it, I'll shave my head on April 17!

I'd appreciate any donation you're able to give: <Insert link>. Thank you!

REMINDER TEXT #1

Hi <Name>! Just a quick reminder about my Shave To Save campaign for Hope Lodge KC. I'm getting closer to my \$7,500 goal so I can shave my head on April 17!

If you'd still like to donate, here's the link: <Insert link>.

Thank you again for your consideration, it truly makes a difference!

REMINDER TEXT #2

Hi <Name>! I'm sending a little reminder about my Shave To Save fundraiser for Hope Lodge KC. Every donation helps provide free lodging to patients traveling for treatment.

I'm inching toward my \$7,500 goal—here's the link if you'd like to support: <Insert link>.

Thank you!

THANK YOU TEXT #1

Hi <Name>! Thank you for your generous donation! Your support goes directly toward providing free lodging for cancer patients and caregivers at Hope Lodge KC. I'm so grateful you're part of this.

THANK YOU TEXT #2

Hi <Name>! Thank you so much for your donation to my Shave To Save campaign. Your support truly means the world to me and helps Hope Lodge KC provide comfort and care to families during treatment. I appreciate you!

SHAVE TO SAVE 2026

SPONSORSHIP OPPORTUNITIES

FRIDAY, APRIL 17, 2026 | OVERLAND PARK CONVENTION CENTER



We invite you to support the **25th Anniversary of Shave To Save** as we look to raise \$500,000 for the Richard M. Schulze Family Foundation Hope Lodge Kansas City. For the past 25 years, Shave To Save has rallied shavees, sponsors, donors, and guests to raise over **\$4.5 million** for the American Cancer Society Hope Lodge Kansas City. All proceeds ensure Hope Lodge continues to offer free overnight lodging to cancer patients and their caregivers when traveling to Kansas City for lifesaving treatment.

Presenting Sponsor | \$30,000

- **Four (4) premium tables** of ten (10) guests with priority placement
- **Exclusive naming rights to the event:** event will be referred to as "Shave To Save, Presented by:"
- **Premium Brand Visibility:** logo placement on all event materials; save-the-date, invitation, event program, auction site, event emails, and website
- **On-Stage Spotlight:** opportunity to speak or share 60-second branded video during event
- **VIP Event Experience:** early event entry, reserved premium parking, and access to Sponsor Lounge
- **Custom On-Site Activation:** branded space or experience (e.g., lounge, photo station, or display)
- **Two Page Acknowledgment** in event program

Gold Sponsor | \$20,000

- **Three (3) premium tables** of eight (8) guests with priority placement
- **Brand Visibility:** logo on event website and auction website
- **On-Stage Recognition:** verbal appreciation and visual spotlight during the event
- **Premium Event Experience:** early event entry, reserved parking, and access to Sponsor Lounge
- **Exclusive Branding on One (1) Event Feature:** Bar, Photo Booth, Registration, Shavee Lounge
- **Full-Page Acknowledgment** in event program

Silver Sponsor | \$15,000

- **Two (2) tables** of eight (8) guests
- **Brand Visibility:** logo on event website
- **On-Stage Recognition:** verbal appreciation during the event
- **Event Experience:** early event entry and access to Sponsor Lounge
- **Exclusive Branding on One (1) Event Feature:** Dessert Station, Parking, Silent Auction, Restrooms
- **Full-Page Acknowledgment** in event program

Bronze Sponsor | \$7,500

- **One (1) table** of eight (8) guests
- **Brand Visibility:** logo on event website
- **Event Experience:** access to Sponsor Lounge
- **Quarter-Page Acknowledgment** in event program

Table Sponsor | \$5,000

- **One (1) table** of eight (8) guests
- **Brand Visibility:** company name on event website and in event program



For more information, please contact: Kenzie at McKenzie.Marshall@cancer.org

www.ShaveToSave.org

Shave TO Save

25 YEARS OF GIVING HOPE A HOME

A SPECIAL THANK YOU!

Thank you for your willingness to participate in Shave To Save and support the mission of Hope Lodge Kansas City. Your commitment helps us raise critical funds and awareness, and we truly couldn't do this event without you. We're grateful for your dedication and are here to support you along the way.

Have questions or need help?

Contact Kenzie Marshall
McKenzie.Marshall@cancer.org
816.791.7404
www.ShaveToShave.org



Jeff Novorr
2025 Top Shavee
\$84,555



Shavee Class of 2025



Ryan Jones
2025 Runner-Up
\$81,453



EST. 2002